# EASYGOV FY21-22 Q3 NEWSLETTER

Dear All,

With the end of the second quarter and 2021, GDP estimates indicate that India has finally begun to return to pre-pandemic levels. Most efforts target disadvantaged populations and strive to enhance social protection while boosting economic growth. However, with the advent of the third wave in Omicron, it's imperative to focus on sustaining the recovery we have achieved while targeting aspects that are yet to recover fully, such as employment rates.
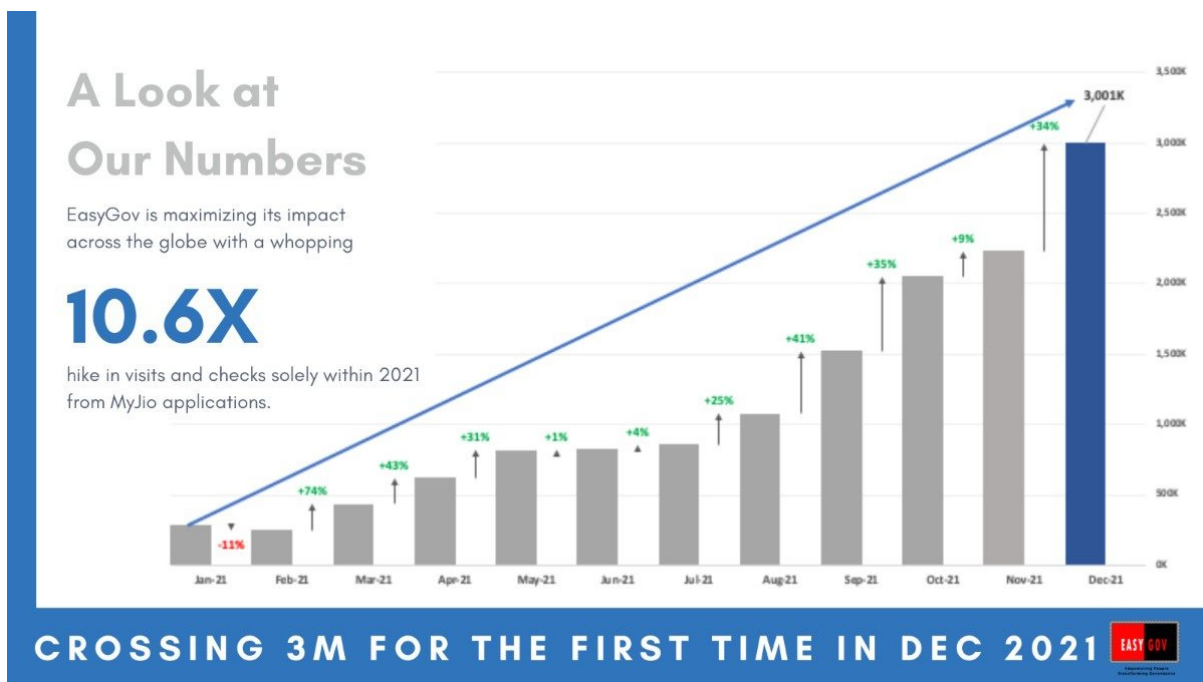
Data collected by major Indian sources, as mentioned by the Indian Express, indicates that recovery for informal workers and circular migrants has a long way to go. As recommended by the United Nations (UN) and International Labor Organization (ILO), policies such as universal social protection would be the best prerequisite for ensuring sustainable and equitable growth. In India, the Government's focus on instituting a universal registration system for the informal workers (e-Shram cards) may help in the long run.

Recent reports such as the 'Estimating the Economic Impact of NODE's'

released by Shri Ajay Sawhney, Secretary for the Ministry of Electronics and Information Technology, Government of India (MEITY), and curated by Centre for Digital Economy Policy Research (C-DEP), touches on the importance of opening National Systems which could result in economic growth leaping up by 5%.

Impact and learning within Govtech has been at an all-high throughout 2021. The EasyGov team had a quarter and year full of action and learning, and we are excited to share our growth and innovation with you.

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# The EasyGov Impact



EasyGov's continued efforts towards assisting citizens in the beneficiary identification process yielded results as we successfully drove a 10X hike in visitor numbers on our MyJio application solely. As of August, our platform has been attracting more than a million visits and checks per month, with EasyGov

crossing 3 million for the first time in December 2021. With the enhancement of our product capabilities, we hope to continue to break our own records and empower millions with new projects across India.



