CSCs – Citizen Centric e-Governance Services

J. Raja Kishore
Asst.Vice President
CSC SPV – AP & Telangana
Pre-1990:
Railway automation

1990-2006:
Individual dept. & state level initiatives

2006:
NeGP, 27 MMPs

2008:
NSD Go-Live

2011:
M-Governance; 4 new MMPs

2012:
National Policy on IT

2013:
Cloud, integrated services

2014:
Digital India conceptualized
“Transform India into a digitally empowered society and knowledge economy”

THE FOCUS IS TO BRING TRANSFORMATION TO REALIZE

IT Indian Talent + IT Information Technology → IT India Tomorrow
The Digital India programme is centred on three key vision areas:

1. Digital Infrastructure as a Core Utility to Every Citizen
2. Governance and Services on Demand
3. Digital Empowerment of Citizens
Pillars of Digital India

1. Broadband Highways
2. Universal Access to Mobile Connectivity
3. Public Internet Access Programme
4. e-Governance - Reforming Government through Technology
5. eKranti - Electronic delivery of services
6. Information for All
7. Electronics Manufacturing
8. IT for Jobs
9. Early Harvest Programmes
Engaging Citizens with Digital India programme
Common Services Centers (CSC Scheme – Digital Seva)

The CSC Scheme ties into Digital India’s focus areas of

3rd Pillar

• Public Internet Access Programme

CSCs enable the three vision areas of the Digital India Programme:

1. Digital Infrastructure as a Core Utility to Every Citizen
2. Governance and Services on Demand
3. Digital Empowerment of Citizens
• 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.
• CSCs are front-end delivery points for Govt, Pvt & Social Sector Services to rural citizens of India.
Various Names in different States

MP
Maharashtra
WB (Tathya Mitra)
Haryana
Gujarat
Meghalaya (Rainbow)
Jammu & Kashmir
HP
Uttarakhand
Rajasthan
Nagaland
Orissa (Jan Seba Kendra)
Karnataka
Akshaya Centers (Kerala)
Assam
Delhi
Chhattisgarh
Chandigarh
Andhra Pradesh
Jharkhand
TN
Uttar Pradesh
Bihar
Roles

- VLE - Village Level Entrepreneur
- DMs – District Level
- CSC SPV Team

Citizen
At least 1 CSC in Gram Panchayath
Objectives of CSC 2.0

- VLEs sustainability and encouraging Women to join as VLEs
- Non-Discriminatory access to e-Services
- Expansion of CSC Network to every Gram Panchayath
- Empowering District e-Governance Society (DeGS)
- Centralized Technological Platform
- District PMU & Call Center Support

Centralized Technological Platform

Non-Discriminatory access to e-Services

Expansion of CSC Network to every Gram Panchayath

Empowering District e-Governance Society (DeGS)

District PMU & Call Center Support

Centralized Technological Platform
Currently there are 1.66 lakh operational CSCs. By December 2016 all 2,50,000 Gram Panchayats will be equipped with a CSC.

In Andhra Pradesh we have 6465 CSCs.
Key Service Categories

- G2C
- Education
- Aadhaar
- Agriculture
- B2C
- Health
- e-Commerce

Financial Inclusion
Government to Citizen Services

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

• VLEs can now register FSSAI license for Food Business Operators like street vendors, hawkers.
• VLE can earn rs. 30 for registration through the service.
• VLEs are requested to not register big restaurants or food supplements, as they need to get central registration

Let's watch Ad film on FSSAI License registration
Pradhan Mantri Awas Yojana (Urban) Application

- Affordable online application for affordable houses in Urban
- Online applications for affordable homes under the Pradhan Mantri Awas Yojana (Urban) is enable in Apna CSC portal.
- Citizens whose annual income is Rs. 50,000 can apply for the scheme through CSCs by paying Rs.28.75.
- VLE can earn Rs. 18 per application through the service
Health – Telemedicine

Consult a Apollo Doctor with Telemedicine through CSC’s

Technology Partner: Apollo

Helpline 1800-102-1066
Health care in India

అవసరం

వైద్యులు

ఆస్పత్రులు

వంయం

ముఖ్యం

సమస్యలు:

ఎలా పరిమితంతో, మరియు వైద్యు కొరతతో,

పెరుగునన జనాభాకు ముఖంగా త్రగామీణ త్రరంతాలో,

ఆధునిక నానాన్ని వైద్య రక్షణ ఎలా అందంచుట?
Who can benefit through Telemedicine

- Diseases, such as Dysmenorrhea, Adenomyosis, Fibroid, Endometriosis, Dyspareunia, and Infertility.

