



The past quarter was all about the world taking the first few steps towards economic recovery. During the pandemic, leaders worldwide recognised and prioritised the importance of social protection for the disadvantaged. Following the need for accelerated action towards social protection, as emphasized by ILO's Secretary-General Guy Ryder CBE, many countries have furthered efforts to unite with global forces to provide and enhance social protection for disadvantaged populations. A recent example would be India's collaboration with the World Bank on a \$400 million project to provide social assistance to poor and vulnerable households.

Additionally, India has jumped onto the post-COVID19 digital adoption bandwagon with gusto, with India's digital growth touted to be one of the fastest amidst countless economies. India has had one of the fastest acceptances of startup culture in the past year, as mentioned at the India Internet Day 2021, allowing companies to gain escape velocity and propel towards growth.

As part of this environment, the EasyGov team has had a quarter full of action & learning. We moved closer to our goal of transforming social welfare delivery in India & are excited to share our journey from this quarter with you.

# The EasyGov Impact

## A Look at Our Numbers

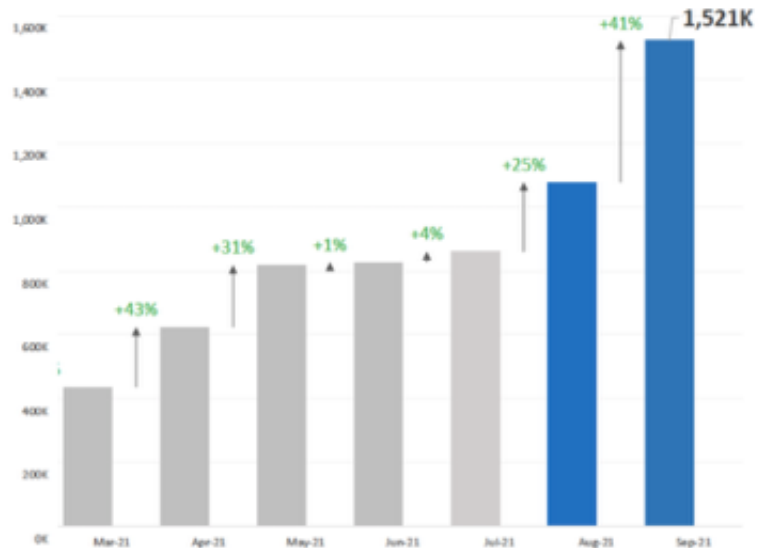
EasyGov is maximizing its impact across the globe with a whopping

# 1.5M

visits and checks solely within September 2021 from Mylio applications, which is a

# 41%

increase from our record-breaking numbers in August 2021



With a continuous enhancement of our product capabilities, EasyGov has been able to empower millions of citizens. We are breaking our own records and are aiming for higher numbers with new projects across India. We have been able to impact 23 million lives throughout the course of our work in India, with approximately 1.5 million people impacted in September of 2021 itself.

## Launch of 'Suvidha' for Karnataka



## *Suvidha is now live!*

On October 13th, 2021, Suvidha, EasyGov's white-labeled solution for the state of Karnataka, went live with around 150 schemes, of which 17 are end-to-end, and 150 services. The number of schemes & services will increase gradually, with Suvidha becoming the de-facto social welfare delivery platform for Karnataka.

[Read more»](#)

## *What is Suvidha?*

Suvidha is a discovery-delivery platform deployed for the Government of Karnataka. The end-to-end 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 »](#)



## **Chhatisgarh**

EasyGov partnered with SRIT, a System Integrator, and won the eDistrict platform revamp in Chhattisgarh. The project envisages a significant re-engineering of the delivery process of government schemes and services to citizens. The SRIT team will customize the EasyGov platform for the state-specific needs and configure over 126 schemes and services onto the platform in the first phase. We will also provide support to the client for a period of 27 months alongside upgrades and improvements. The client appreciates our ability to provide an out-of-the-box solution, reducing the time to make the platform available to citizens.

# EasyGov at Pre-IIGF Events



## INDIA INTERNET GOVERNANCE FORUM PRE-IIGF EVENT

Associated with UN IGF

### GovTech - Transforming Social Protection



Date – 22nd Oct 2021 | Time – 10:00 A.M IST

#### SPEAKERS



**ANIRUDH TEWARI**

Chief Secretary,  
Government of Punjab



**TAAVI KOTKA**

Former Chief Information  
Officer, Government of  
Estonia and Special Advisor to  
European Commission



**ANIL JAIN**

Chair, IIGF-2021  
CEO, NIXI



**AMIT SHUKLA**

Founder & MD,  
EasyGov - A Jio  
Platform Company

#### MODERATED BY:



**JAIMIT BHATTACHARYYA**

Vice Chair, IIGF-2021  
President, Centre for Digital  
Economy Policy Research



Date – 22nd October 2021 | Time – 10:00 A.M IST | JOIN US LIVE:



