EASYGOV FY21-22 Q4 NEWSLETTER

The fiscal year of 2021-22 began amidst one of the deadliest Covid-19 outbreaks India has witnessed. Since then, it has been a journey of ups and downs for the country, the economy, and the people. However, the countless waves of coronavirus called for a much-needed change across communities regarding the relevance of social protection.

Discussions worldwide established universal social protection as the best

step

towards sustainable and equitable growth post-pandemic. Organisations such as the United Nations (UN) and International Labor Organization (ILO) also recommended and reiterated the importance of social protection. India needs to regard the same as we start to settle into a pace of life comparable to that pre-pandemic.
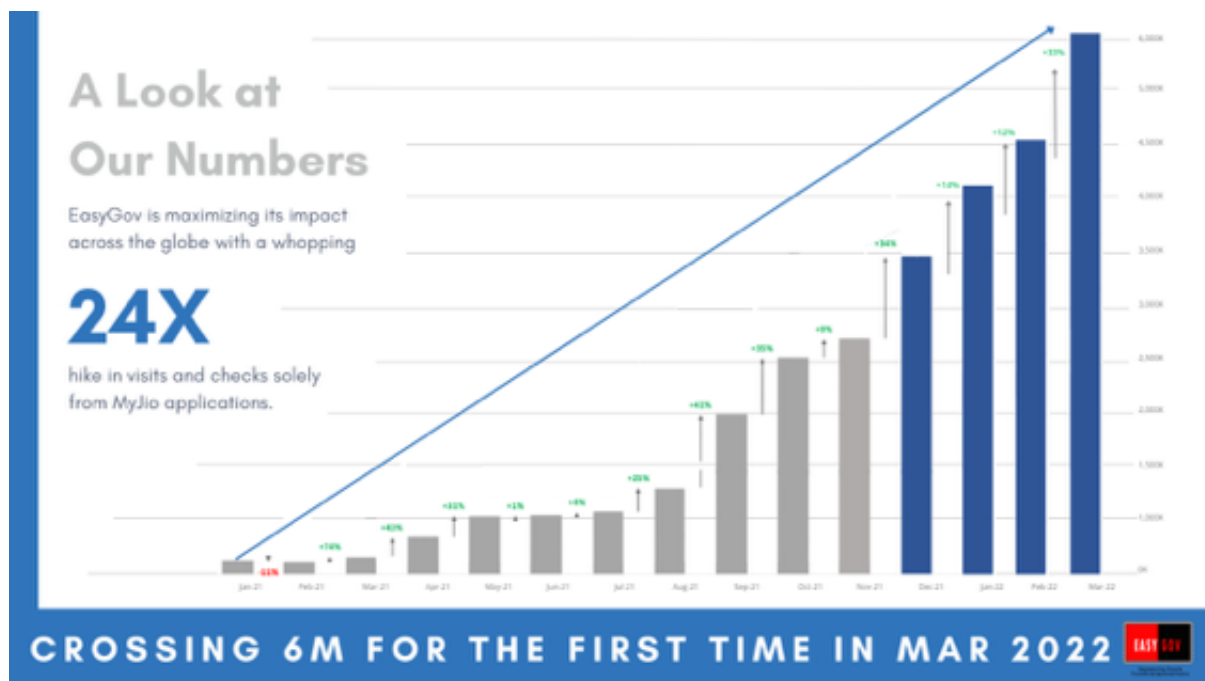
With an anticipated fourth wave on the way, it's imperative to focus on sustaining the recovery we have achieved while targeting aspects that are yet

to recover fully, such as employment rates. The Indian Government's focus on instituting a universal registration system for the informal workers (e-Shram cards) may help in the long run.

Throughout the year, EasyGov has strived to focus on increasing efficient

universal social protection and employment rates with its flagship platforms and innumerable relevant initiatives across multiple channels, such as MyJio. The team has worked tirelessly towards our vision, which is to make social protection family-centric, progressive, and accessible to all, and has achieved milestone after milestone within the govtech sphere.