- Problems associated with menstruation, such as Menstrual Cramps, Dysfunctional Uterine Bleeding, Infertility, and Premenstrual Syndrome.

- Problems related to the reproductive organs, such as Pelvic Inflammatory Diseases, Mastitis, Urinary Tract Infections, and-related infections.

- Chronic infections, such as Gastroenteritis, Respiratory infections, and other infections that require ongoing monitoring and treatment.

- Chronic conditions, such as Diabetes, Hypertension, and other chronic diseases that require ongoing monitoring and treatment.
Requirements of Telemedicine

- 512 Kbps Broadband Internet connection.
- Web Camera
- Internet
- Headphone and Mic
Agriculture

- Soil Health Cards Scheme
- Farmer M Kisan registration
- Kisan Point
- VNR Seeds
Business to Customer Services

- Videocon D2H set up box apply
- DTH bill payment
- Data Card bill payment
- Mobile Bill Payments & recharge
- CSC Bazar
Electricity bill payment

- VLEs can APEPDCL power bill through Apna CSC wallet.
- Other Electricity boards will be enabled soon
Travel

- IRCTC reservation as agent
- AIR Tickets booking
- Bus ticket Bookings – Redbus

- For IRCTC user Id provide alternate email id and mobile number which are never used in IRCTC purposes. VLE can check the status in Apna CSC.
- Air ticket cancellation / travel date postpone option is subject to Airways, VLEs are advised to raise ticket immediately in Helpdesk support system for cancellation / refund issues.
Income tax Services

- **Income Tax Filing**: This Service Let you E-File your Income Tax Return and get your eligible TDS Refund. Processing Time 15 Days.

- **Know Your TDS**: This Service Let you know total Tax Credits of your PAN / Tax Deducted at Source(TDS). Processing Time 7 Days.

- **IT Notice Compliance**: Apply Here to submit Online Compliance for Income Tax Notice. Processing Time 7 Days.
AADHAAR

Aadhaar Enrolment Center (PEC)
Aadhaar Child Enrolment with TAB (CELC)
Aadhaar Demographic update (UCL)
eAadhaar Print
Aadhaar Print – eKYC
AUA/ASA- Services to Departments
Aadhaar Camps – Anganwadis/Jails/Orphanages/Departments
Financial Inclusion

- Banking Correspondent (Kiosk Banking)
- Digi Pay (Aadhaar Enabled Payment System)
- Insurance
- Jan Suraksha Schemes
- Aadhaar seeding with Bank account
Apna Dhan at glance

- Our VLE EDIGA NAGAMURALI from Anantapuram earned Rs. 19,651/- commission in Aug’16 in Apna Dhan

- Another VLE THARUGU SREENIVASREDDY from Anantapuram earned Rs. 13,340/- commission in Aug’16 in Apna Dhan
VLEs can do Pradhan Manthi Jan Suraksha Yojana Schemes for account holders of Punjab National bank

For remaining banks it will enable soon
Insurance

• 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.
• RAP’s can help customers for making changes & Register Claim against their policies.
RAP VLE can sell products on

- Life Insurance
- Crop Insurance
- Farmer Package Policy
- Cattle/Livestock Insurance
- Agricultural Pump Set Insurance
- Motor 3rd Party Insurance
- Motor Comprehensive Insurance
- Property Insurance
- Personal Accidental Insurance
- Fire and Allied perils Dwellings Insurance
Customer Servicing

- Now RAP’s can help customers for making changes & Register Claim against their policies.
- The service is currently live for following companies and with time more companies will be added.

<table>
<thead>
<tr>
<th>Life Insurance</th>
<th>General Insurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>India First Life Insurance</td>
<td>HDFC ERGO</td>
</tr>
<tr>
<td>SBI Life Insurance</td>
<td>Bajaj Allianz General Insurance</td>
</tr>
<tr>
<td>HDFC Life</td>
<td>Reliance General</td>
</tr>
<tr>
<td>Bajaj Allianz Life Insurance</td>
<td>TATA AIG</td>
</tr>
</tbody>
</table>

- For every resolved case, RAP will earn commission of Rs 20.
Life Insurance Premium Payment

17 Companies Insurance premium can pay through Apna CSC portal up to Rs. 49,999
Jan Aushadi (Generic Medicines) Store

- Jan Aushadhi Scheme launched in 2008, by the B.P.P.I., Under the Aegis of Department of Pharmaceuticals, Government of India.
- Envisages the key initiative of opening dedicated outlets namely Jan Aushadhi Stores where high quality generic medicines will be made available at the affordable prices.
- These generic medicines will be equivalent in potency and efficacy to expensive branded drugs.