With the recent launch of the India Internet Governance Forum (IIGF) 2021, multiple events have been planned as precursors to the IIGF inaugural event. Amit Shukla, CEO & Founder of EasyGov, will represent EasyGov at one of the IIGF precursor events organised by CDEP titled 'Govtech - Transforming Social Protection.' The event will take place on 22nd October, 2021 at 10 a.m. IST (live stream on Youtube)

[Access the Live Stream](#)



Amit Shukla also attended Empower Start-Up Contest 2021, a pre-IIGF event, as a special invitee, on 12th October, 2021. Centered around the theme 'Don't prepare for the world. Design it,' the contest received innovative ideas from children and young adults across India. With Ishaan Kalia submitting the only 'govtech-oriented' idea, Amit awarded Ishaan the 'Special' prize for his innovation and to encourage the coming generation to venture into govtech.



# Leaders' Digest - EasyGov's Industry Insights



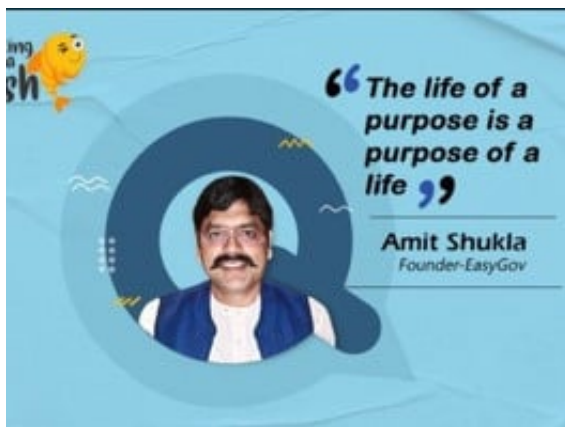
Amit Shukla, Founder & CEO of EasyGov, addressed students as part of 'the HIGMD Talk - Meet a Founder', organized by MEPSC on 8th October, 2021. He divulged into the foundations of being an entrepreneur, encouraging students to change their mindsets from being an 'observer' of issues to bringing a force of change.

[Watch the HIGMD talk here](#)



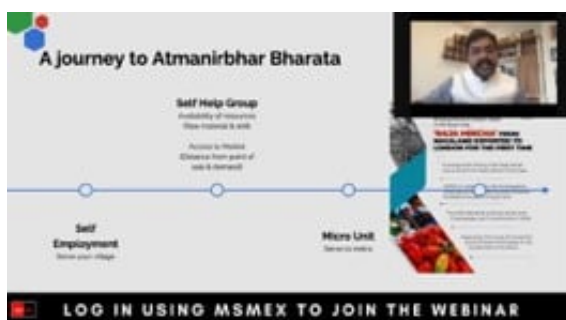
Nakul Vashishth, Chief Technology Officer, EasyGov, participated as a speaker at the 'What's in the Cloud?' event - Nakul was part of a panel of key leaders in discussing the evolution and future of Cloud Tech, organised by Photon Legal, on 11th October, 2021. Nakul spoke about the innovations EasyGov has brought to the cloud and how cloud innovation pans for India's future.

[Watch the Full Event here](#)



Amit Shukla, Founder & CEO of EasyGov, shared his journey as an entrepreneur through a podcast called Flirting with a Fish, organized by Match My Talent. Amit shared inspiring anecdotes about his journey with EasyGov and his motivations for innovating within govtech.

[Link to Flirting with a Fish](#)



Amit Shukla, Founder & CEO of EasyGov, was invited to speak at MSME's Mega Summit, a two-day summit full of learnings by key leaders and entrepreneurs belonging to registered MSMEs in India. Amit spoke about his journey working under an MSME and highlighted the journey entrepreneurs could take to go from being self-employed to being a successful exporter alongside skill development initiatives.

[Learn more about the MSME X Mega Summit here](#)

# A Pathway Towards Progressive Social Welfare



Global efforts to recover from COVID19 are underway; however, it is essential to look at the numbers to realize how to recover best. With a rise in the economic and social divide, especially in emerging and low-income developing countries, the solution does not lie in welfare budget increases; it lies in a transformation of the welfare design.

'A Pathway towards Progressive Social Welfare' by EasyGov gives an insight into the world post-pandemic, identifying the 'need of the hour' to safeguard the interests of people and governments alike.

[Click here for the brochure>>](#)



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## Quarter 2 GovTech Insights

As of October 2021, India has helped successfully deliver Rs. 2,67,679 Cr. for FY 2021-22, for Direct Benefit Transfer. If we were to look outside of DBT, our actual gains would be much higher.

EasyGov has continued to add and innovate across our portals and applications that already host 2000+ schemes. Our recent additions, including AtmaNirbhar Bharat schemes, are some of the most visited schemes on our platform. Additionally, the top five schemes from Quarter 2 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)

