

8. MAJOR SERVICES

With increased expansion of AISECT network and better availability of broadband connectivity in rural areas, possibilities of providing various G2C and B2C services have also come up. Common Service Centres at Panchayat level have further brightened this possibility. The year 2009 saw AISECT tying up with various corporate agencies for providing online and offline services to citizens



AISECT's model of Multipurpose I.T. centers always relied upon a menu approach for delivery of a variety of services through rural I.T. centres. This means that G2C, B2C and C2C services are delivered through these centres depending on local priorities. The table of possible services looks as below :

Government Services (G2C)

e-Commerce/ Online Service

- Birth Certificate
- Death Certificate Electoral Card
- Voter Ids
- Telephone Bills
- Electricity Bills
- Land records

- Vehicle Registration
- Employment-registrations
- Ration Cards
- Pension Disbursements
- Road Tax
- Property Tax
- Public grievance

Submission of applications for various Govt. schemes

Business to Consumer services (B2C)

Commercial Services

- Digital Photos
- Web surfing
- Photocopy

- DTP
- Email/Chats
- CD Burning
- Typing
- Printing
- Games
- Forms downloads

e-Commerce/ Online Service

e-Commerce services

- Railway Tickets
- Astrology
- Matrimonial
- Shopping
- Resumes

Education Services

- Exam Results
- Admission Forms
- IT Education
- English Coaching

Entertainment

- DTH
- Community TV

Telemedicine

- Primary Healthcare

Agriculture Services

- Agri-inputs
- Agri-loans
- Agri-consulting
- Agri-training

With increased expansion of AISECT network and establishment of Common Service Centres in rural areas, possibilities of providing various G2C and B2C services have also multiplied. During the course of discussion with CSC VLEs, it turned out that every centre is not interested in every service. Also there are some services with lower gestation period and better revenues. Accordingly the concept of core and auxiliary services was evolved. The centres are generally advised to take up Core Services first and Auxiliary services as per their choice.

The Core services include Aisect and AISECT-IGNOU educational programmes, open School courses and services through mp.online. The auxiliary services include those in the area of insurance, banking, telecom and entertainment services. In addition distribution services through various Corporates are also coming up and are optional.

The educational programmes are described in the network section. The other Core service is service delivery through mp.online.

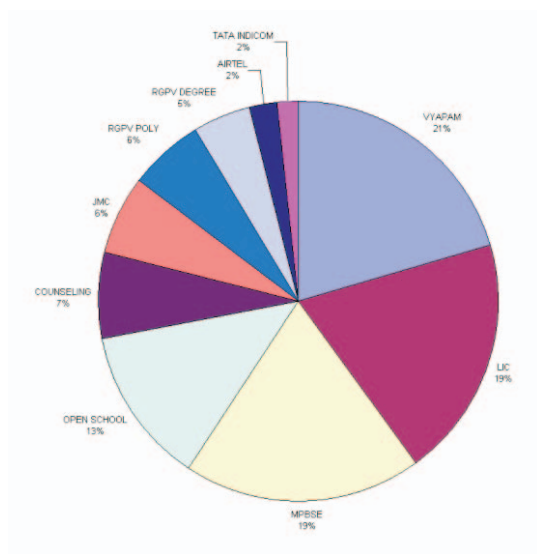
G2C SERVICES WITH MPONLINE IN M.P.

AISECT made collaboration with MPOnline for tying up G2C services for its CSCs. Till date about 1667 AISECT CSCs have been allotted Kiosk IDs and trained on delivery of available G2C services through MPOnline portal. The



type of G2C services rendered by these kiosks are as follows :

The patterns of G2C usage at AISECT CSCs since the commencement of Common Service Centre project in Madhya Pradesh are as follows :



INSTITUTIONAL B2C SERVICES TIED UP

AISECT has already tied up with the following Service Providers for providing B2C Services through all its CSCs in the 15 districts:

- State Bank of India - Business Facilitator services.
- SBI - Business Correspondent services.
- Idea Cellular for STD/PCO services.
- Bharat Matrimony for online matrimonial services.
- Suvidha Online for Utility services.
- Eureka Forbes for Water Purifying systems.
- Sect Infotech for Insurance Services.
- AISECT for educational services.
- Dr. C. V. Raman University for online certificate courses.

- IGNOU for their certificate courses.

OTHER B2C SERVICES

The other B2C services rendered at AISECT CSCs are like: Photocopy, Screen Printing, CD Copy, DTP, Internet & Email, Audio and Video Titling, Digital Photography Computerized Accounting Agmarknet Information Kiosk, Financial Inclusion products, Rental, Property Sale, NREGA Data Entry, Kundli Matching, Automobile sale and Purchase, Mobile Downloading, Hardware Maintenance Services, Local Matrimony, Local Placement, English Coaching etc.

THE ROAD AHEAD

The Common Service Centre Project is one of the most prestigious projects of AISECT. The project scale is so vast that it can substantially provide a platform for organizational transition as well as technological transition. AISECT's present network is of about 8000 centres all over the country with the upcoming 4500 CSCs in Mandhya Pradesh and Chhattisgarh, it shall be able to further access the potential of rural India with proper utilization of Information and Communication Technology tools. Services would play a great part in years to come.