**EasyGov improves its digital solution for social assistance programmes.**
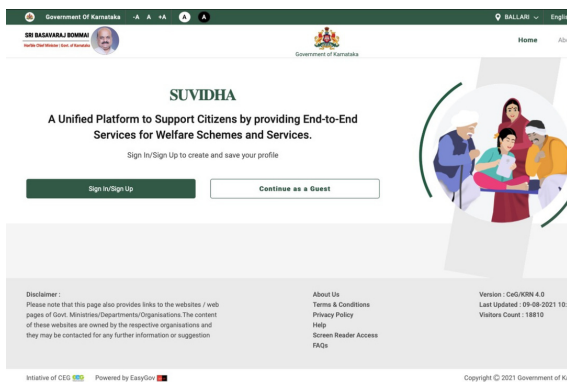
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# Enhancements to Digital Solution

## *(An EasyGov Press Release)*

Innovation is limitless, and growth has no bounds. With the same motto in mind, EasyGov has continued to reach beyond the limits of what GovTech is to discover what GovTech could be. Striving to transform governance and welfare while empowering people, our team has reinvented and enhanced the white- labeled EasyGov platform and solution utilising data, AI, and much more.

We are proud to announce that EasyGov has taken a step closer towards its mission by enhancing its digital capabilities. As covered by the Press Trust of India (PTI), Asian News International (ANI), the Times of India (TOI), and many more outlets, our recent Press Release (January 3rd, 2021) highlights our recent enhancements alongside the spirit to innovate at EasyGov.

# 'Suvidha' for Karnataka Impacting Lives





## 100K+ visits on Suvidha!

Suvidha is impacting lives already with over a 100,000 checks on the platform since it went live in October, of which around 3000 checks were students. With 133 schemes, of which 7 are end-to-end, and 147 services currently available for discovery, the number of schemes & services will increase gradually.

[Read more»](#)

## What is Suvidha?

Suvidha is EasyGov's white-labeled solution for the Government of Karnataka. The end-to-end discovery and delivery platform for schemes and services includes proactive discovery; it is the first of its kind to implement Artificial Intelligence and Analytics within social welfare delivery in India.
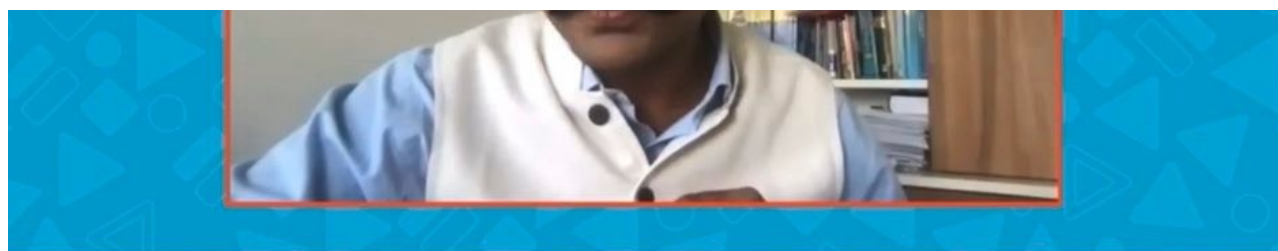
[Visit now »](#)

# Jobs for the Youth

EasyGov has partnered with Goodworker to support youth in getting jobs across 5 cities in India. As part of the campaign, which EasyGov started in November, we have issued 500+ offer letters till date. We are planning to increase the number of job profiles as well as the coverage by extending to more non-metro districts.

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# The World of Tech & Impact, & EasyGov

With the world on an uneven path towards a technological future, the big question posed by Observer Research Foundation (ORF) was - who will own our tech futures? CyFy 2021, which was all about technology, security, and society, addressed this question over four days from October 19 to October 22. Amit Shukla, CEO & Founder of EasyGov, represented EasyGov on October 21st and spoke about what social protection should aim towards in a Speedtalk titled 'The Goal of Social Protection is Ensuring People Don't Need It.'

**Access the CyFy SpeedTalk**



Anurag Saxena, Chief Operating Officer of EasyGov, was invited to be part of the jury for the 7th CSR Impact Awards 2021 hosted by the Dalmia Bharat Foundation and CSRBOX on 26th & 27th November. The joint initiative aims to

discover high-impact CSR projects in 15 different areas across India, and recognise organisations' project-specific impact in various thematic areas while setting benchmarks in project planning and implementation. The awardee list was released on 24th December and can be accessed below.

