Common Services Centers (CSC) Scheme
Enabling Service Delivery: Bridging the Digital Gap

Presentation to Mongolian Delegates
25-11-2011

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Director, DIT
Digital development for India

- 1.2 billion people
- 600,000+ villages, 70% population rural
- 35 States & UTs; 240,000 + Local Bodies
- Multi-party, Multi-tiered democracy
- Multi-ethnic, Multi-religious, Multi-lingual
- Low Literacy Rate (64.8%)
- Low Broadband penetration
National e Governance Plan

Vision
“Make all Government services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency & reliability of such services at affordable costs to realise the basic needs of the common man.”

Strategy
• Mission mode projects
• Integrated projects
• Common Services Centers
• State Wide Area Network
• State Data Centers
Common Services Centers: Vehicles of Inclusive Growth

- Front-end Delivery Outlets
- e-Kiosks: Above 100,000 CSCs
- Access to information
- G2G, G2C, B2C Services
- Public Private Partnership
- Three Tier Implementation Model
- Broadband Connectivity
Progress So Far (As on 31st October 2011)

- CSC rolled out - 97,121

<table>
<thead>
<tr>
<th>% Range</th>
<th>Number</th>
<th>States</th>
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<tr>
<td>&gt;50</td>
<td>13</td>
<td>J&amp;K, Himachal Pradesh, Punjab, Haryana, Uttarakhand, Rajasthan, Haryana, Uttar Pradesh, Uttarakhand</td>
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<td>0% - 50%</td>
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<td>0% - 100%</td>
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<td>J&amp;K, Himachal Pradesh, Punjab, Haryana, Uttarakhand, Rajasthan, Haryana, Uttar Pradesh, Uttarakhand, Chandigarh</td>
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<td>J&amp;K, Himachal Pradesh, Punjab, Haryana, Uttarakhand, Rajasthan, Haryana, Uttar Pradesh, Uttarakhand</td>
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CSC Rollout Progress (2007 - 2011)

No. of CSCs Rolled Out

- June 2007: 1,200
- June 2008: 10,350
- June 2009: 43,464
- June 2010: 80,669
- Nov 2011: 97,121

No. of CSCs Rolled Out
Aligning stakeholders for mainstreaming rural India

- Largest PPP initiative in Indian e-Governance
- Stakeholders - Citizens, Civil Society Organizations, Businesses, Universities, Media, Social Enterprises
- Firm linkages with Government welfare schemes (NREGS, NRHM, SSA)
- State Telecom enterprise spearheading efforts to connect the last mile
Enabling Rural Transformation

- Financial Inclusion
- Bill Payments
- e-Payment
- Telemedicine
- Women Literacy
- e-Learning
Services being offered through CSCs

- e-District
- MNREGA - Jharkhand
- Telemedicine
- Telehomeopathy

- 2 CSCs delivering services – West Tripura
- Total footfall of 95 Patients within 3 months
- Rs. 10 per Patient charged
- Linking of MNREGA payments to beneficiaries through CSCs as a part of FI
- Online MIS entries at CSCs
- Leveraging CSCs for providing healthcare to rural India
- Proposed pilot at 10 CSCs in Rae Bareli

Various services provided through e-District are:

- Certificates (Online filling and processing: Income, Caste, Domicile, Birth, etc)
- Licenses (Driving Licenses, Arms Licenses, etc)
- Social Welfare (Old-age pensions, widow pensions, family pensions, etc)
- Complaints (Customer Grievances: unfair prices, absentee teachers, etc)
- RTI (Online application filling and processing)
- Linkage with other G2C Services (RoR, Registration, Driving License, etc)
- Information dissemination (Government Schemes)
- Assessment of Taxes (Income, property, etc)
- Utility Bill Payment (Electricity, Water, etc)

- Total of 100,000 applications filled online through 2 Akshaya CSCs (Kerala) alone, under the e-District project

- Bihar:
  - 4,522 Muster Rolls Prepared
  - 354 Vouchers Disbursed
  - Total Amount Transacted: Rs. 23.2 Million (+)

- Jharkhand:
  - Rs. 1.4 Lakh earned through A/C opening by 20 CSCs
  - 7,000 A/Cs opened @ Rs. 20 per new A/C opened
  - Total of Rs. 20 Lakh disbursed (in 2 months) through 20 CSCs
  - Great earning opportunity (VLE share @ 0.5% of amount transacted)
  - Rs. 3 Lakh transacted by 1 CSC alone (Earning Rs. 1,500)

