



**PROJECTS  
AND  
SERVICES**

*AISECT conducts selected Social and Developmental programmes, with various Central and state ministries. These programmes coincide with the organizational priorities and objectives. Over the years, these programmes have evolved into various centers within the organization. They include :*

- *Centre for e-Governance.*
- *Centre for Social and Rural Development.*
- *Centre for e-Learning.*
- *Centre for Entrepreneurship Development*

*While the detailed activities of these centers have been described in a separate report entitled AISECT-CORE 2010, glimpses of major projects are included in this report.*

## 4. e-GOVERNANCE : COMMON SERVICE CENTRES (CSC) PROJECT

*The Ministry of Communications and Information Technology, Govt has launched the most ambitious project to set up one lakh Common Service Centres at Panchayats all over the country to deliver citizen centric services. The Govt. of Madhya Pradesh envisages to set up 9000 CSCs all over the state. AISECT is the leading SCA of Central India responsible for setting up 2926 CSCs in Madhya Pradesh and 1487 CSCs in Chhattisgarh.*



### BACKGROUND

The National e-Governance Plan (NeGP) is a part of the National Common Minimum Programme for bringing information and government services to the doorstep of the citizens. Access to information, backed with relevant infrastructure and services, can not only allow rural villagers to improve their quality of life but also support and supplement their existing incomes in a sustainable way. NeGP is formulated on the three-pillar model for delivery of these services, namely

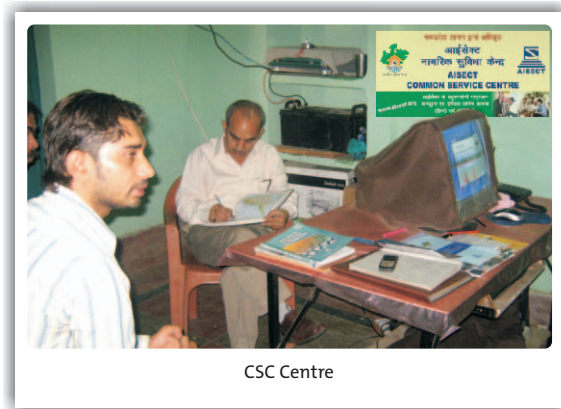
- State Wide Area Network (SWAN) that will provide connectivity up to the block level.
- National Data Bank/State Data Centres (SDC).

- Common Service Centres (CSC).

Access to information and services such as e-Government (birth and death certificates, payment of utility bills) micro-credit, education (e-learning), health (tele-medicine), financial services, entertainment etc. through such infrastructure, can provide a foundation for the economic prosperity of rural India. The CSC would be the nodal point of service delivery and as an information Window of Central and State Govt. Departments to the rural consumers.

### THE CSC PROJECT

The Ministry of Communication and Information Technology (MCIT), Government of India is facilitating the establishment of a



CSC Centre

network of more than 100,000 internet enabled Information and Communication Technology (ICT) access points termed as Common Service Centres (CSC) at Panchayat level. The CSCs are meant to provide high quality and cost effective video, voice and data content, in the areas of E-Government, Education, Health, Telemedicine, Entertainment as well as possible government and private services.

The goal of the CSC Project is to empower the rural community and catalyse social change through modern technologies. With a large and heterogeneous geographical area, the private and civil society sectors are expected to play an active role in development and implementation of the CSC Project in supplementing the Governments' efforts to realise its vision for the project.

## ROLES AND RESPONSIBILITIES OF PRIMARY STAKEHOLDERS

The project is to establish CSCs across the country with an equitable geographical spread through a three-tier structure within the States.

- At the first (CSC) level is the local Village Level Entrepreneur (VLE).
- At the second level is an entity termed as the Service Centre Agency (SCA), Like AISECT.

