



# EVENT REPORT

## National Conference of Women Village Level Entrepreneurs

New Delhi



## INTRODUCTION

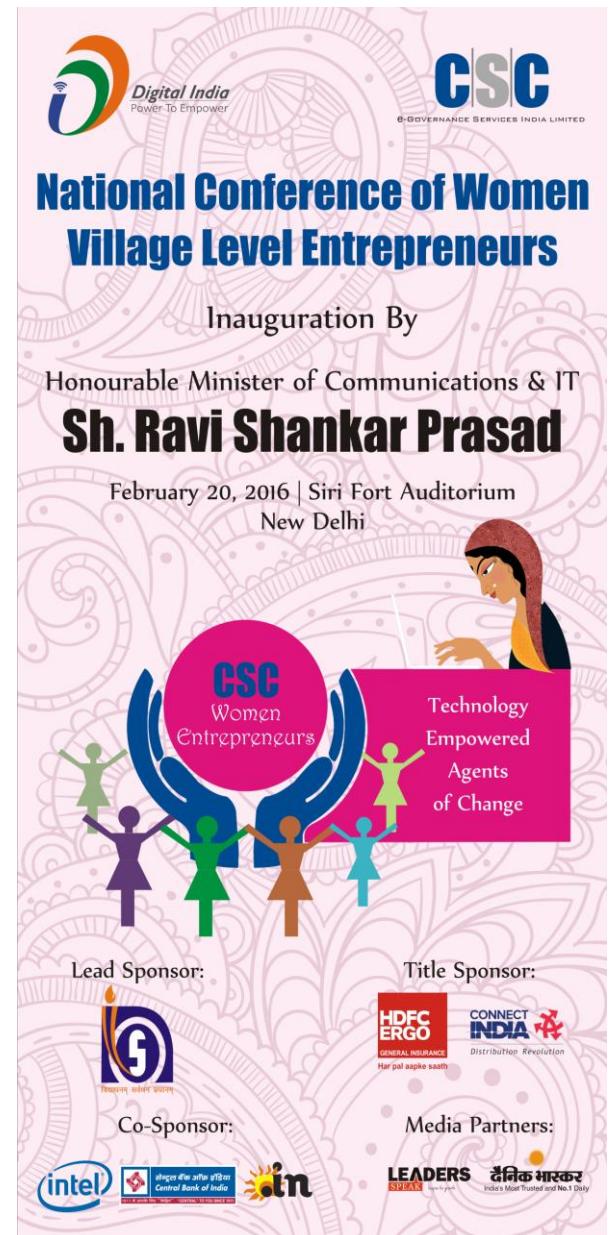
In the first ever celebration at a National level about the role of women in harnessing the opportunity provided by the Common Service Centers (CSC) under Government of India's **Digital India Initiative**, over 2000 CSC Village Level Entrepreneurs (VLEs) from across the country gathered for the **National Conference of CSC Women Village Level Entrepreneurs** (VLEs) held in the national capital on 20<sup>th</sup> February 2016. The conference organized by CSC e-Governance Services India Ltd. (CSC SPV). It was inaugurated and presided by **Hon'ble Union Minister of Communications and IT Shri Ravi Shankar Prasad**.

The event took special significance as it provided a platform for women entrepreneurs at village level to share their experiences of offering e-Governance services and spreading Digital Literacy in their community and furthering the mandate of Digital India. The event was marked by the unveiling of **a photo-story book that presents 100 stories of women VLEs and a short film – 'Bharat Ko Badalney Waley'** depicting the empowerment and change in the life of these women and their communities.

The Siri Fort Auditorium with women VLEs representing all the states accompanied by families and children to witness the celebration reflected a unique vibrant and energizing canvass reflecting the **silent revolution taking place in Rural India**.

The program witnessed the participation of woman from villages across the country. The approximate representation of States was:

- North Eastern states -50, Southern States– 250
- Madhya Pradesh, Maharashtra, CHG -140
- Punjab Haryana Delhi Rajasthan – 200
- UP, Bihar Jharkhand – 500
- Others –800



## SESSION: PANEL DISCUSSION

In a unique initiative, the speakers for two panel discussions were woman VLEs themselves. They shared their experiences and answered questions from fellow VLEs during the sessions.

**Opening Remarks:** The event began with the opening remarks by CSC SPV anchor and Head of Operations for Financial Inclusion Services, Mr. Rishi Raj Singh, who dwelt on the objective of organizing the Women VLEs Conference. With women playing a crucial role as change agents under the Digital India Programme and contributing to the success of e-governance services and digital empowerment schemes through the CSCs, it was imperative to bring them together on a common platform for knowledge sharing and understanding their challenges.

### PANEL DISCUSSION 1- 'DIGITAL LITERACY AND EDUCATION SERVICES'

The opening remarks in this session were given by CEO, CSC SPV, Dr. Dinesh Kumar Tyagi. Addressing the audience, Dr. Tyagi said that the panelists and women VLEs present in the auditorium shared similar stories and struggles. This made it essential for the audience to carefully follow what these women change agents had to share. Participants in this session were:

1. Ms. Kavita Guha Roy, Darjeeling, West Bengal
2. Ms. V. Nageswari, Mahbubnagar, Telangana
3. Ms. Nasim Jahan, Basti, Uttar Pradesh
4. Ms. Mamta Bajiya, Sikar, Rajasthan
5. Ms. Nusrat Hassan, Kulgam, Jammu & Kashmir
6. Ms. Niki Lepcha, Sikkim

The panelists reiterated that working as a VLE has boosted their self-confidence and motivated them to serve the poor and deprived in their community. One of the panelists, a new VLE, pledged to utilize the knowledge gained during the event to serve her villagers through digital literacy and other services.



