



इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
संचार एवं सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार

राष्ट्रीय इ-गवर्नेंस योजना



31st Oct' 12 – 25th Mar'13

NeGP RURAL OUTREACH PROGRAMME



Activity Completion Report

Submitted by
Percept Advertising Limited
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Index

Page No.	Content
3	Executive Summary
4	Background
5	Coverage Plan
6	Implementation- Diagrammatic Model
7	Effectiveness/ Outcome
8	Management issues/ Challenges
9	PR Mileage
10-21	Activity Completion Report - J&K
22	Challenges & Learning
23-36	Activity Completion Report - West Bengal
37	Challenges & Learning
39-53	Activity Completion Report- Bihar
54	Chhattisgarh
55-65	Challenges & Learning
66	Activity Completion Report-Maharashtra
67-78	Challenges & Learning
79	Activity Completion Report-Madhya Pradesh
80-91	Challenges & Learning
92	Activity Completion Report-Rajasthan
93-104	Challenges & Learning
105	Activity Completion Report-Uttar Pradesh
106-118	Challenges & Learning
119-120	Activity Completion Report-Utrakhand
121-132	Challenges & Learning
133	Activity Completion Report-Jharkhand
	Challenges & Learning

Executive Summary

CSC outreach programme is an initiative of DeitY (Department of Electronics and Information technology) to create awareness about e-governance and support CSCs (Common Service centers) at grass root level. It is a PAN India campaign and planned to cover 2843 CSCs across 5 zones namely East, West, North, South and North East. CSCs selected for this programme are based on the performance evaluation through Online Monitoring Tool (OMT). The planning and execution of rural outreach programme is undertaken in support and coordination with IT department, SCAs (Service Center Agencies) and VLEs (Village Level Entrepreneurs) of respective states. The campaign was flagged off by Sh. Sachin Pilot, Hon. Minister of State for Communications and IT, Govt. of India in presence of Sh. Omar Abdullah, Hon. Chief Minister of J&K from Ganderbal, Jammu & Kashmir on 24th Oct 2012.

The phase-1 of rural outreach programme has covered 1343 CSCs across 10 states namely Jammu & Kashmir, Uttar Pradesh, Uttarakhand, Bihar, West Bengal, Jharkhand, Maharashtra, Rajasthan, Madhya Pradesh & Chhattisgarh. The campaign was flagged off state wise by respective state Chief Ministers and by his/her cabinet member. The programme was conducted for 672 days and got completed on 24th March 2013. 8 separate units scheduled to cover 2 CSCs each day were utilised in phase-1 and created awareness through various infotainment activities.

CSC Outreach Programme is mobile unit based activation. Each unit includes a display / exhibition van, trained promoters, supervisor, AV equipments and promotional materials to conduct various infotainment activities. The campaign van travelled as per the pre-defined route map and is equipped with two laptops and data card connectivity, printer to demonstrate state specific services like Certificates, Utility payments, Land records and live delivery of any particular service that state would like to showcase to citizens. The respective VLE would be entrusted to help and demonstrate such services in his/her CSC at the time of the campaign.

It has a team of artist to perform nukkad natak and educate people about the benefits of CSCs, trained promoters to involve people for participating in activity, interactive activities such as quiz show to enhance the understanding about services and e-governance, film show to promote NeGP, leaflet / brochure distribution for strong recall. The activities are conducted simultaneously which kept people involved throughout the activity.

Diverse media tools was utilised for the publicity of outreach campaign which was undertaken by DAVP (Directorate of Advertising & Visual Publicity, Min of I&B). Leading regional publications, radio channels, cross website advertising and cinema advertising were selected. Region specific hoarding campaign was also executed to target specific audience. It was ensured that publicity is conducted through regional communication for every state to bring connect and maximise TG involvement during the campaign. The campaign was also publicised through social media that include daily uploading of activity photographs, videos and VLE speech on Citizen Engagement and NeGP page of facebook which draw huge attention from the VLEs.

The campaign has been very effective and successfully reached to the rural community of targeted states. In total awareness was created among 71873 actual beneficiaries which primarily include farmers, housewives, children, daily wages workers, students, job seekers, etc. The VLEs reported immediate increase in footfall after the activity and dramatic increase in services demand. The campaign also received appreciation from state governments, VLE community, local level opinion leaders and SCA.

After successful completion of Phase-I, the campaign is being extended to Phase-II & III in 10 states (Assam, Manipur, Meghalaya, Tripura, Himachal Pradesh, Gujarat, Andhra Pradesh, Tamilnadu & Kerala) to cover remaining 1500 CSCs from May 2013. The list of selected CSCs have been already shared and discussed with the state for finalizing the route plan.

Background:

Department of Electronics and Information Technology have rolled out 96000+ CSCs across country as a service delivery outlet under National e-Governance Plan (NeGP). NeGP is a major initiative of the Government of India to facilitate common man by making government services accessible to them in their locality through such delivery outlets. This plan will ensure efficiency, transparency and reliability of Government services for improving quality of basic governance.

Common service centres are providing various govt. services to people like Certificates (Birth, Death, Domicile, caste, Income etc) MNREGA payments, NIELIT's CCC courses and non government service, Bank account opening, withdrawal/ deposit, loan document, online railways and airline ticket booking, DTH recharge, etc.

However current scenario revealed that there is still limited knowledge among common man about CSCs. People, particularly in the rural hinterland, are, by and large, ignorant of the functions and benefits of the CSCS. Taking cognizance of this fact and to bring the benefit of NeGP at the grass-roots level, DeitY felt the need to inform and educate people about CSC and communicate to them how these centres can change their lives. This is why, DeitY planned to roll out a CSC rural outreach campaign in nearly 3000 CSCs across country across 25 states in phased manner.

Objective:

To roll out CSC rural outreach programmes for creating awareness about various G2C services and service delivery outlets, understand the relevance and role they are currently playing in the local milieu. Facilitating direct contact with potential users for enhancing awareness about NeGP, its components amongst Citizens, Government and other stakeholders

About the Programme:

In order to support CSCs at the grassroots & spread awareness about e-governance in villages, DeitY has planned an outreach activity in nearly 2843 CSCs across the country. Since these selected CSCs are spread across the length & breadth of the country, the campaign was designed in three phases for better coverage, enhanced interaction & effective monitoring. In Phase -1 the campaign is rolled out in Northern region covering 10 states namely Jammu & Kashmir, Uttar Pradesh, Uttarakhand, Bihar, Maharashtra, Rajasthan, Madhya Pradesh, Chhattisgarh, West Bengal and Jharkhand and will be covering 1343 CSCs in a systematic manner. The short listing of these CSC villages for this programme was based on OMT (Online Monitoring Tool) performance which were then woven into unique route plans.

The campaign unit includes an exhibition van which enables hands on experience about various public services available through these CSCs. While other interesting elements of the exhibition like nukkad natak, audio visual experience and VLE assistance is educating people about convenience and transparency of services available through CSCs. A total of 8 campaign vans were deployed to cover these states within a span of maximum 150 days.