- A t v e t l h e i s t h t i h r e  
by t a h c e i l S i t t a a t t e  
t h e P . T r l o i j e c a t  
t m e r d a s t h e  
( A S ) D
- S i n c e t h e i  
t h e i s a n s d i z s c o p  
c h a l l e n g e s  
national level as also in exploiting opportunities to achieve significant economies of scale, IL&FS has been appointed as a National Level Service Agency (NLSA). The NLSA is assisting the MCIT and the States in carrying all work related to pre-implementation and implementation phase of the Project.

## SERVICE CENTRE AGENCIES SELECTED IN M.P.

AISECT submitted its bids for all the nine regions in the state. It was selected for the maximum three regions.

The successful bidders of Madhya Pradesh were :

Sl.	Bidders	Regions	No. of Allotted Regions
1.	AISECT,	Rewa, Sagar, Chambal	3
2.	NICT,	Ujjain, Indore	2
3.	CMS,	Bhopal , Gwalior	2
4.	Reliance	Jabalpur	1
5.	3i Infotech,	Hoshangabad	1

## CSC M.P. TARGETS AND ACHIEVEMENT

AISECT has been awarded the maximum three divisions - Rewa, Sagar and Chambal for setting up 2926 CSCs in the 15 districts of

these divisions. The Districtwise targets of AISECT CSCs in M. P. and CSCs set up till date are as follows :

### VLE SELECTED

Sl No	District	Total Target	No.of VLEs	Target Achieved %
1	ANUPPUR	96	94	97
2	BHIND	157	160	101
3	CHHATARPUR	198	212	107
4	DAMOH	203	223	104
5	MORENA	137	129	94
6	PANNA	169	174	102
7	REWA	455	410	90
8	SAGAR	347	372	107
9	SATNA	343	340	99
10	SHAHDOL	141	154	109
11	SHEOPUR	102	89	87
12	SIDHI	177	159	89
13	SINGROULI	125	129	103
14	TIKAMGARH	161	137	84
15	UMARIA	115	120	104
<b>TOTAL</b>		<b>2926</b>	<b>2902</b>	<b>98</b>

### CSC C.G. TARGETS AND ACHIEVEMENT

Considering the substantial AISECT presence in Chhattisgarh, AISECT also submitted its bids for Chhattisgarh and was awarded the two



CSC Centre in Pachyat Level

divisions Korba and Durg for setting up 1487 CSCs in the 7 districts of these divisions. The Districtwise targets of AISECT CSCs in C.G. and CSCs setup till date are as follows :

Sl No	District	Total Target	No.of VLEs	Target Achieved %
1	BILASPUR	261	183	70
2	DURG	385	310	80
3	JANJGIR CHAMPA	184	115	62
4	KABIRDHAM	132	53	40
5	KANKER	153	92	60
6	KORBA	120	74	61
7	RAJNANDGAON	252	113	44
<b>TOTAL</b>		<b>1487</b>	<b>940</b>	<b>63</b>

### IT YATRAS CONDUCTED IN ALL AISECT CSC REGIONS

AISECT conducted IT Yatras of about 10 days duration in various regions of Madhya Pradesh and Chhattisgarh for awareness generation of CSC Project. These Yatras went to all blocks of CSC districts of Madhya Pradesh and Chhattisgarh to attract prospective entrepreneurs about the benefits of CSCs among the rural communities.

### METHODS OF CENTRE OPENING

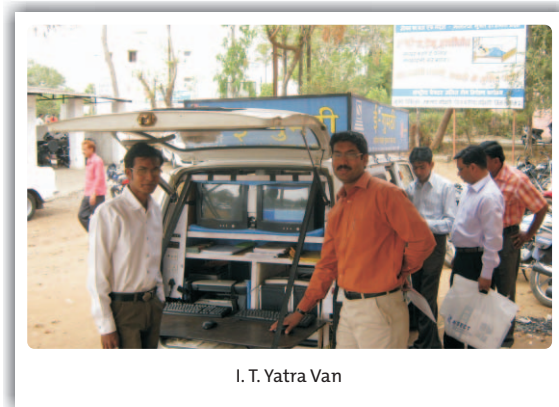
Focused Groups were identified first to initiate a dialogue for opening CSCs. Some of these groups were :