### PANEL DISCUSSION 2 - 'WOMAN EMPOWERMENT THROUGH DIGITAL SERVICES'

The panelists spoke about their experiences under various services like digital literacy training, child enrolment under Aadhaar, Individual Household Latrine Project of Swachh Bharat Abhiyan, EPIC card printing, etc. The panelists unanimously agreed about the fact that CSC had given them the opportunity to work for the betterment of their community as well as become financially independent and gain respect. The panelists included:

1. Ms. Priyanka Bali, Panchkula, Haryana
2. Ms. Sapna Mawar, Indore, Madhya Pradesh
3. Ms. Bhagyashree Kapale, Chandrapur, Maharashtra
4. Ms. Indira Devi, Kulu, Himachal Pradesh
5. Ms. Subhashini Mishra, Bilaspur, Chhattisgarh
6. Ms. Shradha Devi, Pilibhit, Uttar Pradesh
7. Ms. Indrawati Bhagat, Balrampur, Chhattisgarh

**One of the panelists was a cook in a rural school before becoming a successful VLE and another had become a Sarpanch of her village after working as a VLE.** It was very inspirational for the audience to listen to their story of empowerment.



#### GENERAL SESSION ON AADHAAR-ENABLED PAYMENT SYSTEM (AEPS)

Following the tea break, a general session was held on the new service of Aadhaar-Enabled Payment System (AEPS), also known as Apna Dhan. The Interoperable FI Gateway service does not require a KO Code and it was informed that VLEs can cater to multiple banks and multiple customers through this service. The VLEs were shown the step-wise process of registering for the service on the Apna CSC portal and their queries were addressed regarding the service.



## INAUGURAL SESSION

With the arrival of the Hon'bl Minister for Communications & IT, Shri Ravi Shankar Prasad, the inaugural session commenced. The inaugural session was anchored by Head of Marketing & Communications, CSC SPV, Dr. Vashima Shubha, who welcomed the Hon' Minister and other dignitaries participating in the session.

## WELCOME ADDRESS

Welcoming the Hon'ble Minister, Chief Executive Officer, CSC SPV, Dr. Dinesh Kumar Tyagi commended him for his leadership and support in making the CSC scheme sustainable. He shared that the transformation being brought by these women VLE in empowering the fellow citizen both men and women in rural India through DISHA (Digital Saksharta Abhiyan) , Jan Dhan Yojna, Aadhar and other service delivery.



CEO mentioned that the story of each of these successful women VLE is heartening. Through hard work, commitment and sincerity the women VLEs have addressed the local challenges and set up these vibrant enterprises through ICT and they are exemplary. CSC has given a new identity to them and recognition within the community.

He further shared that for the **first time, 50 CSC have got the ISO certification and two of the Centers are operated by woman VLEs. He said that with this certification, VLEs meet the entire requirement for quality service delivery.**

Dr. Tyagi further termed the CSC VLEs as **the real 'start-ups' of India** to underline the innovation and solution-oriented approach of these women that drives the digital literacy. He also requested the Hon' Minister to consider extending the NDLM scheme so that these women VLEs can work towards providing digital literacy to each and every woman and child in their villages and towns. He added,

Dr. Tyagi also touched upon other activities being carried out through CSCs like furthering the government's mandate of Financial Inclusion and rural employment and revenue generation through tie-ups with e-commerce players.



Dr. Dinesh Kumar Tyagi, CEO, CSC  
SPV

**"Digital literacy is an ignition point which has brought in phenomenal change among the deprived and marginalized communities through the CSCs."**

## SPECIAL ADDRESS

Dr. Ajay Kumar, Additional Secretary, Department of Electronics & Information Technology, expressed his jubilation on seeing the new synergy and excitement within the CSC movement. He said,

more and more new VLEs were joining the CSC, which was a symbol of the growing trust and confidence of the people in the scheme.

He also commended the role played by women VLEs in taking this movement forward, and said “I would like to thank all the women for their important role in the CSC movement, and urge you to set an example in your villages.”



“So much growth has taken place in the last two years; I am happy to be connected with the CSC programme,”



Dr. Ajay Kumar, Additional Secretary, Department of Electronics & Information Technology

### LAUNCH OF THE COFFEE TABLE BOOK

The Hon’ble Minister launched the coffee table book:

#### **‘WOMEN ENTREPRENEURS – THE TORCH BEARERS OF DIGITAL INDIA’**

A compilation of 100 stories of women VLEs from across the country, who have overcome the odds to emerge as successful rural entrepreneurs under the CSC initiative under Digital India



From left to right: Dr. Dinesh Kumar Tyagi, Shri Ravi Shankar Prasad, Dr. Ajay Kumar, Shri Sanjiv Mittal

## SCREENING OF THE FILM – ‘BHARAT KO BADALNE WAALE’

A short film made by CSC SPV on the women VLEs titled '**Bharat ko Badalne Waale**' was screened. The film celebrates woman empowerment and traces the journey of some of the women VLEs and their contributions in various services and impact in their lives as well as the community.



## INTERACTION OF GAYA VLE'S WITH HON' MINISTER

It was a special moment for the Minister as he met and interacted with 13 women VLEs from Gaya, Bihar. **It was in Gaya in December 2014 that the Hon' Minister unveiled a unique initiative to encourage women from marginalized communities.** Under this initiative, 40 women from Self Help Groups in Gaya were provided digital literacy training through National Digital Literacy Mission. CSC SPV facilitated setting up of CSCs for these women and these women were provided training to provide various services. Ms. Baijanti Devi, along with 12 other women VLEs from Gaya, came on the dais for an interaction with the Hon' Minister.



These women were gifted with a projector-cum-computer, through which they can provide digital literacy training to a larger community

## EXPERIENCE SHARING BY WOMEN IMPACT MAKERS

**Ms. Ujjwala Sawant from Pune, Maharashtra and Ms. Tanuja Raichura from Dhamtari, Chhattisgarh**, shared their experience as community change agents under the CSC scheme. They shared their vision of community empowerment, be it training women and forming their SHGs in Urulkanchan village of Pune or providing digital literacy training to people from marginalised communities like boatmen, old Anganwadi workers or a person with disability in Dhamtari, Chhattisgarh. **Ms. Dipika from Orissa** said, “**The idea is to keep going on and find a way out in the face of problems.**” She recounted how she has been able to look after her younger siblings and mother through the income earned from CSC, after her father’s death. She thanked the CSC scheme for empowering her and her family.



