Creating Rural Entrepreneurship - Redefining Governance
Digital India – Vision Areas

- Digital Infrastructure to every citizen
- Digital Services and Governance on demand
- Digital Empowerment of citizens
Digital India – Vision Areas Explained

**Digital Infrastructure as a Utility to Every Citizen**
- High speed internet
- Unique digital identity
- Mobile phone & bank account
- Access to a Common Service Centre
- Private space on Cloud
- Secure cyber-space

**Governance & Services on Demand**
- Integrated services
- Availability of services through online & mobile platforms
- Portable Citizen entitlements on Cloud
- Ease of doing business
- Financial transactions electronic & cashless
- Geospatial Information Systems (GIS) as Decision Support System

**Digital Empowerment of Citizens**
- Digital literacy
- Digital resources
- Digital resources / services in Indian languages
- Collaborative digital platforms
- No physical submission of documents
Nine Pillars of Digital India

1. Broadband Highways
2. Universal Access to Mobile Connectivity
3. Public Internet Access Programme
4. Reforming Governance through Technology
5. E-Kranti: Electronic Delivery of Services
6. Information for All
7. Electronic Manufacturing
8. IT for Jobs
9. Early Harvest Programmes
Pillar 3. Public Internet Access Programme – National Rural Internet Mission

CSCs – made viable, multi-functional end-points for service delivery

- **Coverage:** 2,50,000 villages (now 130,000)
- **Nodal Agency:** MeitY

Reach of Govt. services to all GPs

Post Offices to become Multi-Service Centres

- **Coverage:** 1,50,000 Post Offices
- **Nodal Agency:** D/o Posts

Long term vision for Post Offices
CSC 2.0
A Way Forward (under Digital India Program)

* CSCs would be strengthened and its number would be increased to 12,920 i.e. one CSC in every Gram Panchayat. CSCs would be made viable and multi-functional end-points for delivery of government and business services at Panchayat level.

**Status in AP (**December 2017):**

<table>
<thead>
<tr>
<th>Total GPs</th>
<th>CSCs exist in GPs</th>
<th>Need to identified GPS</th>
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<tbody>
<tr>
<td>12,920</td>
<td>7442</td>
<td>5478</td>
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Common Services Centres (CSCs)

Common Services Centers (CSCs) are a strategic cornerstone of the Digital India programme.

They are the access points for delivery of various electronic services to villages in India, thereby contributing to a digitally and financially inclusive society.

- CSC is front-end delivery points for Govt, Pvt & Social sector services to rural citizens of India
- Expansion of CSC service area to urban regions on a pan-India basis.
- CSC scheme to provide front-end delivery points for Government, private and social sector services
Various CSC Center's in different States

<table>
<thead>
<tr>
<th>State</th>
<th>CSC Center</th>
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<th>CSC Center</th>
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<tr>
<td>Andhra Pradesh</td>
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<td>WB (Tathya Mitra)</td>
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<td>Meghalaya (Rainbow)</td>
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<td>Jammu &amp; Kashmir</td>
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<td>Orissa (Jan Seba Kendra)</td>
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<td>Karnataka</td>
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<td>Akshaya Centers (Kerala)</td>
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<td>Assam</td>
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<td>Uttar Pradesh</td>
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<td>Bihar</td>
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Key roles

- Village Level Entrepreneur (VLE) – Change Agent of Society
- Citizen is very important stake holder
- Maximum Services through CSC’s
Common Services Center - Infrastructure

- 100 – 150 sq. ft space
- Minimum 1 PC with UPS
- Minimum 1 Printer
- Digital / Web Camera
- Genset / Inverter / Solar
- OS and other application software
- Broadband Connectivity
- Trained and incentivized manpower

CSC KIOSK

- enabled with PC(s), printer(s), scanner(s), UPS, digital/web camera & broadband connectivity.
- Additional equipment in the form of projection systems, biometric devices, etc., may be included, as and when required.
Key Services

- G2C
- B2C
- AADHAAR
- Financial Inclusion
- Education
- Skill Development
- e Health
Government to Citizen Services

- Passport
- PAN Card (NSDL / UTITSL)
- IHHL application under Swachh Bharat
  - FSSAI License registration
- Public Grievances registration in PG Portal
- Online Booking to Visit Rashtrapati Bhavan Museum
Agricultural Services