- Panchayat Representatives
- Jan Shiksha Kendra
- Private Schools
- AISECT Students
- Friends & Relatives (Self, Faculty, Students)
- Small Businesses
- STD/PCO Owners (BSNL, Reliance, Others)

- Nehru Yuvak Kendra (NYK)
- Local NGO Networks
- Existing Kiosks (MP Online, e-choupal, HLL, others)
- Communication Towers
- Existing Computer Centers
- Coaching Centers
- Insurance Agents
- Network Marketeers
- University Centers
- Retd. Army Personnel
- Cyber Cafes
- Vocational Centers
- Self Help Groups
- DIC Trainees
- NABARD Trainees
- Antyavasai Trainees
- Computer Owners / Individuals
- Unemployed Graduates

The following methods were adopted to reach out to the above focused groups :

- Open Advertisements
- Personal Contacts
- Presentation in Govt. Meetings
- Distribution of Folders & Posters



- Letter from Collector / CEO
- Incentive to VLE
- List from NYK
- List from Rural Dev. Department
- List from NABARD
- List from GM - DIC
- List from Whole Sellers
- I. T. Yatra
- Cable TV
- Press Release / Press Conferences

## TRAINING AND CAPACITY BUILDING PLAN

### Training of VLEs

AISECT ensures to train the VLEs on various aspects of the CSC business for delivery of all proposed services, particularly in the delivery of G2C and B2C services. Monthly block level training programmes are conducted on service delivery for the capacity building of the VLEs. AISECT has evolved its VLE Training schedule at six levels of training programme as follows:

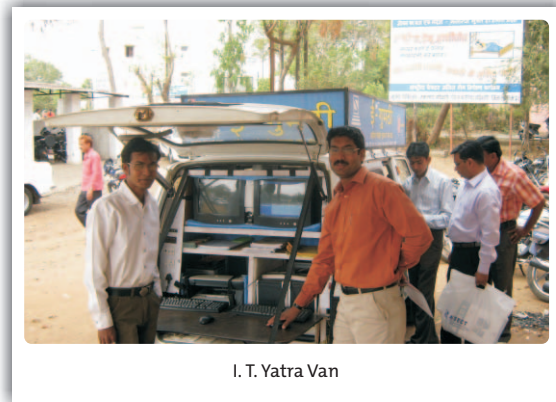
#### T1 VLE Orientation Training

This training is conducted at the AISECT Head Office or at District Centre. It is a one day orientation on CSC Project, National status of CSC project, AISECT strategy for project implementation, guidance on setting up CSC,

- Nehru Yuvak Kendra (NYK)
- Local NGO Networks
- Existing Kiosks (MP Online, e-choupal, HLL, others)
- Communication Towers
- Existing Computer Centers
- Coaching Centers
- Insurance Agents
- Network Marketeers
- University Centers
- Retd. Army Personnel
- Cyber Cafes
- Vocational Centers
- Self Help Groups
- DIC Trainees
- NABARD Trainees
- Antyavasai Trainees
- Computer Owners / Individuals
- Unemployed Graduates

The following methods were adopted to reach out to the above focused groups :

- Open Advertisements
- Personal Contacts
- Presentation in Govt. Meetings
- Distribution of Folders & Posters



- Letter from Collector / CEO
- Incentive to VLE
- List from NYK
- List from Rural Dev. Department
- List from NABARD
- List from GM - DIC
- List from Whole Sellers
- I. T. Yatra
- Cable TV
- Press Release / Press Conferences

## TRAINING AND CAPACITY BUILDING PLAN

### Training of VLEs

AISECT ensures to train the VLEs on various aspects of the CSC business for delivery of all proposed services, particularly in the delivery of G2C and B2C services. Monthly block level training programmes are conducted on service delivery for the capacity building of the VLEs. AISECT has evolved its VLE Training schedule at six levels of training programme as follows:

#### T1 VLE Orientation Training

This training is conducted at the AISECT Head Office or at District Centre. It is a one day orientation on CSC Project, National status of CSC project, AISECT strategy for project implementation, guidance on setting up CSC,

Hardware Package and available services.