## AWARD AND FELICITATION OF SERVICE WINNERS AND CHANGE MAKERS

The National Event honored twenty-seven (27) women VLEs through awards given by the Hon’ Minister for their outstanding contributions through their CSCs. The awards were given in two categories – **Services & Transactions and Change Makers award**. They were given trophies, laptop and a Projector-cum-Computer to further enhance their CSCs.

### SERVICES & TRANSACTIONS

The women awarded for their outstanding performance in providing various services in the past one year are:

1. **Ms. Manjeet Kaur** from Jind district in Haryana for achieving maximum number of Aadhaar enrolments
2. **Ms. Shradha Devi** from Pilibhit, Uttar Pradesh for opening the maximum number of bank accounts under financial services
3. **Ms. Veena Arora** from Panipat, Haryana, for receiving the maximum commission under the banking service
4. **Ms. Sapna Mawar**, Indore, Madhya Pradesh, for processing maximum applications under Individual House Hold Latrine project of **Swachh Bharat Abhiyan**
5. **Ms. Bhagyashree Kapale** from Chandrapur district of Maharashtra for booking maximum number of railway tickets under IRCTC service
6. **Ms Subhashini Mishra** from Bilaspur, Chhattisgarh for making the maximum number of Election Cards

7. **Ms. Shruti Kirti Devi Jha** from Gwalior, Madhya Pradesh, for carrying out maximum transactions under NIOS services
8. **Ms. Nasim Jahan** from Basti district, Uttar Pradesh, for maximum number of transactions under NIELIT services
9. **Ms. Mamta Bajiya** from Sikar, Rajasthan, for certifying maximum number of beneficiaries under NDLM/DISHA
10. **Ms. Indira Devi** from Kulu, Himachal Pradesh, carrying out the maximum number of transactions on the Apna CSC portal



11. **Ms. Anita Devi** from Kulu, Himachal Pradesh, for carrying out transaction of maximum amount on the Apna CSC portal
12. **Ms. Noorjahan K.** from Malappuram in Kerala for processing maximum number of passport applications
13. **Ms Preeti Mishra** from Purulia, West Bengal has for collecting maximum premiums under Insurance services
14. **Ms. Rajeswari S.** from Thiruvananthapuram district in Kerala for making maximum number of PAN Cards
15. **Ms. B. Srinivasa Rao** from Andhra Pradesh for ISO certification for quality services
16. **Ms. KDL Katyayani** from Telangana for ISO certification for quality services

## CHANGE MAKERS

Some of the women VLEs, apart from providing services, have taken initiative to emerge as **change makers** in their community. These women have broken stereotypes and worked for the upliftment of fellow women in their community. Eleven such women change makers who were awarded during the event are:

1. **Ms K. Satyavathi from Visakhapatnam, Andhra Pradesh** started MeeSeva centre in 2013. Her CSC offers all services in Apna CSC, including DTH recharge, Aadhaar Card, PAN Card and Insurance premium transactions. She focuses on Aadhaar enrolments and handles around 200 -250 enrolments per month. She has employed other women at the CSC.
2. **Ms. Ujjwala Sawant from Pune, Maharashtra** is the first VLE from Pune to get a CSC registered. Today she has established six such centres and has also formed an SHG comprising of 15 women VLEs, all trained by her.
3. **Ms. Jayanthi K. from Thiruvannamalai, Tamil Nadu** resigned as a school teacher to open her CSC. Apollo Telemedicine service is one of the most prominent services in her CSC. In the last one year, 227 people in her village have benefitted through Apollo Tele-consultation.
4. **Ms. Priyanka Bali from Panchkula, Haryana**, a former employee of Dell India, opened her CSC in June last year with a vision to bridge the divide between Bharat and India. Apart from NDLM training, Ms. Priyanka has provided services like Aadhaar enrolment/correction, PAN card application, Motor/ Personal Insurance, Passport application, and online job applications to over 4500 people from over 13 villages.



5. **Ms. V Nageswari from Mahbubnagar, Telangana** took up the mission to make tribal children in Nallamalla region of the district, digitally literate through NDLM. In a span of one month, she enrolled 193 students under the scheme. Ms. Nageshwari is also the first person to join Intel's Digital India centre, under the 'Ek Kadamb Unnati Ki Aur' programme.
6. **Ms. Baijanti Devi from Gaya, Bihar** is the first woman from Bhusia village to join the SHG and later motivated other women in her community to join the SHG. She got digitally trained under NDLM and became a VLE. She also managed to motivate all women in her village to open accounts under Pradhan Mantri Jan Dhan Yojana.
7. **Ms. Tanuja Raichura from Dhamtari, Chhattisgarh** set up her CSC in 2013 and within two years, went on to win two national awards for her remarkable work. She provides a variety of services like Aadhaar card enrollment and printing, Labor registration, NIOS, KIOSK banking of BOB, NDLM, etc. Almost one lakh people have used her center's services till now. She has employed seven women including those who were earlier working as agri labourer
8. **Ms. Kavita Guha Roy from Siliguri, West Bengal**, a news reporter in a leading newspaper, started CSC Tathya Mitra Kendra in 2008. Initially she started with computer training classes for students. Her big moment came when the Government of West Bengal selected her CSC as authorized centre to work as support desk for e-tender and e-auction.
9. **Ms. Avila Lakra (a tribal and specially abled) from Balrampur, Chhattisgarh** is a role model for many other deprived women in the society. Having lost both her limbs in childhood,

it didn't deter her from striving to be independent. After completing Diploma in Computer Applications, she enrolled for CSC. After received training on Kiosk banking, she was able to open 1800 Adhaar Enabled bank accounts in her gram panchayat.