1.2 Media support

To gain maximum attention of the audience and generate footfall at the locations, supporting media activities were carried out in support with Directorate of Advertising & Visual Publicity (DAVP) using print, outdoor, cinema, radio & new media. Regional communication has been designed for every state to bring connect and maximise TG involvement during the campaign.

The campaign was hugely publicised through Social Media through Facebook Pages i.e. Citizen Engagement & NeGP.

<http://www.facebook.com/pages/Citizen-Engagement-in-India/251065524914360>

These pages were updated on daily basis with photos, videos which drew maximum attention from the VLE folks. The details of the campaign, route-plans were uploaded on the NeGP portal i.e. www.negp.gov.in for information to public.

1.3 Launch campaign

The campaign was launched by Sh. Sachin Pilot, Hon'ble Minister of State for Communications & IT, by flagging –off the caravan from Ganderbal, Jammu & Kashmir in presence of Sh. Omar Abdullah, Hon'ble Chief Minister, Jammu and Kashmir on 26th October, 2012. Over 500 people were present at the launch where the CSC outreach van was flagged off.

1.3 Phase-1 coverage plan

State	UP	Uttarakhand	J&K	Rajasthan	Maharashtra	MP	Chhattisgarh	Jharkhand	West Bengal	Bihar
Targeted CSC	187	125	115	47	108	294	118	24	187	138

2. Activity Design & Implementation Framework:

The outreach campaign is a caravan based interactive activation for generating awareness among residents about various services and benefits of CSCs. The Caravan travels from one CSC to another in the pre-defined route plan and covers 2 CSCs per day. The caravan is a strategic compilation of display/exhibition van, AV equipments and trained crew members to inform, educate and communicate about CSCs through various infotainment activities such as nukkad natak, service demonstrations, quiz show and announcements. The unit crew comprised of one supervisor, three nukkad natak artist, three promoters, van drivers and conductor who were dressed in customised uniform during the activity with NeGP branding on tees. Other promotional materials included state specific leaflet / brochure distribution, gift distribution, state specific posters, banners and standees display. The caravan was equipped with laptop with internet connectivity & printer to help audience get live demonstration of G2C & B2C services.

2.1 Preparatory steps

For successful implementation, there was a need for substantial prior discussion by all stakeholders about the effective value and gain benefits of the campaign, well before the end of the project. The role of state government and SCA (Service centre Agency) was most critical in executing such projects, in this context joint meetings of all SCAs were held in DeitY, New Delhi on 14th Jun 2012. The major objective of the meeting was to do a capacity building of the VLEs and to train each of the district coordinators for day to day coordination and monitoring

2.2 Meeting with State IT Department at State HQ

In order to mobilize teams and effective coordination / monitoring of the campaign, meetings were conducted individually in each of 10 states to brief, appraise and seek state level support from the departments. The primary agenda of such workshops was resource mobilization (Nodal officers), information to District Collectors, District Information Officers, SeMT, finalization of state route plans, showcasing of G2C services, approval on the creatives, finalization of launch date and venue.

2.3 State Launch Day

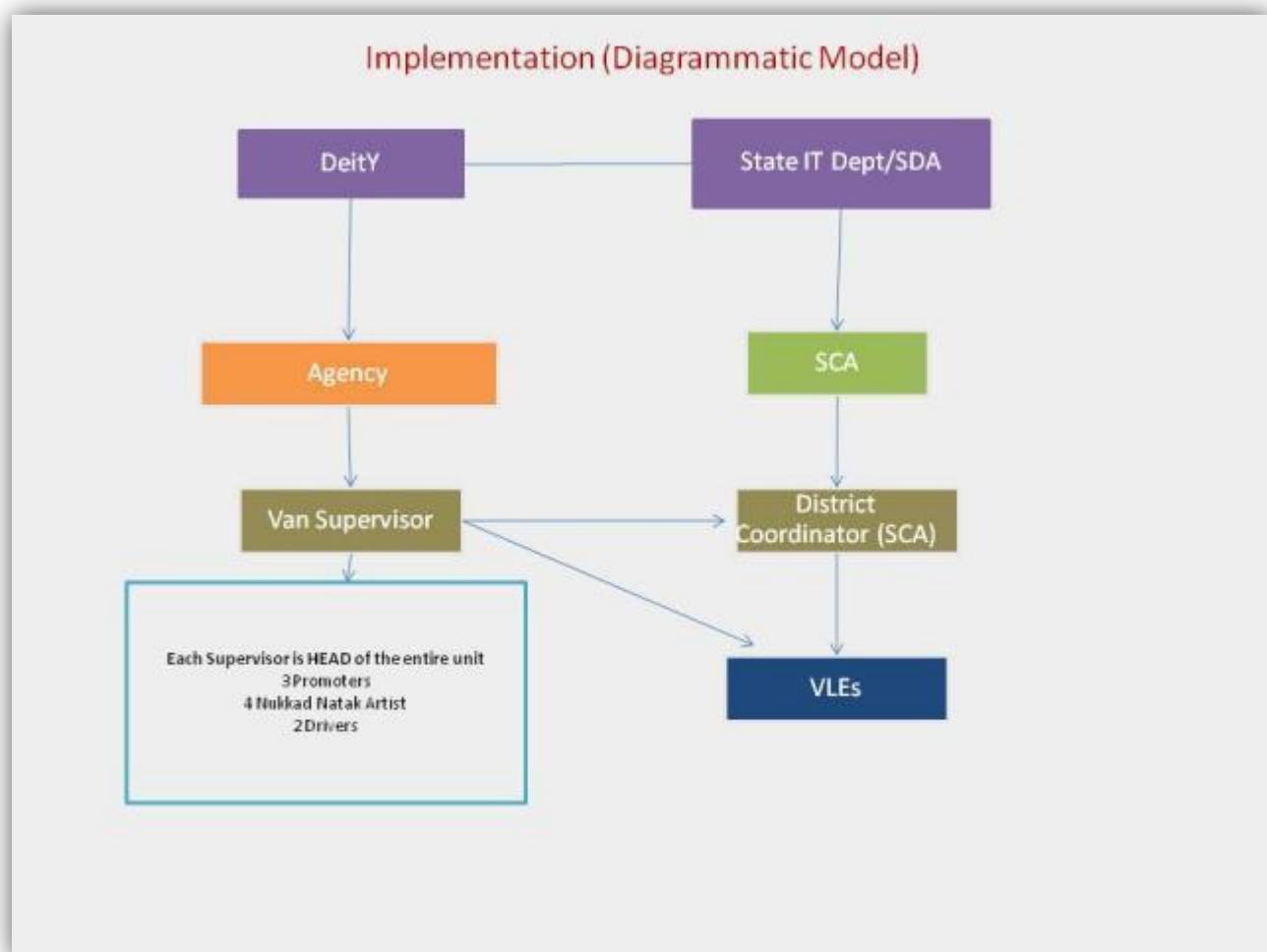
The states were requested to host a launch day event from the 1st CSC location or state HQ by respective Chief Minister and /or IT Minister depending on their convenience to create maximum attention of the public/ media. This was done to ensure enhanced interest and spread positive message about e-governance at state level.