### T2 EDP Training

This training is conducted at the District level. Training and Capacity Building at this level is on setting up new enterprise and the technical know how of the prospective enterprise. It is skill based training. The entrepreneurship component of this training is focused on the objectives of CSC Project and its outcomes.

### T3 Technical Training of VLEs

Those VLEs who are not confident in handling IT operations are given basic IT application training of 15 days at the nearest AISECT Block level centres.

### T4 Training on G2C Services

These trainings are conducted at the District level and is based on the G2C services available through MPOnline presently and its delivery mechanism.

### T5 Training on B2C Services

These trainings are conducted at the District level and are based on the B2C services tied up with each Service Provider and its delivery mechanism.

### T6 Training on Online Services

These trainings are also conducted at the



District level and are based on the Online services available and its delivery mechanism.

## AUDIO VIDEO MATERIAL FOR CSC PROJECT

An Audio CD containing songs for CSCs and a training film to facilitate training at District level have been made at AISECT Studio and given to all VLEs and District Managers respectively. They form an integral part of I. T. Yatra and VLE training material.

## CSC KHABAR MONTHLY NEWSLETTER

The number of CSCs established by AISECT are constantly increasing. Most of the CSCs are executing various business avenues around the rural communities they are catering. To share the success stories among other VLEs and update them about the progress of entire project, AISECT CSC Project unit is publishing a monthly CSC News Bulletin entitled "CSC Khabar". It is an appraisal of monthly progress made in the project. The CSC Khabar is posted to all VLEs of AISECT, State Govt., Central Govt., the CSC Nodal officers, MCIT, NLSA and SCAs for apprising them about the Project and its progress.



Audio Video Material For CSC Project

## CSC WEBSITE

AISECT Web Group designed a comprehensive website specially for the AISECT CSC Project “www.aisectcsc.com”. The website provides the overview of the project, its objectives, services, VLEs, success stories and govt. initiatives.

## STATE LEVEL VLE CONVENTION

To mobilize the community and primary stakeholders around the CSCs, over 500 panchayat level CSC conventions were held in the CSC week. Two rounds of 90 block level conventions and two rounds of 15 district level conventions were also held in last two years. This was followed by a massive state level convention of VLEs at Bhopal, which was attended by over 1800 VLEs from all over the AISECT districts. The Convention was inaugurated by Shri Shankar Agrawal, Jt. Secretary, DIT (GoI) in the presence of Shri Anurag Shrivastava, MD, MPSEDC and Shri Satnam Sethi, CEO, mp.online. Selected VLEs were rewarded and detailed discussions were held on various achievement services and roll out issues. A report containing various aspects of the project achievement and over 500 VLE profiles was also released on the occasion. Shri Kailash Vijayvargiya, Minister of I.T.



(GoMP) and Shri Anurag Jain, Secretary I.T. (GoMP) also met the VLEs.

## MASSIVE VLE TRAINING PROGRAMME.

One of the major conclusions of the state convention was that the new VLEs require a fresh round of orientation and training to kick start the CSC in their area. Keeping this in view a one month long training of new VLEs was conducted in AISECT head office which was attended by over 854 VLEs in 20 batches. The training included that on project perspective, entrepreneurship and delivery of various services. Shri Anurag Shrivastava MD, MPSEDC, Shri L.K. Tiwari, G.M. MPSEDC and Shri Suresh Pachauri, former Minister of State (GoI) also addressed the participants in various sessions.

The services provided by CSCs are described in chapter 8 of this report. A monthly review is conducted with District Managers to guide and channelise the programme. AISECT is on the verge of achieving 100% targets in M.P. some districts have achieved more than 100% targets in M.P. .