Impact and learning within Govtech has been at an all-high throughout the fiscal year of 2021-22. 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.

The EasyGov Impact

EasyGov's continued efforts towards assisting citizens in the beneficiary identification process yielded results as we successfully drove a 24X 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 6 million for the first time in March 2022. With the enhancement of our product capabilities, we hope to continue to break our own records and

empower millions with new projects across India.

'Suvidha' for Karnataka Impacting Lives

A Look at our Numbers:
Suvidha for Karnataka

Since its inception, Suvidha has reached over 200,000 citizens in Karnataka.

₹ 42 Cr. Successfully disbursed to 3000+ beneficiaries across 16 schemes in March, 2022

EasyGov has maximised its impact in Karnataka over a short period of time, having processed 200,000+ surveys & 8000+ applications. We are moving towards our goal to disburse 1000 Cr+ with minimum errors of inclusion/exclusion.

Since it went live in October 2021, Suvidha has been impacting countless lives across the state of Karnataka. As of April 2022, Rs. 42 Cr.+ had been successfully dispersed through Suvidha to 3000+ beneficiaries across 16 schemes. We are moving towards our goal of disbursing Rs. 1000 Cr. with minimum errors of inclusion and exclusion.

Fireside Chat with the Family Man

Shri Rajeev Chawla, Former Additional Chief Secretary, e-Governance, Govt. of Karnataka, joined C-DEP in a fireside chat about govtech transformation in Karnataka. He highlighted the role of Suvidha's AI-driven approach within the pre-existing Kutumba ecosystem.

Watch here»

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 within social welfare delivery in India. Suvidha has already crossed the 200K visits mark.

Visit now »

Jobs for the Youth

EasyGov has partnered with Goodworker to support youth in getting jobs across 26 metro and non-metro cities in India. As part of the campaign, which EasyGov started in November, we have issued 1200+ offer letters till date, with maximum involvement across the districts in Surat, Vadodara, Visakhapatnam,

Srinagar, Kochi, and Aurangabad. We are planning to increase the number of job profiles as well as the coverage by extending to more non-metro districts.

International Women's Day 2022

For Women's Day 2022, the EasyGov team visited the Tapasya Retirement Home and interacted with brave and ever-smiling women, learning about their stories of struggle, independence and self-reliance. Our Mobile Sahayaks helped create profiles for all the residents of Tapasya on the MyJio app and identify eligibility across schemes and services. The Sahayaks also helped the residents understand how to avail old-age pensions, schemes and services across our mini-app.
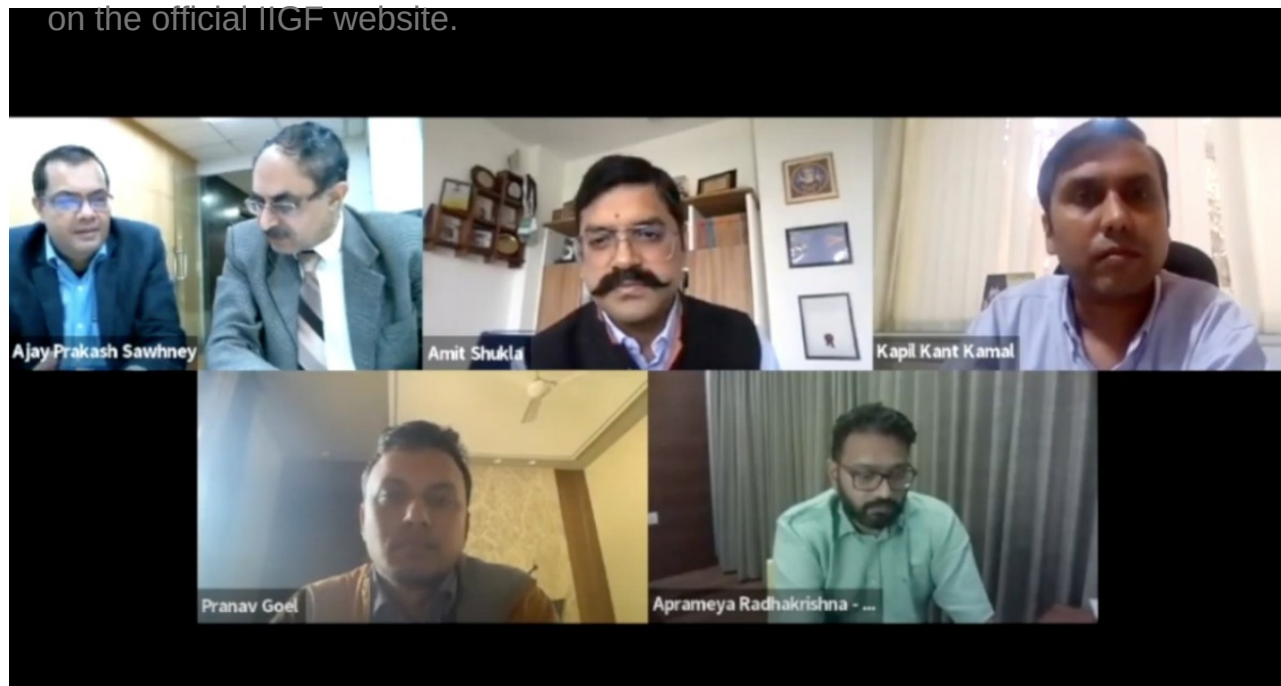
Tech, Impact, & EasyGov