2.4 Reporting & feedback

The daily field report in excel format was shared with state IT department, SCA which gave an update on the previous day activity so as to ensure proper monitoring of the campaign. Issues, if any, were brought to the immediate notice of State IT dept as well as DeitY team.

2.5 Quality Audits/ Checks

To ensure the campaign was well received at the ground level and being executed effectively, timely monitoring and surprise checks were conducted by Percept team and NeGD (DeitY) officials as well at most of the locations. A detailed visit plan was prepared in consultation with respective HODs/ Programme Officers and then same was circulated to all. This exercise not only helped gain insights about various important feedback/ concerns regarding the campaign and CSCs but also gave an opportunity for the officers to gain real exposure to e-governance schemes being implemented.



3. Effectiveness/ Outcome:

	No. of states	No. of Districts	No. of CSCs	No. of Man Days	Footfall
Target	10	48	1343	672	72000

***Average Footfall/ day: 107**

3.1 The campaign was highly appreciated by every state which was evident from the fact that in many of the states, the campaign was launched Chief Ministers and/or his/ her cabinet colleague.

State	Flag-off dignitary	Other Dignitary	Date
J & K	Sh. Sachin Pilot, Hon'ble MoS (C&IT)	Sh. Omar Abdullah, Hon'ble Chief Minister	26.10.12
Bihar	Sh. Nitish Kumar, Hon'ble Chief Minister	Sh. Shahid Ali Khan, Hon'ble IT Minister	21.12.12
Chhattisgarh	Dr.Raman Singh , Hon'ble Chief Minister		28.11.12
Rajasthan	Sh. Ashok Gehlot Hon'ble Chief Minister	Sh.V. Narayanasamy , Hon'ble MoS-Prime Minister Office, Ministry of Personnel, Public Grievances and Pensions, Govt of India, Dr. Jitendra Singh , Hon'ble Minister for Energy, Non Conventional Energy Resources, PHED, GWD, Information & Public Relations, Govt. of Rajasthan	12.02.13 & 13.02.13
Maharashtra	by Sh. Anil Deshmukh, Hon'ble Minister for Food, Civil Supplies and Consumer Protection		3.12.12
West Bengal	Sh.Subrata Mukherjee, Honb'le Minister of Panchayats and Rural Development	Smt. Chandrima Bhattacharya , Hon'ble MOS in Charge, Law & Judiciary Department & MOS, Health & Family Welfare Department, Sh Firad Hakim , Hon'ble Minister for Urban Development	18.12.12
Madhya Pradesh	Sh. Giriraj Kishore Poddar, Hon'ble MLA, Katni		25.11.12

3.2 Other states :-

- ❖ In Uttar Pradesh, the programme was launched by Sh. Jeevesh Nandan, Principal Secretary (IT), Government of Uttar Pradesh from Lucknow on 26th November, 2012.
- ❖ In Jharkhand, the programme was flagged off by Sh. Sushil Kumar Chaudhary, Chief Secretary, Government of Jharkhand from Ranchi on 22 Jan. 2013. It will cover 24 CSCs in 5 districts.
- ❖ In Uttarakhand, the programme was launched by Sh. Anand Srivastava, ADM in Haridwar on 23rd November, 2012.

4. Management issues/ Challenges

We faced several on-ground challenges during activation; the team however managed these crises and successfully covered targeted CSCs and completed activation in 10 states. The operational and management challenges faced are as follows:

- Demotivation among VLEs due to non availability of govt. services at their CSC. In many of the CSCs, VLEs were not cooperative and enthusiastic about this campaign.
- Difficult and bad terrain in some remote areas where CSCs were selected for activation.
- Geographical and weather adversities
- Poor internet connectivity in remote areas
- Although the campaign has been well accepted by masses, certain critical issues pertaining to CSC scheme needs to be addressed as listed below.

5. Major Observations & Highlights

- VLEs are important connecting link between people and NeGP during such activation therefore It is important that they remain motivated which is possible only when they are provided with all necessary support services
- It was a smart decision of carrying state wise offline services separately as it benefited in conducting demo in many locations where internet connectivity was negligible.
- Wherever possible van fabrication should be done in state capital also extra transit days should be taken in consideration this way delay in reaching location due to any breakdown can be avoided. This would be possible only when the activation team is informed of launch dates at least 8-10 days in advance.
- Learning from our initial experiences and understanding the criticality of launches, it was ensured that fabricated van along with its elements reaches the locations a day before launch.

PR Mileage

Pilot to launch rural outreach programme through Common Services Centres from Ganderbal



Kashmir, Oct. 12 (ANI): To spread awareness about e-governance at village level, The Department of Electronics and Information Technology (DEIT) is launching an outreach campaign through Common Services Centres (CSCs) across the country.

The campaign will be flagged off on Friday by Sochit Pilot, Minister of State for Communications and Information Technology, along with Jammu and Kashmir Chief Minister Omar Abdullah from the Ganderbal district later sometime this evening.



दैनिक भास्कर

खबरें सबकी

प्रज्ञा केंद्र और होगा सुविधा युवत : डीसी



लाहौर। उत्तम किला पुराणा चौमे ने खेड़पत्र प्रज्ञा केंद्र यात्रा को जारी किया। उत्तम किला पुराणा को लोकों नियम। लोकोंने बताया कि यात्रामें नई-डिजिटल व्यवस्था का तहत लिये गए, लाइट, आसानी और जन-सुधूर प्रयोग पर प्रज्ञा केंद्र के यात्रामें उत्कृष्ट वाला जाता है। लिये के 212 प्रयोगात्मक वर्षों में जीते रहे हैं। परियंत्र में विविध सेवाएं, योग्यता कार्ड, दीर्घीय रिपोर्ट, बीमासंबंधी विवर का भागान्, योग्यता संचार, लोकों द्वारा लिये दिए, लाहौर केंद्र भी यात्रामें भी प्रज्ञा केंद्र से बढ़ी आश्रु। प्रयोग वाला संघी ने दो दिन प्रधान कर्मसूल इनकार कर दिया।

Pilot to launch rural outreach programme through Common Services Centres from Ganderbal

By ANI | 10:09 - Thu Oct 11, 2012

HONG KONG SUMMER SPECTACULAR

Pilot to launch rural outreach programme through Common Services Centres from Ganderbal

Sochit Pilot, Minister of State for Communications and Information Technology, along with Jammu and Kashmir Chief Minister Omar Abdullah from the Ganderbal district later sometime this evening.