* PM Fasal Bheema Yojana
* Soil Health Card
* M Kisan registration
* Kisan Point
* VNR Seeds
B2C Services

- Electricity Bill collection in various states
- Data Card Recharge
- DTH Recharge
- Mobile Bill Payments & recharge
- CSC Bazaar – e commerce/shopping service
- E learning
- Premium Collection
- Insurance
- Travel – IRCTC/AIR Tickets/Bus Bookings
- Brilliant- medical/IAS/IIT/Banking courses
- Online Training
- CSC Rozgar
AADHAAR

* Aadhaar Enrollment PEC
* Aadhaar TAB Child Enrollment
* Aadhaar Demographic update
* Aadhar Print
* Aadhaar Print – eKYC
* Mobile Aadhar
* AUA/ASA-Services to Departments
* Aadhar Camps – Anganwadi/Children/Jails/Orphanages/Departments
Aadhaar on Wheels

- **Service @ their doorsteps for Hyderabad**
  - Senior Citizens
  - Patients
  - Divyang Jan

- Citizens can Contact
  - Roh.help@uidai.net.in
  - 040-23119266

- **Services**
  - New Enrollment
  - Aadhar Updates
  - PVC Card Print.

- Wide Publicity through Channels and News Paper
Financial Inclusion

**Banking**
- Enrolment of customers, including collection of biometric & other details, provide card (ID Card, Debit, Card, Credit Card, PIN)
- Remittances from an account with a bank to an account with the same
- Disbursal of credit facilities to borrowers involving small amounts strictly as per the instructions of the Bank

**Insurance**
- Life Insurance Premium Collection
- Life Insurance Sale
- Crop / Cattle / Agri Pumpsets Insurance Sale
- Motor Insurance Sale
- Health / Personal Accident Insurance Sale
- Fire / Property Insurance Sale

- Aadhaar Seeding with Bank account
- Atal Pension Yojana
- Jan Suraksha Scehmes
Transition: Physical to Digital
Digi Dhan Abhiyan
Digital Finance for Rural India: Creating Awareness and Access through CSC’s

The project is aims to train Citizens on digital finance and to enabling various mechanisms of digital financial services such as such as Cards, AEPS, USSD, IMPS, UPI, eWallet and Bank PoS machines etc.

<table>
<thead>
<tr>
<th>Citizens Trained</th>
<th>Merchants enabled with EPS</th>
<th>Merchants, Traders, Hawkers sensitized</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.04 Lakh</td>
<td>23,000</td>
<td>20,000</td>
</tr>
</tbody>
</table>

Lets Visit a Digital Payment Enabled Village- MUKHRA K
A Rural Authorized Person (RAP) is an individual who has a license to solicit or negotiate an Insurance Policy with a client on behalf of the insurance companies.
e Health

A Unique Initiative for Rural Health Care

Delivering Healthcare to Rural India

Alignment with the Honorable Prime Minister of India’s vision for the Nation to use technology for Health care service delivery

Telemedicine – Diagnostics – Jan Aushadi Generic Drug Stores
LED and Sanitary Napkin Units Through CSC

* Digital India ----------------------------- > Make In India
* Services----------------------------- > Products
Jan Aushadi Store
CSC & Ecommerce

How Digital India is Improving eCommerce?

Lets Visit a VLE who did it?
Training Centers will help the candidates in the bank account opening and aadhaar seeding in bank account.

PMGDISHA
Pradhan Mantri Gramin
Digital Saksharta Abhiyan

"Digital India is our dream for the nation. When I say 'Digital India' it is not meant for the rich but for those who are poor."
— Narendra Modi
Definition of Digital Literacy:
“Digital Literacy is the ability of individuals and communities to understand and use digital technologies for meaningful actions within life situations”

162500 are certified under the NDLM/DISHA project in AP
Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA)

**Objective:** To provide digital literacy training to 6 Crore persons one in every eligible household in rural India which would enable use of IT and related applications especially **Digital Payments** to participate effectively in the democratic process and enhance their livelihood.