Let's watch video on Jan Aushadi Store
Requirements for Jan Aushadhi Store

- VLEs need to have either of the following qualification.
  - Diploma in Pharmacy (D. Pharm.)
  - Bachelor of Pharmacy (B. Pharm.)
  - Master of Pharmacy (M. Pharm.)
  - Doctorate in Pharmacy (Ph. D.)
  (or)
- VLEs can appoint a pharmacist with the required background
- VLE needs to apply for the drug license, as per the policies of the state government.
- In order to start the store, a Minimum required space is 120 sq. ft.
Process to set up Jan Aushadi Store

1. VLE Registration in CSC Health Portal
2. Registration Fees of Rs 2000 will be deducted from the wallet of the VLE
3. VLE will have to apply for the Drug License from State Drug Authority
4. After getting the license send the scanned copy to Health@csc.gov.in
5. License should be in the name of “JAN AUSHADHI STORE”
6. CSC SPV will send the it to BPPI to arrange the distribution of the drugs
7. VLE to start the Store
Now VLEs can distribute LED Bulbs / Tube light / Fans under UJALA scheme via EESL.

A District level VLE society can become distributor for the same and they supply to their VLEs in the district or a group of 8-10 VLEs can order distribute.

And VLEs can earn commission as follows:

<table>
<thead>
<tr>
<th>Specifications</th>
<th>LED Bulb</th>
<th>LED Tube Light</th>
<th>Fan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wattage</td>
<td>7-9W</td>
<td>20W LED Tube Light</td>
<td>50 watts at 230 V</td>
</tr>
<tr>
<td>Luminous Flux</td>
<td>900Lm</td>
<td>Min. 2000Lm ±5% tolerance</td>
<td>-</td>
</tr>
<tr>
<td>Rated Life min</td>
<td>25,000 hrs</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cost (in Rs.)</td>
<td>85</td>
<td>230</td>
<td>1150</td>
</tr>
<tr>
<td>Commission (in Rs.)</td>
<td>4.19</td>
<td>9.7</td>
<td>45</td>
</tr>
</tbody>
</table>
e-Commerce

- Now VLEs can start e-Commerce service in rural
- CSC SPV will provide a e-Commerce store application according to VLE requirement.
- VLE need to pay monthly rental for website and no need to develop website need to worry about hosting and server for website.
- We have already stated MeeSantha and Awwam e-Commerce portals.
- VLE will be provided admin login and he can manage his and he can add products with simplified interface.
MeeSantha – www.meesantha.com
Education

- Digital Literacy
- Financial Literacy
- Legal Literacy
- NIELIT Services – BCC / CCC
- Learn English: Certificate from British Council
- Sarkari pareeksha (Groups, TET, SSC training )
- NIOS Online Admission and Registration for Examination
- CBSE NEET registration
- CSC NIELIT Centre
Skill Development

- APSSDC Skill program on DTP
- CAD course training (Solid edge)
- Mobile App creation
- L& T registration
- Tally course
Digital Saksharta Abhiyan / National Digital Literacy Mission
A collaborative approach to extend Digital Literacy to Rural Masses

Making one person in every family digitally literate is one of the integral components of the Prime Minister's vision of “Digital India”

Scheme has been formulated to impart basic ICT skills to 52.5 lakh citizens so as to enable them to actively and effectively participate in the democratic and developmental process and also enhance their livelihood.
“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.”
With the help of NDLM Digital Literacy training he sent WhatsApp message to concerned official for road repairing, as a result the road was repaired within a day.
GO CASHLESS...

GO DIGITAL...

UPI

USSD

e-Wallet

Cards, POS

Aadhaar

Citizen Registered
1,73,94,937

EPS Activation
1,72,18,044

Merchants Enabled
5,31,270

District: Sensitization Drives
476

Block: Sensitization Drives
3,377

Micro ATMs Activated
0
Thank You

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