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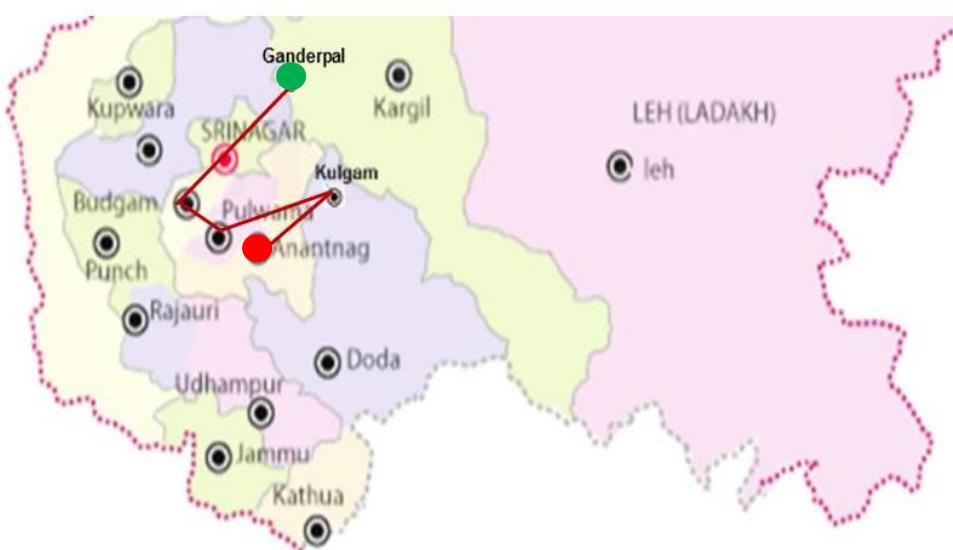
सत्यमेव जयते



Activity Completion Report Jammu & Kashmir



1. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 115 highest performing CSCs were selected strategically through online monitoring tool across five districts namely Ganderbal, Badgam, Pulwama, Kulgam and Anantnag in the state. Once approved these CSCs were then mapped into effective route comprising 58 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Ganderbal	31/10/2012	07/11/2012	16	942	349	Electricity / water/ telephone bill payment, gas / water connection, certificates – death, birth, domicile, voter ID card, ration card, land records, passport
2	Badgam	08/11/2012	15/11/2012	15	1069	402	Electricity / telephone bill, old age pension, Land record, Birth / death certificate, passport
3	Pulwama	15/11/2012	29/11/2012	28	2185	810	Electricity bill, ration card, land records, birth certificate, passport, Pan card, gas connection, MNREGA payment, Old age pension
4	Kulgam	30/11/2012	07/12/2012	16	1045	245	Telephone bill, electricity bill, revenue dept., gas connection, passport, birth / death certificate, land records
5	Anantnag	08/12/2012	22/12/2012	40	2960	60	Electricity / telephone bill, revenue dept, Birth / death certificate, employment exchange, land records, gas connection, ration card,

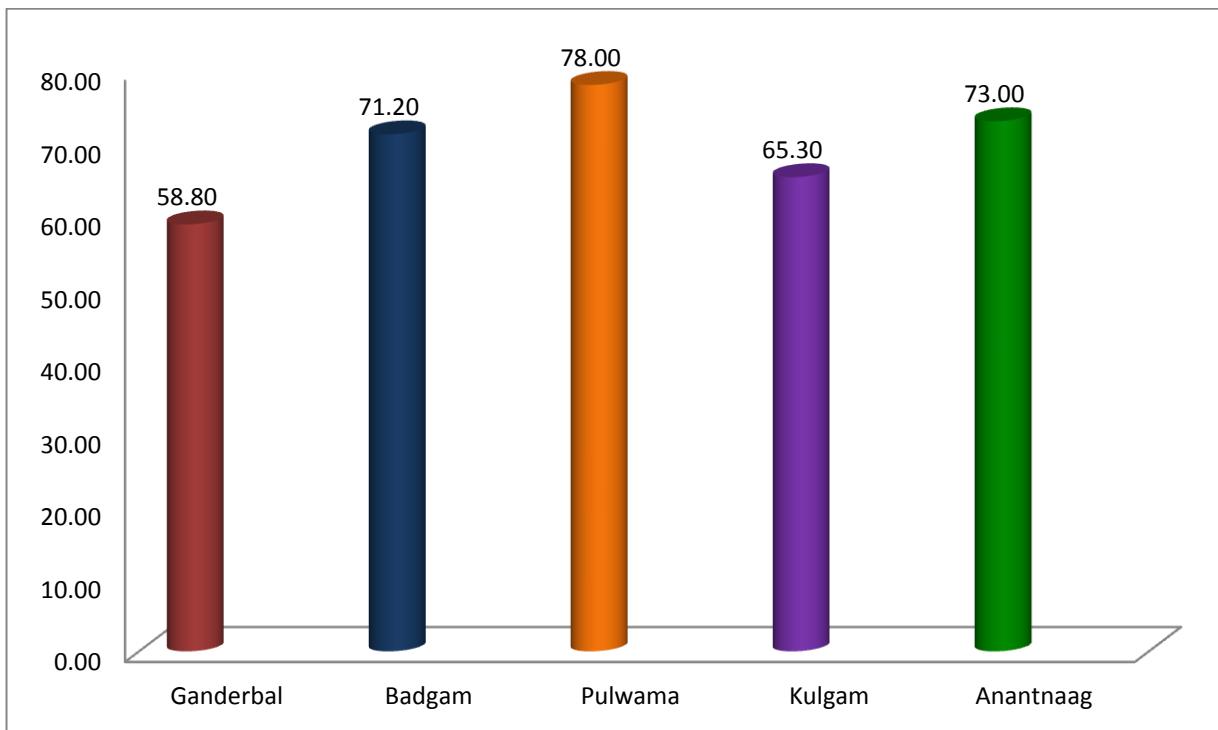


Fig 1: Footfall trend per CSC during the activation in the five districts of Jammu & Kashmir