10. **Ms. Lily Medo from Phek, Nagaland** started operations in 2013 at Phek, which is at the highest altitude in Nagaland. With the introduction of PMJDY, she went to different villages and conducted more than 40 Financial Literacy Camps. Under PMJDY scheme, 837 accounts were opened for people from 28 different villages. On 26th January 2015, she was honored with Governor's Commendation Certificate for the meritorious services rendered.
11. **Ms. Nusrat Hassan from Kulgam, Jammu and Kashmir** became part of the CSC ecosystem in 2009. Initially she provided G2C services, and later expanded to Banking services and CCC course of NIELIT. She started offering NDLM training from year 2015 to people in her community and has so far trained more than 300 beneficiaries.



## INAUGURAL ADDRESS

Hon' Minister for Communications and Information Technology, Shri Ravi Shankar Prasad stressed on the grassroots information technology access that CSCs are creating, apart from acting as instruments of enabling social changing. **The Minister added that the services offered by CSCs are allowing**



**digital access to services and hence reducing corruption and malpractices.**

Recalling the big role played by women in the White Revolution, referring to the dairy revolution in India, Hon'ble Minister expressed the hope that **women will also play a fundamental role in information technology revolution for creating social change.**

He termed **Digital Inclusion** as digital literacy of women from Dalit and Mahadalit communities, who will be further trained to operate a CSC. He cited the example of Baijanti Devi

"The first prize of Rs. 2 lakh, second prize of Rs. 1 lakh and third prize of Rs. 50,000 will be given to best performing CSCs and also to Women VLEs".

"If you train 200-300 girls in your village and then approach me to come and visit your CSC, I will definitely come."

"We will try to take the NDLM scheme forward by increasing the target under the Scheme".

The Woman VLE Conference will be an annual event, recognizing the contributions made by CSC women entrepreneurs in empowering communities

"I direct CEO CSC SPV and DeitY to ensure connectivity in all CSC through NOFN

"Some of our VLEs will be selected to visit Singapore on the basis of their performance till March. However, next time, I want the winners to visit the Silicon Valley. The VLEs would get to interact with the tech companies based there, and they in turn, would get to know the work being carried out by our VLEs at the grassroots."

from Gaya, who after getting digitally trained had motivated other women from her village to become digitally literate and operate CSCs in their village.

Hon' Minister urged the women VLEs to enroll as many women as possible under the CSC scheme. **He also invited the women VLEs to approach him for any problem or suggestion through his Facebook page or twitter.**

**The Hon' Minister also announced special incentive scheme for VLEs, including a monetary reward as mentioned as highlighted above.** The following were some of the key observations:

- He said that “Today, people from poor and marginalized communities are engendering change through technology. CSC is a movement for boosting the confidence of masses in India. Today I am proud of the fact that 19,000 CSCs are operated by women of my country”.
- In today's world, there is no bigger instrument of empowerment than the computer and the mouse.
- E-Commerce is an emerging field in the market and I want CSCs to explore this medium as it will not only boost the revenue but also encourage local handicrafts and cottage industry.
- We are already closing in on the target of 52 lakh under NDLM. We will try to take the NDLM scheme forward by increasing the target under the Scheme.
- Apart from providing quality services, you should also strive to provide employment avenues to people from your community.

#### VOTE OF THANKS

Joint Secretary, DeitY, Shri Sanjiv Mittal thanked all the women VLEs for doing exemplary work in their areas and sharing their stories and experiences with the VLEs present on the occasion. He said, “This will encourage them to perform better in their areas.” He also invited the feedback of all VLEs in enhancing the services under the CSC scheme.



Shri Sanjiv Mittal, Joint Secretary e-Gov, DeitY

## PLEDGE BY WOMEN VLE

The programme ended on a high note following the Hon' Minister's address with a collective pledge taken by all to further the cause of Digital India –

हम प्रतिज्ञा करते हैं कि डिजिटल साक्षरता अभियान के अन्तर्गत पुरुषों, महिलाओं और बच्चों को डिजिटली साक्षर बनाएंगे। हम प्रधानमंत्री जन-धन योजना, कौशल भारत योजना और सरकार की अन्य योजनाओं को अपने कॉमन सर्विस सेंटर के द्वारा हर वर्ग के लोगों तक पहुँचाएंगे।

हम सीएससी आन्दोलन के माध्यम से सभी को डिजिटल इंडिया का भागीदार बनाएंगे।

जय हिन्द!