The year of 2021-22 was the year of impact and technology, with discussions about social protection, artificial intelligence, and data analytics taking front stage. EasyGov was invited to multiple national and international events, including IIGF and ORF, to discuss the future of technology in governance as a relevant player in the industry.

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.
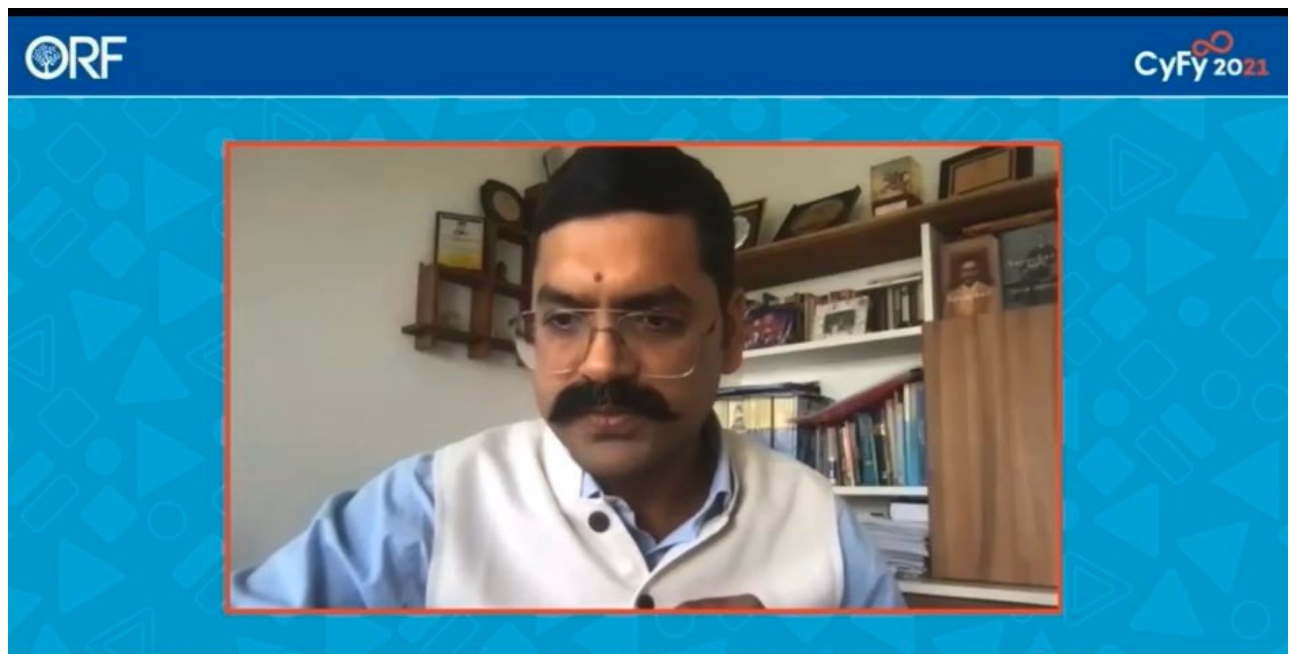