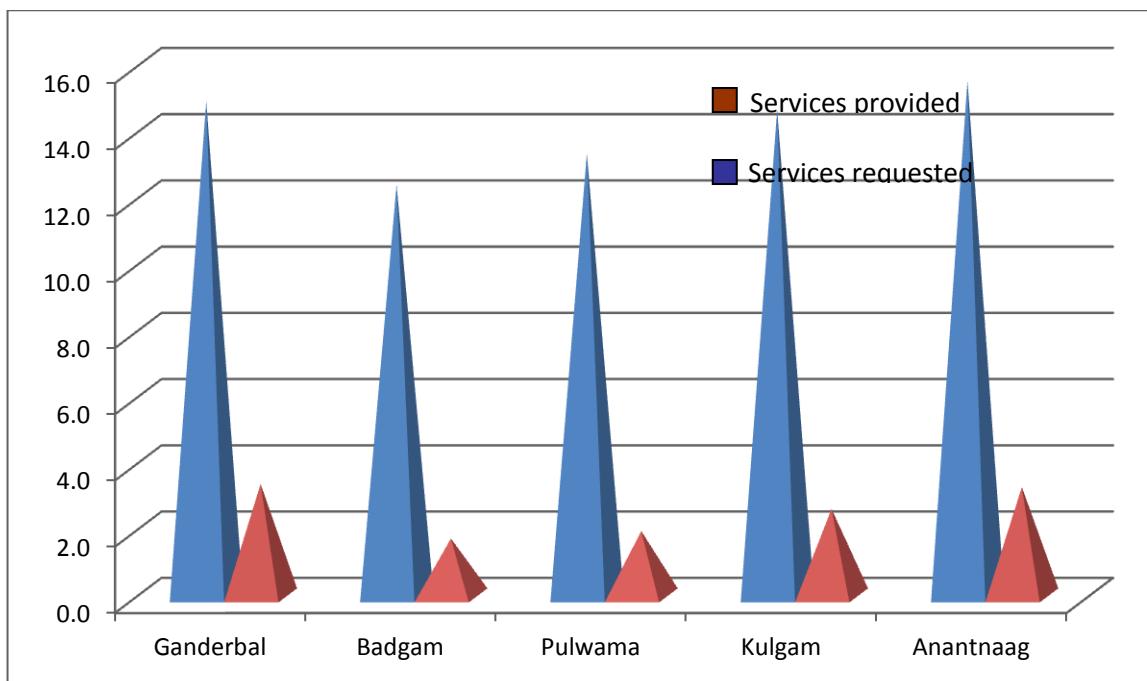


Fig 2: 'Services requested' versus 'services provided' in the five activity districts of Jammu & Kashmir

- ➲ Over 150 footfall was received per day during this campaign out of which highest turnout was from Pulwama district i.e. 2185.
- ➲ Average service enquiry was 15 which shows there is sufficient level of interest and penetration of e-governance services in J&K.

Launch Day Event:-

The Rural Outreach campaign was flagged off by Sh. Sachin Pilot, Hon. Minister of State for Communications and IT, Govt. of India in presence of Sh. Omar Abdullah, Hon. Chief Minister of J&K from Ganderbal on 24th Oct 2012.



The event was attended by Dr. Rajendra Kumar, JS (e-Gov), Deity along with Sh. Showkat Ahmad Mir, DC, Ganderbal.

Approx 500 people attended the launch at mini secretariat of Ganderbal dist. The attendees were mainly from the govt departments, panchayat officials, J&K bank (Service centre agency, J&K) and VLEs (village level entrepreneurs) of the districts. The launch was supported by huge print advertisements, in the leading newspapers of state.



Mr. Omar Abdullah in his speech expressed the need of bringing transparency and promptness in delivering public services through CSCs, he said that Khidmat centres in state would get strengthened by such initiatives and expressed gratitude to centre for extending their help to the state.



Speaking on the occasion, the Union Minister for Communication and IT said that Common Service Centres are a crucial part of National e-Governance project, which is a major initiative of Govt. of India for improving the quality of basic governance among common man.



He also said that flagging of the exhibition van of National Outreach Programme at Ganderbal today will roll out the Phase-I of this prestigious programme in 11 states across the country, in J&K itself the programme will cover 115 Khidmat Centers (CSCs) in 5 districts of Jammu and Kashmir. "We are committed to fully support e-Governance initiatives of the State Government and Rs. 40 crores have been sanctioned for CSC project in the State."



VIP visits during activity:

➤ Sarpanch inaugurated activity at CSC Kangan, Distt. Ganderbal and commented “now government services are available through Khidmat centers this programme will benefit people especially poor and old age”



Khursheed Ahmad,
DC innaugrating
Budgam activity

➤ CSC laar activity was inaugurated by Sarpanch who quoted “I am thankful to NeGP for this programme, Khidmat Center office various services and is very useful to people”

Sarpanch at CSC
Laar, Distt
Ganderbal, J&K

➤ President at Safapora activity inauguration said people should utilise the benefits of Khidmat Centers, it is for them that government has started this programme.



President at
CSC Safapora, Distt.
Ganderbal, J&K

➤ Also sarpanch at safapora activity quoted that “I am thankful to government for undertaking this responsibility of providing various services to common man in their locality through Khidmat Centers, this is changing their lives.”

➤ Mr. Dilshad Ahmad (Sarpanch) inaugurated activity on 16 Nov., 2013 in Pulwama he asked people to acquire services from Khidmat centers and thanked government for this programme

➤ Mr. Gulnam Nadi Reshi (Sarpanch) inaugurated 2nd activity in Pulwama on 16th Nov., 2013

➤ M.Akbar Laway (Sarpanch) inaugurated activity in Nagam village, Distt. Badgam on 9th Nov., 2012

➤ Other Sarpanches were Mr. Ali Mohammad Daar, Mr. A.B. Rasheed Bhat, Mr. Farukh Ahmad Bhat, Mr. Mohamad Yusuf, Mr. Gulzar Ahmed, Mr. Gulam Nabidar, Mr. yarmohamed, Mr. Yashkar Ahmed Dar, Mr. Farukh Ahmad Bhat, Mr. Muzaffer, Mr. Gulmahomad, Mr. Mahomad Asfaq, Mr. Gabbar, Mr. Mohamad Ishu, Mr. Peermanzoor, Mr. Bashir Ahmad Shah, Mr. Nazir Ahmad, Mr. Habivulla Bhat, Mr. Mohd Yousuf, Mr. Gulam Qadir, Mr. Mohd yusuf, Mr. Nirsar Ahmad, Syedrial, Mr. G.Navi and Mr. M. Shamsher, has inaugurated activity at various locations in J&K.



Sarpanch at
CSC Safapora, Distt.
Ganderbal, J&K

Participation & Support from the state:-

State representatives were closely associated with the campaign from beginning and extended support at every front which contributed to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 1) District Commissioners were quite supportive in the extending all possible help including providing accommodation to the team, One of the DC Mr. Khursheed Ahmad also flagged off the campaign from Badgam and commented that CSC centres opened under NeGP are benefiting people in receiving govt. services from their home, this initiative has ease the life of people by many folds”
- 2) Mr. Shahnawaz and Mr.Asgar from State IT department provided all necessary guidance and support in terms of coordination and on-ground support. They have been visiting most of the locations and took feedback from the screw team.
- 3) Mr. Yakub Bhatt, in charge-CSC project from J&K bank, supported in mobilizing his district coordinator that eventually helped in gathering footfall at CSCs.

**More than 11000
footfalls during
activation**

VLE responses and quotes:- District - Ganderbal



The activation programme was good and appreciated by people, it will increase footfall at my center. But this will be of no use if services are not activated at my center. Currently I am receiving continuous queries for electricity bill and water bill payment. I would request govt. to please activate these services so that I can facilitate my village people and can earn respectable income.

Network is another major problem for me, govt. has sanctioned my landline connection but we have no wiring has been done so far. I have to use TATA photon dongle to access internet and has to pay Rs. 700/- per month, Please activate my broadband connection, this will save my extra cost.