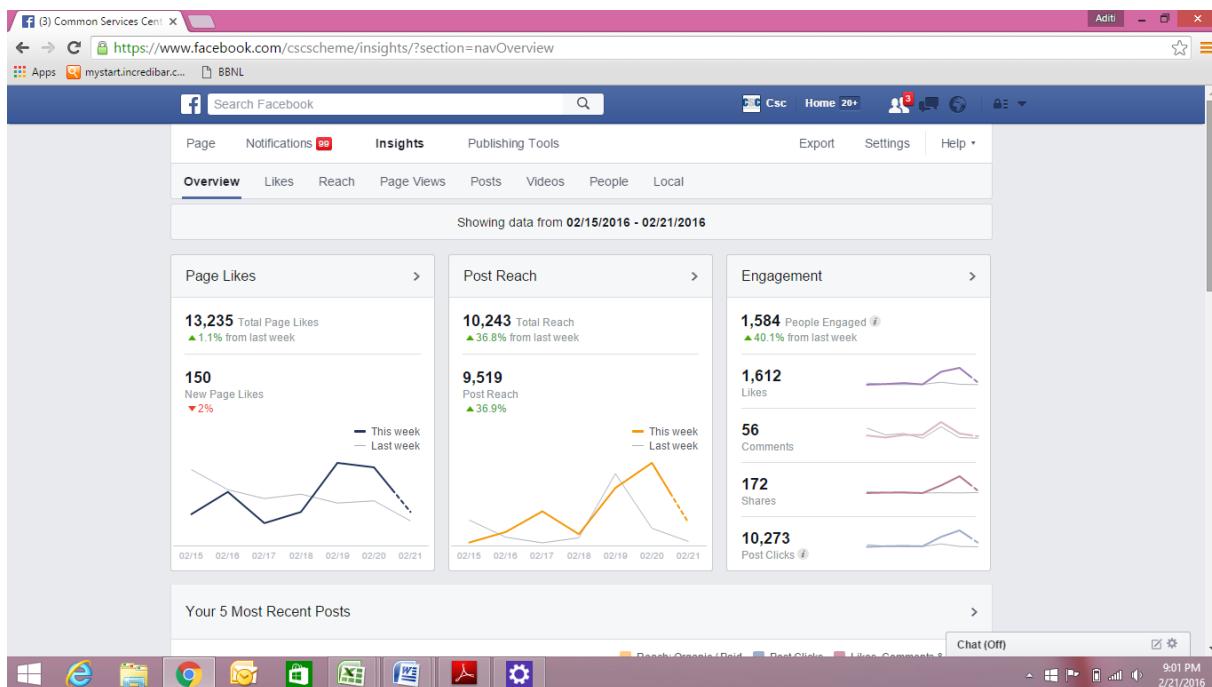


## SOCIAL MEDIA PRESENCE

### FACEBOOK

All the Facebook posts done pre and during the event received tremendous response:

- 29164 unique users saw our pages posts
- Each post reached about 15000-20000 people.
- 5397 people visited our page on 20 Feb, 2016 to view the content posted
- 4032 new people visited CSC page
- 2348 people liked the page
- 336 people shared our posts
- 1369 times the videos on page were viewed
- 873 times the page's video content was shared and played for more than 30 seconds
- All this is organic reach data i.e not paid.



Data from 15 Feb- 21 Feb, 2016

### TWITTER

- CSC Scheme twitter handle received 861 unique profile visits
- Our tweet announcing the Women VLE conference received 8,741 impressions.
- **Each of our tweets received 949 impressions per day**
- Many of the tweets were liked and retweeted
- Mentioned in tweets by Shri Ravi Shankar Prasad
- Mentioned in tweets by Dr. Ajay Kumar

•••• Vodafone IN E 5:51 pm 88% CSCeGov 580 Tweets

**Tweets** **Media** **Likes**

**Ravi Shankar Prasad** @rsp... 20/02/16 These VLEs are creating a new India by taking Digital India to villages. (2/3)



48 111

You Retweeted

**Ravi Shankar Prasad** @rsp... 20/02/16 Addressed the Women Village Level Workers from across India. (1/3)



1 1 1 1

•••• Vodafone IN 3G 10:40 am 76% CSCeGov 580 Tweets

**Tweets** **Media** **Likes**

You Retweeted

**Ravi Shankar Prasad** @rsp... 20/02/16 CSC played a big role in Digital Literacy by training more than 30 lakh ppl in 1 year. CSC also foster financial inclusion & employment(3/3)

29 105

**CSCeGov** @CSCegov\_ 22/02/16 @CSCegov\_ playing a big role in #digitalliteracy

**Ravi Shankar Prasad** @rsprasad CSC played a big role in Digital Literacy by training more than 30 lakh ppl in 1 year. CSC also foster financial inclusion & employment(3/3)

2 1 1 1

## Tweets by Shri Ravi Shankar Prasad

•••• Vodafone IN 3G 2:35 pm 56% CSCeGov 578 Tweets

**Tweets** **Media** **Likes**

**Ajay Kumar** @drajaykumar\_ias 21/02/16 Women VLEs @CSCegov\_ make us proud

**CSCeGov** @CSCegov\_ @drajaykumar\_ias praising @CSCegov\_...

1 5

You Retweeted

**Ajay Kumar** @drajaykumar\_ias 21/02/16 Excellent event! Congrats @CSCegov\_

**CSCeGov** @CSCegov\_ Village Level Entrepreneurs by Honorable Minister of Communications & IT Sh. Ravi Shankar Prasad February 20, 2016 New Delhi, India

2 1 2 1

•••• Vodafone IN 3G 2:35 pm 56% CSCeGov 578 Tweets

**Tweets** **Media** **Likes**

**CSCeGov** @CSCegov\_ Minister for Communications and Information Technology Ravi Shankar Prasad, stressed on the grassroots... fb.me/4HPkRQ0J7

**CSCeGov** @CSCegov\_ 6d Hon'ble Minister expressed the hope that women will also play a fundamental role in information technology... fb.me/730wMjtyO

**CSCeGov** @CSCegov\_ 6d Communications and IT Minister Ravi Shankar Prasad feels that women can play a pivotal role in information...

1 1 1 1

•••• Vodafone IN E 6:53 pm 88% CSCeGov 580 Tweets

**Tweets** **Media** **Likes**

**CSCeGov** @CSCegov\_ 20/02/16 Honourable minister #shRaviShankarPrasad interacting & giving awards to women entrepreneur #CSCwomenentrepreneurconference

**CSCeGov** @CSCegov\_ 20/02/16 #womenVLEs receiving awards from Hon'ble Minister @rsprasad



1 1 1 1

**CSCeGov** @CSCegov\_ 20/02/16

## Tweets on the event

## PRINT MEDIA COVERAGE

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Friday, 04 March, 2016  
Updated 10:27 AM IST

**'Women's role in digital revolution to bring social change'**

**A | A | A | Take a survey**

**Union Communications and Information Technology Minister Ravi Shankar Prasad**

allowing digital access to services for the poorest and hence reducing corruption and malpractices.

Recalling the big role played by women in the white revolution, referring to the dairy revolution in India, Prasad expressed the hope that women will also play a fundamental role in information technology revolution for creating social change.

The minister launched a coffee table book showcasing 100 stories of the women VLEs from across the country. Several women were felicitated with awards for their outstanding contributions through their CSCs.

Chief executive officer, CSC SPV, Dr. Dinesh Kumar Tyagi, also addressed the function and explained the purpose of the conference by stressing that the struggles and successes of the women VLEs were similar and which need to be shared, including the innovations and solutions that many of them have come up with during the course of their work.