**All Awardees of the 7th CSR Impact Awards 2021**



Anurag Saxena was also a part of the EkNaam Campaign jury for recognising and shortlisting the top success stories under EkNaam, a joint initiative by Apollo Tires and India Livelihoods Collective. The jury commenced on 16th December, 2021, with the winning stories being announced weekly as part of an ongoing social media campaign.
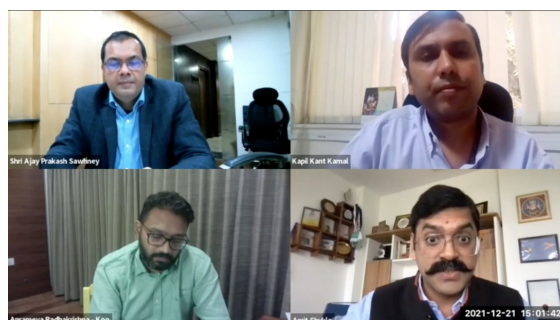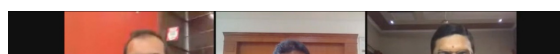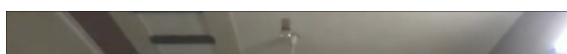
**Learn about the EkNaam Campaign**

# Leaders' Digest - EasyGov's Industry Insights

With the recent launch of the India Internet Governance Forum (IIGF) 2021, multiple events commenced as precursors and follow-up to the IIGF inaugural event. India IGF (IIGF) was established to provide the ability to facilitate discussions between intergovernmental organisations, private companies, technical community, academic community and civil society organisations who are involved in Internet governance-related public policy issues, as mentioned on the official IIGF website.



Amit Shukla, Founder & CEO of EasyGov, was a key panelist at the post-IIGF event 'Strengthening the Indian App Ecosystem,' hosted by C-DEP and graced by the presence of Shri Ajay Sawhney, Secretary for the Ministry of Electronics and Information Technology, Government of India (MEITY) on 21st December. Amit spoke about challenges to be addressed as part of the app ecosystem and how the government could assist in ensuring a win-win situation for tech companies, data procurement, and the Indian economy.
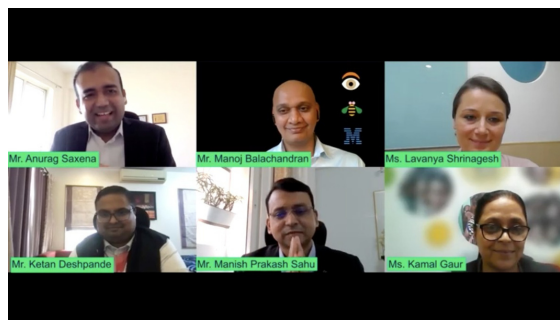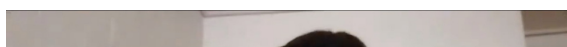
**Watch the post-IIGF event here**

Amit Shukla, Founder & CEO of EasyGov, also participated as a key panelist at the pre-IIGF event hosted by C-DEP titled 'Govtech - Transforming Social Protection' on 22nd October. Amit highlighted how govtech in India is nuanced and, therefore, should be tackled with nuances and unique measures such as incorporating the unique role of the Panchayati Raj in welfare delivery for better data procurement and beneficiary selection.
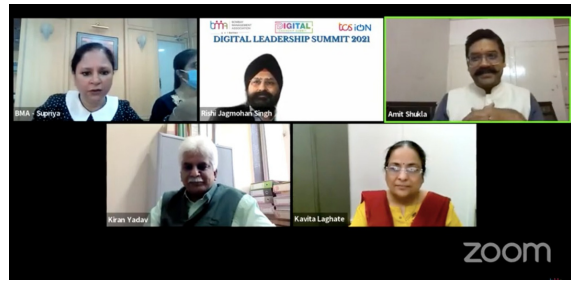
**Watch the pre-IIGF Event here**




Anurag Saxena, Chief Operating Officer of EasyGov, participated as a panelist and moderator at CSRBOX's India CSR Summit 2021 for the session titled 'Leveraging Digital Transformation to Drive Greater Impact for Youth' on 9th December. Anurag facilitated the discussion around youth and the workforce and spoke about how technology interventions could either serve to create more impact for youth or act as challenges to be addressed.