Mr. Farooq, VLE, Manasbal



I am running 24 hrs Khidmat centre and thank govt. for this on ground promotional activity towards supporting Khidmat centre. It will be very helpful in generating more foot fall at my centre. But since govt. services are not active at my centre I will not be able to help customers, it will also affect my income which could have been increased if services were available. I am receiving strong demands for electricity, water and telephone bill payment / connection. Also services like birth / death certificate, gas connection, ration card, solar light buying should be activated

Mr. Aamir, VLE, Theeru



Awareness programme arranged by DIT at my centre has bought my Khidmat Centre in limelight; the programme has generated lots of curiosity in my locality. I appreciate this promotional programme. Also would like to thank J&K bank for their support in running this Khidmat Centre. Currently I am providing DTH recharge, ticketing and loan documentation

Mr. , VLE, Kangan

VLE responses and quotes: - District- Badgam



Awareness programme at my location was satisfactory. Currently I am providing recharge service, loan documentation and online result at my centre. I am also have agreement with J&K bank from last 1.5 years to work as business coordinator but cannot provide full service as support is still not available. I am also doing passport form submission but we are not able to give appointment to customers because we have monthly limit of only 4 appointments from all Khidmat centre in our region this should be increased

Mr. Aizaz Ah Wani, VLE, Badgam

- The activity conducted today at my centre was impressive, people are already coming to my centre and asking for services but sadly I have limited services to provide. I would request to govt. for activating services at my centre as soon as possible



Mr. Mudassir Rafiq Faroqi, VLE,Badgam



it was good activity at my centre, but services availability is big issue. Services available are not sufficient, my expenses to run Khidmat Centre are more than my income.

Mr. Adil Majid Zargar, VLE, Badgam

VLE responses and quotes: - District – Pulwama

awareness activity was good. I am thankful to govt. for providing this support but would also request to in services at my centre. Current services are not sufficient, also please improve internet speed.



Mr. Javed Ahemad, VLE, Pulwama

"it was a good supporting activity, such activities are really helpful in increasing footfall. Demands for services are increasing at my centre. I would request govt. to please activate online bills payment service immediately namely electricity, telephone, water. Also please improve the internet speed at our centres "



Mr. Nissar Ali, VLE, Pulwama

"activity happened today is appreciated, also we expect that soon the pending services will be activated. Currently there is a major demand for online bill payments, people in my locality keep asking for these services. Please activate electricity, water and telephone bill payment services immediately"



Mr. Abdul Basit, VLE, Pulwama

Nonstop 81 days of activity was conducted

100% VLEs presence throughout the campaign

"activity happened today at my centre was good, team that came today has performed very well. Also I want to suggest for activating electricity, telephone and watering bill payments immediately. These services are major need in my locality, currently people have to cover 7-8 KM for submitting their bill and there they have to stand in long queues for making payments. Another major service in demand is LPG gas connection. I am getting frequent queries for these services."



Mr. Irshad Ahemad, VLE, Chakura

VLE responses and quotes: - District - Kulgam

Activity was very impressive; team has created awareness through various entertainment mediums, now footfall has also increased at my centre.

We need more G2C services, currently whatever I earn are used in maintaining my business expenses."



Mr. Abdul Bashir, VLE, Kulgam

➤ "what's the point of this activity if services are not available, we are still waiting for G2C services, electricity bill payment and gas connection are major requirement in my locality. Please do something about it"



Mr., VLE, Bugam

"The activity happened today was good, also When service centre were initially started govt. announced various services that will be available through Khidmat centre it was for that reason we signed for this centre but from last 3 years only loan documentation and SSB form distribution is available through J&K bank, other services can be accessed from anywhere, we require more G2C services otherwise we cannot continue. We require more of govt. service like, birth and death certificate, electricity bill, land records etc."



VLE responses and quotes: - District - Anantnag



"activation was interesting and has created mass awareness about Khidmat Centre. We don't have any G2C service here, J&K SSB form distribution provided by J&K bank is only for those Khidmat centres which are nearest to their branches, my major business is from loan documentation only, other services are not so unique, if new services will activate I can provide more services in my locality and can do respectable business."

Mr. Apas Ahemad, VLE, Badasgam



said " Programme organised today was very good in terms of sensitizing people and creating awareness, but services (especially govt. services) here are still not started. It will be better if these services are started then only it will benefit people and my income."

Mr. Irshad Ahemad, a VLE of CSC Hutumurah



said " Programme organised today was very good in terms of sensitizing people and creating awareness, but services (especially govt. services) here are still not started. It will be better if these services are started then only it will benefit people and my income."

Mr. Tariq Bashir, VLE, Seer Hamdan

Activation which resulted in immediate increase in footfall for VLEs

Activity snap shots



Demo



Leaflet distribution



Nukkad Natak performance



Film Show



Quiz and giveaways



Outdoors

Challenges:

- ⦿ Worst weather conditions i.e. - 4 degree temperature and heavy snowfall in the valley during the last 20 days of working in Anantnag District due to which team faced health and food issues, still the entire team performed.
- ⦿ The terrain transportation has been very difficult, road conditions were dreadful and dangerous, due to which team has faced frequent equipment break downs e.g. at Shamsipora and Wanpoh DVD was not working. However it was ensured that activity is repeated at these locations to maintain activation quality.
- ⦿ De motivation among VLEs due to non availability of G2C services has also affected on the impact of this programme.
- ⦿ Internet connectivity was almost zero at higher locations and demonstrations were given either through pre loaded service presentation or through VLE CSC (wherever possible).
- ⦿ Despite route plan being approved by state, few CSCs mentioned in the list were found inactive due to which team has reschedule for alternative nearest CSCs e.g. CSC in Wanpoh village, Distt. Anantnag

Learning:

- ⦿ For J&K the activation execution should be planned till November due to weather conditions.
- ⦿ VLEs should be provided with maximum G2C services, services like electricity bill payment and telephone bill payment should be activated immediately as VLEs are receiving frequent request for these services.
- ⦿ Better arrangements for internet connectivity should be made as at most of the CSC are facing connectivity problems and this has become another major concern for VLEs.
- ⦿ Presence of VIP also attributes to the greater participation of audience

Jammu & Kashmir:

Due to difficult terrain and climate conditions, Khidmat Centers are playing vital role for citizens in accessing govt. services. The state has good network of CSCs but VLEs have continuously reported bad internet connectivity, also high demand for services like electricity bill payment and telephone bill payment are notified by VLEs.



इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
संचार एवं सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार

सामरेन नामे

West Bengal State
Rural Development Agency
An Agency of the Panchayats & Rural Development
Department, Government of West Bengal

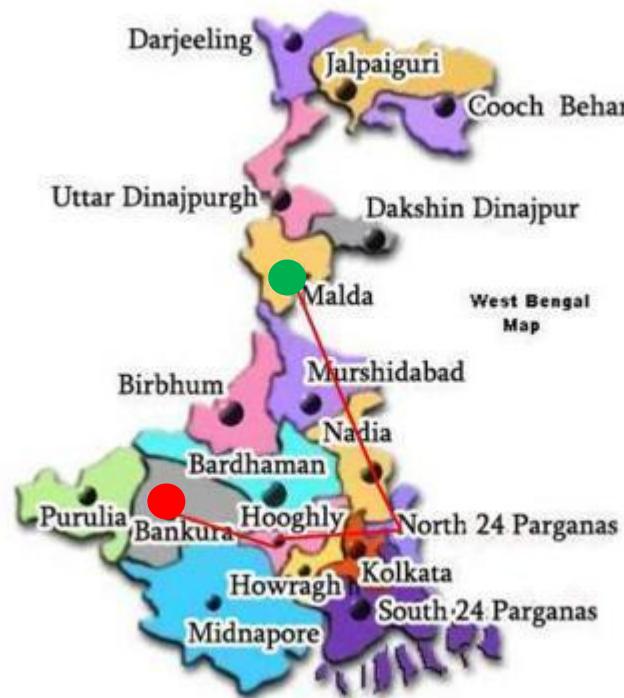


Department of Panchayats & Rural Development
Government of West Bengal

Activity Completion Report West Bengal



2. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 157 highest performing CSCs were selected strategically through online monitoring tool across five districts namely Malda, Nadia, North 24 PGS, Hooghly and Bankura. Once approved these CSCs were then mapped into effective route comprising 81 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Malda	20/12/2012	03/01/2013	30	2451	448	Birth/Domicile/ income certificate, Pan card, insurance, banking.
2	Nadia	04/01/2013	19/01/2013	32	2269	397	Birth/death certificate, land record, employment exchange, revenue, electricity bill payment, Pan card
3	North 24 PGS	20/01/2013	07/02/2013	37	2495	494	E district, land records, employment exchange, vehicle insurance, revenue collection, PAN card
4	Hooghly	08/02/2013	26/02/2013	36	2415	528	E- District, Pan card, revenue collection, banking, Aadhaar card, land record, birth/ death/ income certificate
5	Bankura	26/02/2013	08/03/2013	22	1375	342	Land record, voter ID, rail ticketing, employment exchange, ration card

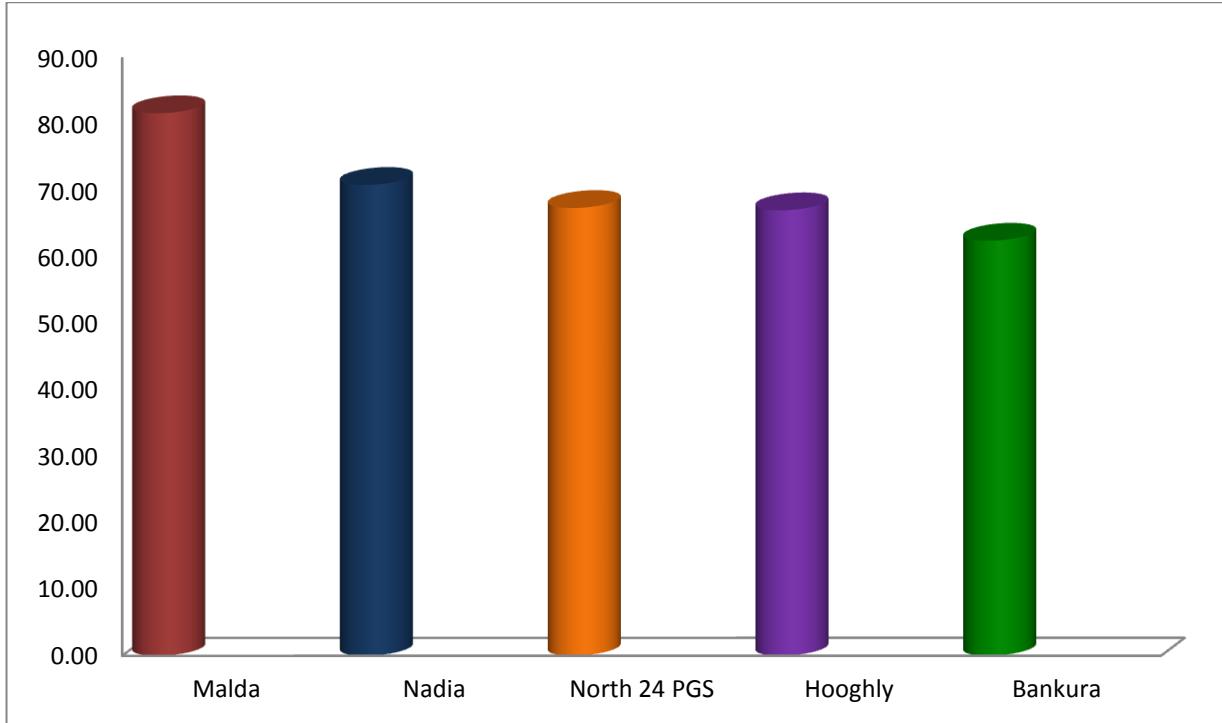


Fig 1: Footfall trend per CSC during the activation in the five districts of West Bengal

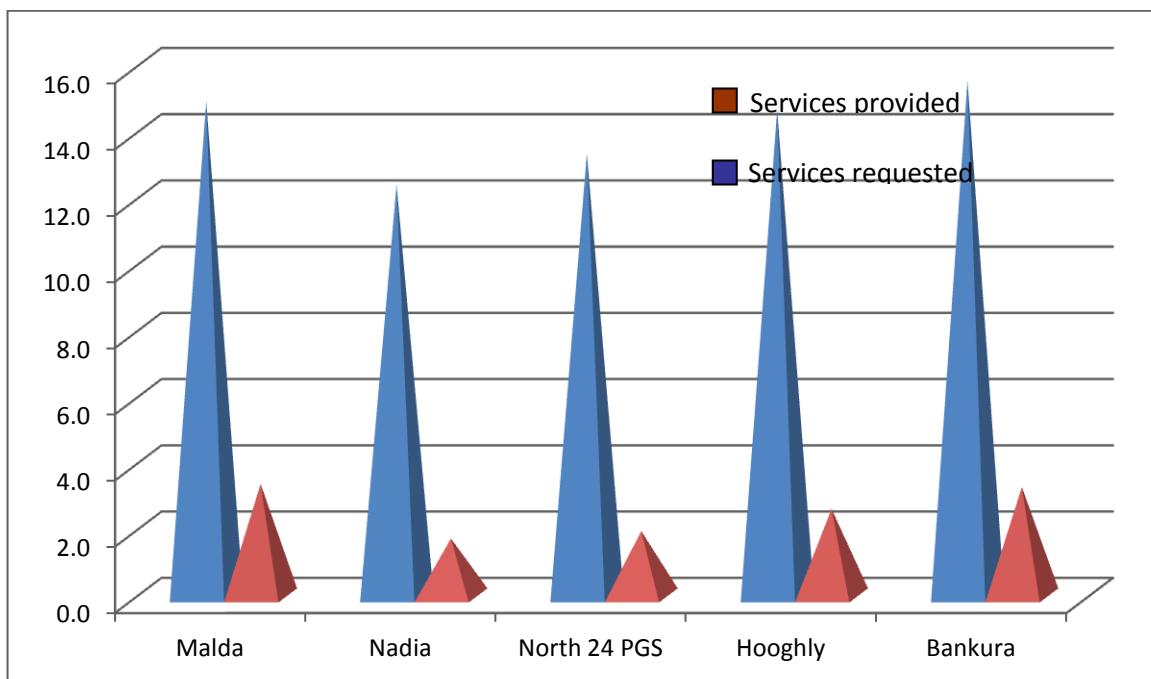


Fig 2: 'Services requested' versus 'services provided' in the six activity districts of WB

- ➲ Over 150 footfall was received per day during this campaign out of which highest turnout was from Malda district i.e. 2451.
- ➲ Average service enquiry was 15 which shows there is sufficient level of interest and penetration of e-governance services in West Bengal.