- e-Literacy - Sikkim
  - Initiated at 10 CSCs, covering 40 schools
  - 2000+ sessions held
  - Conceptualized to provide additional revenue support for academically weak students
<table>
<thead>
<tr>
<th>G2C Services</th>
<th>B2C Services</th>
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</thead>
<tbody>
<tr>
<td>• Land Records (RoR)</td>
<td>• Telecom Services: DTH Bills / Mobile Bills…etc</td>
</tr>
<tr>
<td>• Certificated : Birth / Death / Character / Caste…etc</td>
<td>• Hotel / Transportation Reservations</td>
</tr>
<tr>
<td>• Bill Payments: Electricity / Water / BSNL Landline…etc</td>
<td>• Insurance Premiums – LIC / National / Oriental…etc</td>
</tr>
<tr>
<td>• Women Digital Literacy</td>
<td>• Microsoft Tutorials</td>
</tr>
<tr>
<td>• Entrance Examination application forms</td>
<td>• SMS based services</td>
</tr>
<tr>
<td>• Vehicle “Chalan Payments”</td>
<td>• Advertisements</td>
</tr>
<tr>
<td>• Social Welfare</td>
<td>• Education Extension</td>
</tr>
<tr>
<td>• Grievance Tracking</td>
<td>• Agricultural Extension</td>
</tr>
</tbody>
</table>
CSCs for financial inclusion in un-banked Areas

- “Common Services Centers to open no-frills bank accounts for citizens in unbanked areas”
- CSCs to act as agents of Banks
- CSC Operators to facilitate financial literacy for rural citizens
FI – Banks and the SCAs

Chhattisgarh
Assam
Bihar
Jharkhand
Jharkhand
Madhya Pradesh

UP

Jammu & Kashmir
Service Tie-ups at National Level

- **e-Learning:**
  - IGNOU
  - DOEACC
  - IGNOU (www.ignou.ac.in)
    - Certificate courses:
      - Spoken English and Personality Development
      - Primary Education (CPE)
      - Entrepreneurship and Skill Development
      - Tele-centre/ Village Knowledge Centre Management
      - Communication Skills for BPO, ITeS and Related Sectors
    - MoU to be signed on 16th July 2011 with IGNOU to use CSCs as IGNOU extension centers
  - Revenue sharing mechanism:
    - 80% VLE commission
    - 10% SCA share
    - 10% SPV share

- **Microsoft**
  - Digital Saksharta Course (http://dsaksharta.in/)

- **DOEACC**
  - Course on Computer Concepts (CCC)

- **Intel:** *Easy Steps Basic Course*
  - Educational initiative of Intel for assisting local organizations to enable ‘Digital Literacy’

- **Yahoo**
  - Digital Literacy & Awareness (www.learnwithyahoo.com/yahoo)

- **IGNOU**
  - Diploma courses:
    - Computer Application
    - Computer Accounting
    - Office Management

- **Intel:** *Easy Steps Basic Course*
  - Educational initiative of Intel for assisting local organizations to enable ‘Digital Literacy’
Service Tie-ups at National Level...Contd

- **Financial Inclusion:**
  - State Bank of India

- **Life Insurance Corporation (LIC)**

- **Easy Insurance**
  - Tie-up with SPV to offer a variety of Insurance products through CSCs
  - Web-based service delivery available for insurance products from various insurance service providers

Governor, Reserve Bank of India launched Banking operations in CSC located in Kuru Block of Lohardaga, Jharkhand
Service Tie-ups at National Level...Cont’d-2

- Other Services:
  - Pan Card Service Agents
  - UTI Technologies Services
  - Survey through CSC Network – Nielsen

- PAN Card Services
  - CSC SPV to tie up with UTI Technology Services to use CSCs as PAN Card Agents

- Nielsen’s Survey Work
  - CSC SPV to tie up with Nielsen for data collection and data entry points for survey work
  - 1240 CSCs selected to carry out pilot survey to derive national level mechanism
  - Pilot to start in August 2011

  - SPV’s share: Re. 1
Common Services Centers

“Deep penetration in untapped Rural Villages - Improved Quality of Life”

“Opportunities to Women to explore their Entrepreneurial Skills”

“Anytime, Anywhere Service Availability”
“India’s highest Cyber-Café is a CSC: Sherathang CSC, Sikkim (13,700 ft above sea level)”

“Inauguration of CSCs by Chief Minister, Shri Omar Abdullah in J&K”
Challenges of public services delivery at the Last Mile

- Last Mile Connectivity
- Power back-up solutions
- Backend Readiness
CSCs for Government services delivery in rural India

- “Common Service Centers Scheme to be suitably repositioned as a network of panchayat-level Bharat Nirman Common Service Centers to provide government services to citizens in rural areas”
- Bharat Nirman Common Service Centers to be set up in all the 250000 Gram Panchayats in India
- Assured revenue through G2C services for Bharat Nirman Common Service Centers.
That’s a good sign, sky is really the limit...
Thank You

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