**Watch Anurag's session here**

Amit Shukla, Founder & CEO of EasyGov, shared his journey as a leader and changemaker at the 5th Edition of the Digital Leadership Summit hosted by the Bombay Management Association. Amit shared inspiring anecdotes about his journey with EasyGov and his motivations for innovating within govtech.

**Access the BMA event here**

# Introducing EasyGov's New EoI/EoE Model

2021 has allowed us to build back stronger within governance, welfare, and social protection. However, our governance system faces a unique situation. Despite best intentions and efforts by current systems to effectively minimize the error of inclusion and exclusion for various schemes, the systems are not able to effectively leverage our budget, which has the capability of ensuring approximately $800 per family considering 75% of all families in India require social protection. How do we solve this unique problem of inclusion and exclusion? This is where EasyGov comes in.

EasyGov's new Error of Inclusion & Error of Exclusion (EoI/EoE) Model focuses on ensuring the right beneficiaries get the benefits, and by right, we mean the most eligible, verified, and needy beneficiaries. Our model is inherently AI and data- centric, and utilizes advanced calculations within three dimensions to correctly identify the correct beneficiaries according to the projected EoE and EoI.
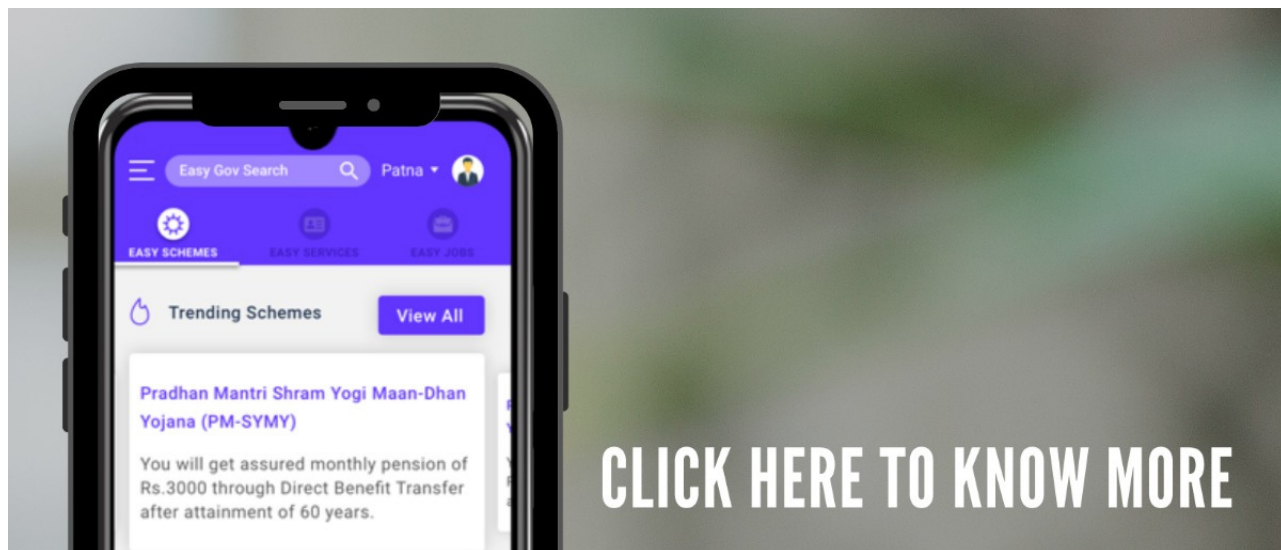
[Watch the video to learn more about our EoI/EoE model>>](#)

# Quarter 3 GovTech Insights

2021 came with uncertainty, but changemakers globally strived to convert this uncertainty into security and protection by enhancing welfare measures. As of January 2022, India has helped successfully deliver Rs. 4,34,508 Cr. for FY 2021-22, that too solely for Direct Benefit Transfer, which implies that our actual gains are much higher.

We are proud to announce that EasyGov crossed the 3 million mark for the first time this December on the MyJio application. EasyGov has continued to add and innovate across our portals and applications that already host 2000+ schemes. Our recent additions, including COVID19 benefits and AtmaNirbhar Bharat schemes, are some of the most visited schemes on our platform. Additionally, the top five schemes from Quarter 3 are as follows:

1. Pradhan Mantri Garib Kalyan Yojana (PMGKY)

2. Pradhan Mantri Mudra Yojana (PMMY)

3. Ayushman Bharat

4. Pradhan Mantri Awas Yojana (PMAY)

5. Prime Minister Employment Generation Programme (PMEGP)