Over 2000 women attended the conference.

Also present at the conference were senior officials, including Ajay Kumar, Additional Secretary DEITY, and Sanjiv Mittal, Joint Secretary DEITY.

The women shared their experiences through panel discussions and questions from the audience at the Siri Fort Auditorium.

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**Hua**

**Photo: Hitesh Phadke / Hindustan Times**

**Award ceremony**

**Author SANJEEV KUMAR SAHOO - FEBRUARY 21, 2016 Share**

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**Women to play a big role in social transformation through digital revolution: Telecom Minister**

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**Women to play a big role in social transformation: Ravi Shankar Prasad**

**India Today Services (Mumbai) | February 21, 2016 03:10 IST**

Ravi Shankar Prasad, who was chief guest at the event, stressed on the grassroots information technology access that CSCs are creating, apart from acting as instruments of engendering social change.

**Photo: Hitesh Phadke / Hindustan Times**

Over 2000 women from across the country gathered in the national capital today to celebrate the struggle and success of harnessing the Common Service Centers to create digital literacy and offer e-services.

Minister for Communications and Information Technology Ravi Shankar Prasad was chief guest at the event, stressing on the grassroots information technology access that CSCs are creating, apart from acting as instruments of engendering social change. The Minister added that the services offered by CSCs are allowing digital access to the services for the poorest and hence reducing corruption and malpractices.

Recalling the big role played by women in the white revolution, referring to the dairy revolution in India, Hon'ble Minister expressed the hope that women will also play a fundamental role in information technology revolution for creating social change.

He also launched a coffee table book showcasing 100 stories of the women VLEs from across the country. Several women were felicitated through awards given by the Hon'ble Minister for their outstanding contributions through their CSCs.

In his welcome address, Chief Executive Officer, CSC SPV, Dr. Dinesh Kumar Tyagi explained the purpose of the conference by stressing that the struggles and successes of the women VLEs were similar and which need to be shared, including the innovations and solutions that many of them have come up with during the course of their work.

Also present at the conference were senior officials, including Dr Ajay Kumar, Additional Secretary DEITY, Shri Sanjiv Mittal, Joint Secretary DEITY.

The women shared their experiences through panel discussions and questions from the audience at the Siri Fort Auditorium.

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**Women to play a big role in social transformation through digital revolution: Ravi Shankar Prasad**

New Delhi, Feb 20 : Over 2000 women from across the country gathered in the national capital today to celebrate the struggle and success of harnessing the Common Service Centers to create digital literacy and offer e-services.

Minister for Communications and Information Technology Ravi Shankar Prasad, who was chief guest at the event, stressed on the grassroots information technology access that CSCs are creating, apart from acting as instruments of engendering social change.

**Photo: PI/Man Shaker Tijoriwala**

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**RAVI SHANKAR EMPHASIZES ON MAN TO MACHINES COMMUNICATIONS NETWORKS**

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**hindustantimes**

**MAIL TODAY**

**THE TIMES OF INDIA**

**MINISTER WANTS WOMEN TO SPEARHEAD INDIA'S IT REVOLUTION**

**Minister for Communications and Information Technology Ravi Shankar Prasad has expressed hope that women would play a key role in the country's information technology revolution just like they did in the white revolution, a social movement that saw a dramatic increase in milk production in the country. He was speaking in connection with an event organised to celebrate the success of Common Service Centres, centres aimed at rendering services to the poor in rural and remote areas in the country. Over 2,000 women from across the country attended the event.**

**Union Minister for Communications & IT Shri Ravi Shankar Prasad with the award winning CSC women entrepreneurs**

**अमर उजाला** **एनसीआर**

**सीएसटी से जुड़ी महिलाओं की कॉन्फ्रेंस**

नई दिल्ली (प्लॉट)। नेशनल कॉन्वेंशन ऑफ कॉमन सर्विस सेंटर्स द्वारा आयोजित एक एवं दो दिनों के माध्यम से डिजिटल सेवाओं के विषय पर काम दिया गया। कामकाज के मुद्या अधिक संबंध और सुनाम प्राप्तियों की बोर्डरिंग प्रसार ने महिलाओं से सुनाम प्राप्तियों के माध्यम से सामाजिक परिवर्तन में अमर महिला निभाने का आइन किया। स्वतन्त्र भाषण थाएं एंटरप्रायर्टमेंट और सेवर सेपरेशन्स एवं पीटी द्वारा कुमार तथा ने दिया। इन दोनों कॉमन सर्विस सेंटर्स के माध्यम से डिजिटल सेवाओं के विषय पर काम दिया गया। कामकाज के मुद्या अधिक संबंध और सुनाम प्राप्तियों की बोर्डरिंग प्रसार ने महिलाओं से सुनाम प्राप्तियों के माध्यम से सामाजिक परिवर्तन में अमर महिला निभाने का आइन किया। स्वतन्त्र भाषण थाएं एंटरप्रायर्टमेंट और सेवर सेपरेशन्स एवं पीटी के अधिकारी ने अप्रिल संख्या अंतर्यामी कुमार और संयुक्त संख्या अंतर्यामी कुमार भी घोषित किये।



**Sh. Narendra Modi**  
Hon'ble Prime Minister of India



Inauguration of

# COMMON SERVICES CENTRE NATIONAL WOMEN ENTREPRENEURS CONFERENCE

by

## Sh. Ravi Shankar Prasad

Honourable Minister, Communications & Information Technology  
Government of India



**Ujjwala Sawant, Pune, Maharashtra**

"Through CSC, I have become a successful entrepreneur. Now want to share my success with as many women in my community. I want to empower and make them financially independent through CSC."



**Priyanka Bali, Panchkula, Haryana**

"Access to quality education is a challenge in rural areas. I want to provide career development courses for the rural children through my CSC."



