Taking Mobile MeeSeva to the next level in Andhra Pradesh
ESD-MeeSeva with the vision to bring Government-to-Citizen (G2C) services closure to the citizen, rolled out the kiosk model in 2011 for 9,150 Gram Panchayats (GP)

Rural areas which had internet connectivity, but commercially unviable for the kiosk-based model which were about 2000 GPs.

In 2015-16, ESD-MeeSeva launched the “AP Mobile MeeSeva App”

MeeSeva system handles 60 Lakhs transactions per month, Rural Kiosks contribute 50% of volume. In the year 2017-18, there were 1,23,453 transaction with revenue of Rs 605 Lakhs on MeeSeva App.

ESD-Meeseva’s and Raminfo’s innovative product is the “Digital Gram Pratinidi” (DGP), a platform for servicing and educating the rural people digitally
Objectives

To change the face of delivery of Government-to-Citizen (G2C) services

G2C Services at Citizen doorstep including Printing Certificates.

Flexible time to citizens to avail G2C services to digitally illiterates.

Create awareness to Citizens on Government Schemes
DGP Process

Employing individuals with exposure to Internet

Train & Equip them with DGP Kit

Provides Instant Receipts, processes Govt. Certificates etc..

Thanks to DGP Villagers save money, time and efforts. Avail services from home.

DGP Delivers G2C & B2C Services at Villagers door steps
DGP @ Doorstep
Impact/Benefits

- Creation of large scale employment for digitally literate youth in rural areas
- DGP platform will bridge the gap between services available to the people in urban and rural areas
- Government services/schemes are digitalized and made available in DGP
- DGP provides earning potential range from Rs 5,000-10,000 depending on the number of transactions performed by DGP
On an average Rural People incur around Rs. 300 per G2C transaction in travel and lost wages.

No. of DGPs: 12,920
Savings to Rural Citizens: Rs. 581,400,000*

No. of DGPs: 2000
Savings to Rural Citizens: Rs. 90,000,000*

No. of DGPs: 25
Savings to Rural Citizens: Rs. 1,125,000*

No. of DGPs: 3
Savings to Rural Citizens: Rs. 135,000*

*Denotes cost saved by avoiding travel to MeeSeva kiosk
Savings are based on the 150 average transactions per month
The pilot covered Dendaluru, Mogalturu, Bhimavaram, JangareddyGudem, and Dwaraka Tirumala villages of West Godavari district in Andhra Pradesh.

Three DGPs were engaged and there were about 150-200 transactions per month.

In view of the tremendous response and satisfactory feedback from rural communities, ESD-Meeseva and Raminfo have scaled this up across three more districts (Krishna, East and West Godavari districts) and 25 DGPs have been operationalized at a cost of Rs. 10,00,000.
Scalability and Road Map

There is a huge potential of employing one DGP for every Gram Panchayat in AP, and populate all the 12,920 GPs in the state with DGP

DGP can transform Rural AP in accessing services and create employment to educated youth and women

A monthly earning of Rs. 5000 to each of the DGP translates to a total income of Rs. 646 lakhs per month, and this consumption expenditure directly contributes to state GDP

Immediate plan to rollout DGPs in GPs where Kiosk based model commercial not viable

Planning to add an additional 100 services across categories on DGP platform over the next two financial years
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- Proposed Services
‘Best Citizen Engagement Initiative Digital India Award 2019’ by BW Businessworld at New Delhi

‘Best Mobile App Award’ by Ministry of Electronics & Information Technology at 5th Digital India Award 2019 in New Delhi

‘Best Use of Mobile for Social and Economic Development 2019’ by Internet & Mobile Association of India (IAMAI) in its 9th India Digital Awards at New Delhi in the category Digital Social and Economic Empowerment

‘Express IT Awards 2018’ by Financial Express in the category Mobility Solutions at Mumbai

‘Chairman’s Distinction Award under Government & Citizen Engagement’ by Digital Empowerment Foundation in its mBillionth Award South Asia 2018 at New Delhi
Conclusion

DGP platform brings G2C services to the door steps of the citizen by leveraging technology.

DGP is an one stop solution for G2C and B2C services to the rural citizens.

DGP creates grass root level entrepreneurs who will deliver government’s citizen services within their village.

The DGP model is unique in its conception and scale, and has attracted wide attention in industry and the not for profit sector.

This model holds promise to benefit the citizens in the unconnected villages of our country.
Thank You

DGP Websites:
• http://ap.meesevaapp.com/
• http://ap.meesevaapp.com/dgp/
• http://dgp.raminfo.com

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