Amit Shukla, Founder & CEO of EasyGov, was a key panelist at the post-IIGF event 'Strengthening the Indian App Ecosystem,' hosted by C-DEP and graced by the presence of Shri Ajay Sawhney, Secretary for the Ministry of Electronics and Information Technology, Government of India (MEITY) on 21st December. 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

Indian Internet Governance Forum 2021

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.
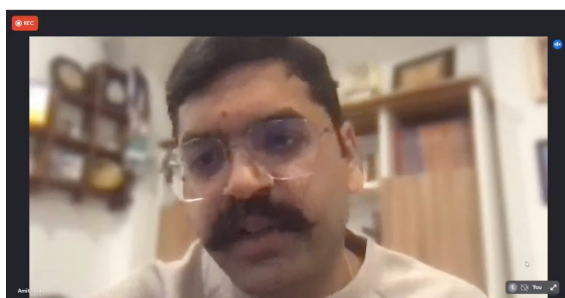
Watch the pre-IIGF Event here

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

Leaders' Digest - EasyGov's Industry Insights

Amit Shukla, Founder & Managing Director of EasyGov, was a guest speaker for the PCMC Open Data Challenge 2022 hosted by Smart Cities Mission, Ministry of Housing and Urban Affairs, Government of India on 20th January, 2022. Amit was invited to speak on 'Digital Monopoly' & highlight challenges to be addressed as part of the digital ecosystem & how to tackle them.
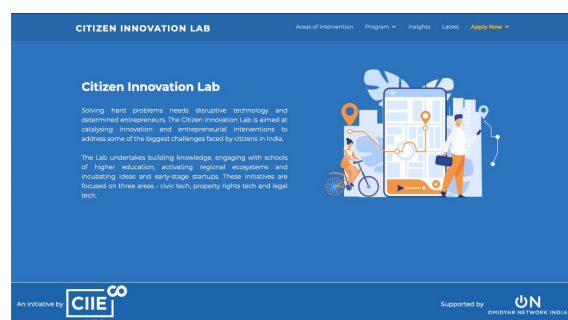
Watch the Event Here

Anurag Saxena, Chief Operating Officer of EasyGov, participated as a panelist and moderator at 12th International Conference on Cloud Computing, Data Science & Engineering on 27th January, 2022. Anurag facilitated the discussion around AI and spoke about how data science, machine learning, & AI overlap, & how to achieve success with AI, identifying the critical points required.

Watch the Full Event Here

Anurag Saxena, Chief Operating Officer of EasyGov, was invited as a guest speaker at the Young Entrepreneurship Dialogue organised by Swavalamban the Startup Club at Aryabhatta College in association with Udhyam Bharat Manch under the aegis of IQAC on 1st April, 2022. The event focused on uplifting young entrepreneurs & helping explore how to start businesses.

Anurag Saxena, Chief Operating Officer of EasyGov, was invited to be part of the jury for the Incubation Bootcamps for the Citizen Innovation Lab (CIL), a joint initiative by CIIE.CO & Omidyar Network on 21st December, 2021 in Legal Tech. CIL promotes early stage startups/ for-profit impactful business models, in the following three sectors: Civic Tech, Legal Tech, and Property Tech. With 18-24 startups selected to participate in the Sprint with CIIE.CO, the selected startups will be pitching their business ideas for market & investor connects.