**Tanuja Raichura, Dhamtari, Chhattisgarh**

"I left my job as a computer trainer to start a CSC. And there has been no looking back. I have provided various services to more than one lakh people at my CSC so far."



on February 20, 2016 | 10:00 AM

at

Siri Fort Auditorium,  
Asian Games Village Complex,  
New Delhi - 110049



# csc

E-GOVERNANCE SERVICES INDIA LIMITED

## EXHIBITION: SERVICES KIOSKS

Kiosks were set up in the exhibition area displaying the services offered by CSC SPV in collaboration with various service providers/vendors/partners. The various services set up were:



1. **Education** - **National institute of open schooling (NIOS)** provides a number of Vocational, Life Enrichment and community oriented courses besides General and Academic Courses at Secondary and Senior Secondary level. They set up the education kiosk at the event, explaining their courses, online admission, examination procedure and result declaration. CSCs act as facilitation counters of NIOS offering various services to the students in their villages.
2. **Skill Development** – **Intel India** which is providing training to drive technology enabled transformation at the grassroots level under its **Intel - 'Ek Kadam Unnati Ki Aur'** programme, set up a kiosk explaining the power of technology to help citizens improve their lives and realize the dream of digitization of rural India. Intel through its various initiatives and schemes is making the benefits of technology broadly accessible across India in support of the Government's 'Digital India' vision. In addition CSC SPV has launched CAD and CCE Courses under Skill Development and will start Beauty Therapist course soon. The detailed pamphlets of all the three courses were distributed at the event
3. **Banking** – CSC SPV is instrumental in delivering financial inclusion (FI) services right up to the grassroots. CSC VLEs have become Banking Correspondents (BC) and are acting as customer service points that deliver various banking and financial services. **Central Bank of India** which works closely with CSC SPV to provide various banking services which include opening of Bank

Accounts, Fund transfer, Internet/ Mobile banking, Bill payment, Cash withdrawal etc. Along with Pradhan Mantri Jan Dhan Yojana(PMJDY), Pradhan Mantri Jeevan Jyoti Bima Yojana(PMJJBY), Atal Pension Yojana (APY).

4. **Insurance - HDFC ERGO**, one of the leading general insurance companies in India offers many insurance products which are sold through CSCs. The company put up a display of its insurance products and services for the VLEs and explained the benefits of each. Many a VLEs are Rural Authorized Persons (RAP) i.e they have cleared IRDA exam which is compulsory for the VLEs who intend to deliver insurance services through CSCs flocked the kiosk to gauge a better understanding of the products.
5. **E-Commerce –** E-Commerce is the buzzword today and also serves as a platform to enhance rural entrepreneurship through CSCs. CSC SPV in association with e-Commerce partners is enabling is enabling sale, purchase and last mile delivery network to offer a level playing field in logistics for rural markets. **Connect India** is one such logistic delivery partner which helps VLEs with their last mile delivery of goods from e-commerce companies.
6. **Government Services- National internet Exchange of India (NIXI)** was set up for peering of ISPs among themselves for the purpose of routing the domestic traffic within the country, thereby resulting in better quality of service (reduced latency) and reduced bandwidth charges for ISPs.
7. **Health-** The health kiosk was shared by BPPI and Jiva Ayurveda. Wherein members were seen explaining the Jan Aushadhi scheme to the VLEs and encouraging them to apply for drug license in order to set up a Jan Aushadhi store in their respective CSCs. Jiva Ayurveda will be providing Ayurvedic telemedicine consultation to the citizens via the vast network of CSCs.
8. **UIDAI –** UIDAI in conjunction with CSC is committed to deliver Aadhaar to residents of India. At the women VLE conference UIDAI set up a kiosk showcasing how to enroll for UID and how Aadhaar printing is done.
9. **Apna Dhan –** Apna Dhan is the new scheme launched by CSC SPV. It is an inter-operable gateway server. Using this, a VLE can withdraw money for his customers from Aadhaar linked bank accounts and cater to multiple banks and multiple customers. A KO id isn't required for money withdrawal; an Aadhaar linked bank account being the only requisite.



## SPONSORSHIP PARTNERS

**Lead Sponsor - National institute of open schooling (NIOS)**

**Title Sponsors - Connect India, HDFC Ergo**

**Co-Sponsors - Central Bank of India, Intel, National Internet Exchange of India (NIXI)**

**Media Partners – Dainik Bhaskar & Leader's Speak**



## EVENT RESPONSE

The event evoked a sense of pride and optimism to not only the VLEs but the partners, organizers and other participants as well. Some of the event responses are enumerate below:

**Sandeep Aurora, Intel South Asia**, – “The honorable Union Minister for Communications and Information Technology, Shri Ravi Shankar Prasad said that he would like to see every citizen including even the marginalized women of our country be digitally literate and impart digital knowledge to their fellow citizens. This is the true spirit of Digital India where every citizen is empowered with technology. It was a great privilege for me to be part of the National Conference on Women Village Level Entrepreneurs in New Delhi earlier this month. It is indeed heartening to see how these women have adopted and meaningfully used technology while harnessing their entrepreneurship potential to improve their livelihoods. These Women VLEs have made a positive impact on their families as well as their communities and are meaningfully contributing to the Digital India vision. I wish them all the very best and congratulate the CSC team for their efforts in empowering these women to be the change agents at the grassroots and I hope there are many more such change agents in the future. At

Intel, we're very committed to working with the academia, ecosystem and industry in realizing the Digital India vision.”

**Connect India, Sponsor -** “It was an exemplary effort by the CSC SPV team in creating a valuable platform for all the stakeholders. It was amazing to see the actual culmination of a truly inclusive project that touches lives and creates livelihoods. It is quite a feat to gather as many as 1500 plus women entrepreneurs in one place, and with such a show of strength, we are definitely moving forward in the right direction. As for the association at the event, we really had a tough time keeping pace with the enthusiasm of the audience, and we received more than 350 inquiries from prospect CSCs for engaging in the last mile distribution business. The connect India business model was very well received at the event, and we got excellent visibility throughout. On behalf of Connect India, I extend my sincere regard and heartfelt gratitude towards CSC SPV and all its efforts in creating a better future for Rural India”.

