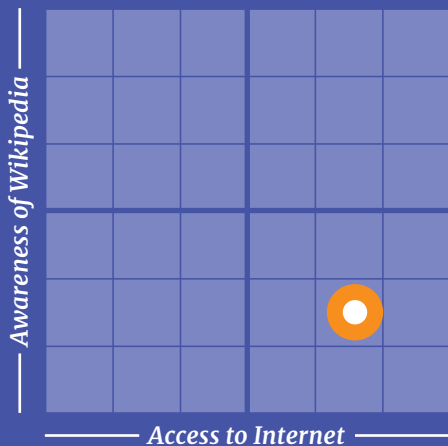


NAME: **Shilpa Bothra** AGE: **48**

FROM **Bhilwara, India**

LIVES: **Jaipur, India**

OCCUPATION: **Homemaker/Tutor/Artist**



BIOGRAPHY

Shilpa is an artist who taught herself how to paint in the traditional style of the Bhilwara region, where she grew up. She moved to the state capital, Jaipur, after marrying a clothing salesman. She supplements the family income by working as an art tutor for the neighborhood children. Her husband owns a desktop computer and has an Airtel WiFi modem at home.

Shilpa is very social, and it was her friends who first convinced her to go online. They installed Facebook and WhatsApp on her phone so that they could all stay in touch. She has also found the internet useful for her art. Her husband installed the YouTube app on her phone and showed her how to search for video tutorials on new painting techniques. A few loyal customers successfully encouraged her to sell her paintings on Facebook.

Shilpa speaks Hindi and Marwari, a regional language spoken by her family; but her main sources of news are in Hindi, which was her medium of education. She watches Hindi news on TV and reads the *Rajasthani Pathrika*, a Hindi newspaper. Her husband can read English newspapers but subscribes to the Hindi versions for her and her mother-in-law, who lives with them.

Shilpa is very proud of her two children: Gagan, who is studying commerce in 12th grade to become a businessman like his father, and Savita, who is completing her Bachelor's in History at JNU in Delhi. She stays in touch with Savita usually via WhatsApp chat and voice calls. Her children don't have the patience to teach her how to make better use of her phone, so she sticks to familiar apps.

Last year, Shilpa's husband installed UC Browser Mini on her phone and told her that it is the fastest search engine, but she rarely uses it. She found the UC Browser notifications annoying, so he did something to minimize their appearances. Her husband used to help the children with school projects on the desktop computer at home; and by watching them, Shilpa learned how to search on Google. But today, if she needs to find information online, she still asks her husband for help because his English is much more advanced than hers, and he knows which links to click.

She has never heard of Wikipedia and cannot recall ever using it.

DEVICE USE



Xolo Era smartphone

PRIMARY USE: Social networking via WhatsApp and Facebook. Selling artwork via Facebook. Learning painting techniques on YouTube.

NETWORK: Only uses her phone to go online while at home, when she can connect via the Airtel modem. Rarely leaves her home, so she does not have data on her phone.

DETAILS: Her husband bought her a phone with a large screen to make it easier for her to type and view images.

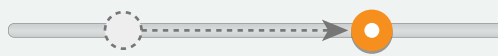


Desktop computer

PRIMARY USE: Husband used it to help their children with school projects.

DETAILS: Husband uses it to search for information for her when asked.

Low Digital Confidence



High Digital Confidence

Low Economic Status



High Economic Status

Original Status

Current Status