Learn More about CIIE.CO

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 4 GovTech Insights

The fiscal year of 2021-22 came with uncertainty, but changemakers globally strived to convert this uncertainty into security and protection by enhancing welfare measures. As of April 2022, India has helped successfully deliver Rs. 5,70,288 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 6 million mark for the first time this March on the MyJio application. EasyGov has continued to add and innovate across our portals and applications that already host 2000+ schemes. Additionally, the top five schemes from Quarter 4 are as follows:
1. Atma Nirbhar Scheme
2. Atma Nirbhar Scheme - Additional Benefits
3. Pradhan Mantri Garib Kalyan Yojana
4. Pradhan Mantri Kisan Saman Nidhi Yojana
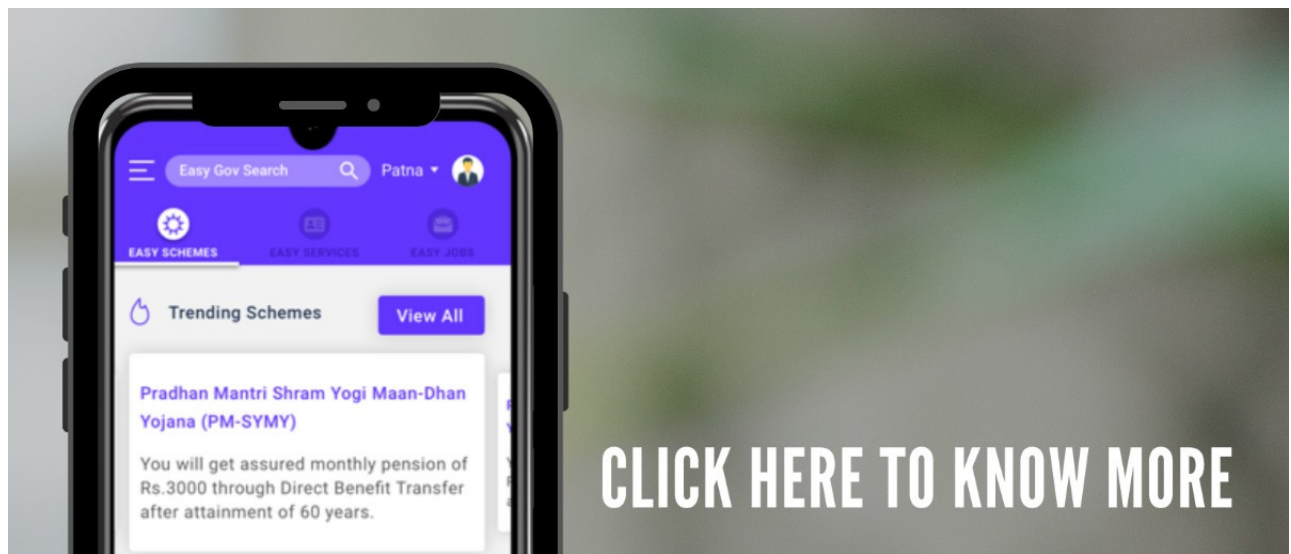5. Ayushman Bharat - Pradhan Mantri Jan Aarogya Yojana (AB-PMJAY)

The 7th Year!!

On 19th May 2022, EasyGov will be turning 7 years old! As the first GovTech startup from India working for social protection, our journey has been challenging but exceptionally fulfilling at the same time.

We will celebrate this milestone with leaders from GovTech startups, industry associations, the government, and the investor community. Dedicating 19th May to startups, we aspire to inspire the start of a new wave of startup revolution for India and the world.
Stay tuned & follow our social channels for more updates regarding the event!

CLICK HERE TO KNOW MORE