**Duration:** Till March 2019

**Implementing Agency:** CSC e-Governance Services India Ltd (CSC-SPV)

<table>
<thead>
<tr>
<th></th>
<th>FY 2016-17</th>
<th>FY 2017-18</th>
<th>FY 2018-19</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target</td>
<td>25 Lakh</td>
<td>275 Lakh</td>
<td>300 Lakh</td>
<td>600 Lakh</td>
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</tbody>
</table>

**Target**

Approximately, 40% of the Rural Households are proposed to be covered

**Total Outlay:** Rs. 2,351.38 Crore (100% as GIA from Central Government)
Eligibility Criteria: Age Group: 14-60 years, IT illiterate, one person per household (Beneficiary identification through Aadhaar/eKYC). Preference would be given to SC, ST, BPL, Minorities, women and differently-abled persons.

Training: Conducted by Common Service Centres (CSCs), Training Partners (1950+) affiliated with CSC-SPV

Course Duration: 20 Hours (minimum 10 Days and maximum 30 Days)

The cost per beneficiary: Training Fee: Rs. 300/-, Certification Fee: Rs. 70/- (Cost of Training and certification reduced from Rs. 500/- and Rs. 100 respectively in NDLM/DISHA)

Examination/Certification Agencies: At present 5 National Agencies viz. National Institute of Electronics & Information Technology (NIELIT), National Institute of Open Schooling (NIOS), ICT Academy of Tamilnadu (ICTACT), Haryana Knowledge Corporation Limited (HKCL), The National Institute for Entrepreneurship and Small Business Development (NIESBUD); More agencies would be added as per prescribed norms. For A.P: Andhra University is the Certifying Agency
Digital Literacy: Training Content/Outcomes

- Curriculum developed in 2014 in consultation with UNESCO, NASSCOM, Intel, IGNOU, NIELIT, National Institute of Open Schooling (NIOS), Indian Institute of Mass Communication (IIMC), IT for Change, Open Knowledge Network India, Digital Empowerment Foundation- 2 More sub modules on Digital Payment added.
- Content available in 22 Scheduled Languages. An App would be made available for content delivery
- Training Content in following modules in a total 20 hrs.

<table>
<thead>
<tr>
<th>Name of the Module</th>
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<tbody>
<tr>
<td>Introduction to Digital Devices</td>
</tr>
<tr>
<td>Operating Digital Devices</td>
</tr>
<tr>
<td>Introduction to the Internet</td>
</tr>
<tr>
<td>Communications using the Internet</td>
</tr>
<tr>
<td>Application of the Internet ( includes Citizen centric services)</td>
</tr>
</tbody>
</table>

**Use of financial tools for undertaking digital cashless transactions**
Learning Outcomes / Competency Standards

* Use of Digital Financial Tools for Electronic Payment System

* 6 Crore persons undertaking Electronic Payment System Transactions using UPI / USSD / AEPS / Wallet / Cards / PoS

* Understand the basics (terminology, navigation and functionality) of digital devices

* Use digital devices for accessing, creating, managing and sharing information

* Use the Internet to browse in an effective and responsible manner

* Use technology to communicate effectively including accessing G2C services

* Appreciate the role of digital technology in everyday life, in social life and at work

* Use of Digital Locker
AP Target: 2028000 by March 2019

Dashboard

Students Counter

- Training Partners: 18
- Training Centres: 3284
- Students Registered: 191748
- Test Completed: 109539
- Certified Candidate: 106986

Category

- OBC: 36.8%
- SC: 18.0%
- ST: 41.5%

Gender

- Male
- Female
- Transgender
Education Related Services

* NIELIT Services
* NIOS Online Admission and Registration for Examination
* CBSE NEET registration
* CSC NIELIT Centre
* Cyber Gram – Minority Blocks

Digital Literacy at Madarasas
Skill Development & Training

- Skill program on DTP/CRS under NULM.
- CAD course training (Solid edge)
- Learn English: Certificate from British Council
- Mobile App creation
- L&T registration
- Tally course
- Sarkari pareeksha (Groups, TET, SSC training)
CSC SPV Now

* Working on Wifi Villages
  * Haryana – Faridabad District
  * Jharkhand
  * MP
  * Uttarakhand
* ISP Licence for Internet Distribution through CSC’s
* VLE’s can sell Bandwidth and Internet Connections.
Thank You
Support Digital India Initiatives

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