**Central Bank of India, Sponsor –** “It was a pleasure attending the National Conference of Women Village Level Entrepreneurs and partnering with CSC e-Governance Services India Limited. Your event management team (CSC SPV) was very helpful and helped in running the show very smoothly. Our stall had many visitors wherein we could apprise the visitors about our Bank's products and services and how our bank could help them. We look forward to more such associations with CSC e-Governance Services India Limited.



**Arindam Mitra, HDFC ERGO General Insurance Company Ltd, Sponsor** – “Firstly let me congratulate you for the success of the event. It was certainly a great experience to be part of the event., which was very well planned and scheduled addressing the CSC-SPV's vision of a decentralized local approach for addressing market based challenges in reaching out to rural areas and brought about a conscious effort filled with sensitivity and seriousness. As our esteem Minister, Shri Ravi Shankar Prasad said that VLEs have a major role in Prime Minister, Mr. Narendra Modi's dream of startup revolution in India. He also reiterated that CSCs play important role in interface between the government and the beneficiaries, thus reducing corruption and delays, and that women VLEs have played a crucial role as "Change Agents" under the Digital India Programme and have made a promising contribution to the success of e-Governance services and digital empowerment schemes among the poor and marginalized communities through CSCs. This event has actually reinforced the confidence amongst the VLE community, especially, the women VLEs, to go out and be independent in reaching out to the rural mass and service, the "Digital Way". We are quite delighted to partner this event and look forward for future associations too.

**Vinay Maheshwari, SVP SMD & Brand Marketing, Dainik Bhaskar Group, Media Partner** - “Empowering women through digital literacy is a great mission towards enabling socio economic change in the society”.

**Jiva Ayurveda, participant** - “We would like to appreciate you for inviting us on platform like this & allowing us to be part of Health care kiosk. An excellent exhibition where we interacted with more than 1000 women's VLE & made them aware them about our services & offerings. We had a great pleasure & privilege of attending and be the part of the event. Would love to again attend the event in future organize by CSC.

**Tanuja Raichura, VLE, Dhamtari, Chhattisgarh** – “I am very happy that I got the chance to attend the Women Entrepreneurs Conference. I really admire the fact that the Hon' Minister remembers some of us by name. The fact that he promotes CSC scheme and VLEs is a great motivation for us to perform better. I hope that the women VLEs present on the occasion would have benefited from the experience sharing on the occasion.”

**Ujjwala Sawant, VLE, Pune, Maharashtra** – “This is the first time in my life that I am attending such a prestigious event. I thank CSC for giving me an opportunity to put my story across in front of so many people, including the Hon' Minister and senior officials. The motivation provided by the Hon' Minister has boosted our confidence and will egg us to perform better.”

**Kavita Guha Roy, VLE, Siliguri, West Bengal** – “Hailing from a rural area, I never thought I would get an opportunity to speak on stage. But CSC gave me that opportunity. Now I am motivated to perform even better. The event was very well organized, hospitality was good and the CSC staff was very cooperative”.

**Indrawati Bhagat, VLE, Sarpanch - Balrampur, Chhattisgarh** – “This is the first time I got an opportunity to come on to the national platform. I am very thankful to CSC for empowering me. From a housewife, I went on to become a VLE and later also fought the Panchayat elections and became the Sarpanch. I am proud to be associated with the CSC ecosystem”.

**Baijanti Devi, VLE, Gaya, Bihar** – “Coming from a marginalized community, I had to endure lot of struggles in my life. My association with the CSC scheme gave a new direction to my life. I am very happy to be a part of the National Conference of Women Entrepreneurs and thank the CSC team for giving me an opportunity to interact with the Hon' Minister. I now want to motivate other women in my community to join the CSC”.

**Indira Devi, VLE, Kullu, Himachal Pradesh** – “This is the first time I have got an opportunity to come to Delhi and attend the function, in front of the Hon’ Minister and senior government officials. I am very thankful to the CSC staff for being very cooperative and helping us throughout, even as our travel schedule got disrupted to the agitation in Haryana.

**Avila Lakra, Balrampur, Chhattisgarh** – “I am happy that I could attend the Conference, organized on such a large scale. I never thought I will receive an award from the Hon’ Minister. I am grateful for this opportunity.

**V Naageshwari – Tellangana** – “This is a very well organized programme, which gave me an opportunity to be on stage and address a gathering and share my experiences. It is amazing to see how women are doing so well and sometimes, I feel that only women will be able to do so much with their qualities like patience, hard work and determination.

**Ms. Raheela Irshad - J&K** – “I am a new VLE, who joined CSC 4 months back. For me this conference is an eye opener as I did not know that there is so much scope to work as a VLE. Felt very nice as it is my first time experience. Came to know lot of new schemes, how well other Women VLEs are performing. Now, I am fully charged up to take my CSC to the next level. I feel that when CSC team has showered so much trust on us to be the mediator for providing benefits to the village, I want to live up to their expectations.

**Kaatayayani – Tellangana** – “This is an excellent programme. I feel it is a true encouragement for VLES like me as we come to know about more Central government schemes. Having exhibition counters is a good idea as one can walk in to learn how to operate these schemes. I feel that there should be yearly conferences where we get to meet VLES from other parts of the country and understand there way of functioning. It has benefitted me as I came to know that I can work in neighboring villages as my centre is in urban area and less scope for executing certain schemes.





**TEAM CSC** - “We had a great experience! The greatest motivation factor was talking to the VLEs and hearing their struggle and perseverance which motivated many others present to be like them. On the day of event it was a peak of excitement cum satisfaction seeing all those VLE’s coming together and things going as planned.

We are glad to see the culmination of all the efforts to reality with nearly 2000 women VLEs from different corners of the country coming together praising the work done by the CSC SPV for women empowerment & employability. We look forward to scaling up and holding more such occasions to give platform for VLEs to come forward. The highest point was an opportunity to be with Hon’ble Minister and hear his words of encouragement”







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