Launch Day Event:-

CSC outreach campaign in West Bengal was launched from Kolkata on 18th Dec 2012 by Sh.Subrata Mukherjee, Hon'ble Minister of Panchayats and Rural Development along with Smt. Chandrima Bhattacharya, Hon'ble MOS in

Charge, Law & Judiciary Department & MOS, Health & Family Welfare Department, Shri Firad Hakim, Hon'ble Minister for Urban Development, Govt of West Bengal.



The event was conducted near Writers Building and was led by Ms. Sonali Dutta Roy, Deputy. Sec., Panchayat and Rural Development

Department who after giving welcome speech welcomed the dignitaries on stage. Approx 300 people attended the launch. The attendees were mainly from the Govt. departments, panchayat officials and VLEs (village level entrepreneurs) of the districts. The launch was supported by print advertisements, in the leading newspapers of state.



Sh. Subrata Mukherjee in his speech said that NeGP has increased the transparency in govt. system; it has further minimised the gap between govt. and citizens, the programme is very beneficial for rural development as it has empowered rural masses to easily connect with govt. for various services through CSCs. He also said that NeGP is an ambitious programme and he welcomes this initiative in their state.

Smt. Chandrima Bhattacharya in her speech quoted that Tathya Mitra Kendras have been installed as a delivery point under National e Governance Plan which are

functioning as joint collaboration of Govt of India and Govt. of West Bengal . “These Common Service Centres are serving people with all kind of ICT need. It will help in bridging the digital divide between rural and urban India. Each CSC is owned and operated by a trained Village Level Entrepreneur (VLE). This programme will ensure to the villagers all services that their urban counterparts are already familiar with”, he said.

Sh. Firad Hakim appreciated the idea of CSC outreach programme and quoted that this activity will be good exercises in making people understand the benefits of NeGP; it will also motivate them to avail govt. services through Tathya Mitra Kendras which is a convenient and time saving medium. “Unlike urban areas people at grass root level have to face many problems for accessing necessary govt. information because of their lack of knowledge about internet which need to be enhanced”, he said. “The activity van will be visiting various villages in the state to create awareness about NeGP and Tathya Mitra Kendras through different infotainment activities, the van will also provide hand on experience to people about the services available through the CSCs”, he added.



VIP visits during activity

To maximise the advantage of this campaign VLEs of selected CSCs arranged to invite VIPs during the activity at their location, wherein the VIPs inaugurated the activity and explained about the elements and benefit of this programme which helped motivate the people associated with this campaign. VIP visits have also been beneficial in generating footfall and keeping people engaged during the activity. Details of VIPs who inaugurated the activity are as follows:

- Mr. Vim Chandra Kolay, BDO, inaugurated the activity at Sadgop Para village in Nadia district and said people should participate in this awareness activity as it is not less than an opportunity.
- Mr. Sudipta Vishwas, Secretary inaugurated Palta activity in North 24 Pargana and quoted that govt. has opened Tathya Mitra Kendra to facilitate people in accessing govt. services. "The activity which is being conducted today will help people in understanding the benefit of NeGP and CSC.
- Mr. Jagdish Sarkash, P.D.O inaugurated the activity at Panpur in North 24 PGS said that the govt. is providing various services through CSC which are open in their village; people should come forward and participate.
- Mr. M.D. Koshar Ali, B.D.O who inaugurated activity at Chanditala in Hooghly district quoted " we are thankful to govt. for this support, various activities will be conducted in this programme".
- Mr. Nihar Ranjan, Konar, Engineer inaugurated the activity of Purah Arandhi of Hooghly district. He said "CSC are providing various govt. services to people, these CSCs comes under NeGP and services provided through these CSCs are completely reliable and authentic.
- Mr. Gopal Roy, Sarpanch inaugurated the activity at Solda village in Bankura district. He said that this activity is a support programme from Govt. of India for creating awareness about CSC and asked people to participate in this programme and avail its benefits.
- Ms. Mamta Badki, Sarpanch of Moynapur village in Bankura district quoted "now our village people need not to travel to cities; Govt. service are easily available here through CSCs".

Participation & Support from the state:-

State representatives were closely associated with the campaign from beginning and extended support at every front which contributed to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 4) Ms. Sonali Dutta Roy, Dept. Sec., Panchayat and Rural Development Department, Govt. of West Bengal has been very supportive; her guidance has helped during the execution planning of this campaign. She has also played crucial role during launch event of CSC outreach programme in Kolkata.
- 5) Mr. Soumyajeet, Panchayat and Rural Development Department has been very supportive for arranging necessary permission letters and internal coordination during SCA meeting
- 6) Mr. Kallan has supported by coordinating with VLEs and activation team during activation in Malda District.
- 7) Mr. Shubhijet has supported by coordinating with VLEs and activation team during activation in Nadia District.
- 8) Mr. Devnath has supported by coordinating with VLEs and activation team during activation in North 24 PGS District.
- 9) Mr. Gaurav has supported by coordinating with VLEs and activation team during activation in Hooghly District.
- 10) Mr. Shubhruto has supported by coordinating with VLEs and activation team during activation in Bankura District.



**More than 11000
footfalls during
activation**

VLE responses and quotes:- District -Malda



I am thankful to govt. for this support; such activities should keep happening after regular interval

Through my centre currently I am able to provide only electricity bill payment, railway ticketing, mobile recharge and DTH recharge service. I need more govt. services such as domicile/ income certificates and PAN card.

Mr. Ashok Kumar Saha, VLE, Manikchak



Good activity was conducted at my CSC, people enjoyed nukkad natak a lot, footfall has now increased at my CSC

Mobile recharge, online result, electricity bill payment and photocopy services are available through my centre.

Please activate more govt. Services such as Insurance, Banking, PAN card and land record

Mr. Santosh Kumar Gupta, VLE, Mashaldaha Gram Panchayat



Activity at my centre has happened successfully, it was good experience and lots of awareness was generated among people

Currently few general services are available at my centre such as mobile/ DTH recharge and electricity bill payment for which i don't get many customers

People of our area are continuously asking for birth/ death certificates, PAN card and Land record

Mr. Somnath Gupta, VLE, Mangalbari

VLE responses and quotes: - District- Nadia



I was not seeing customers at my centre but after this activity I am very happy, good awareness was created. The team has conducted nukkad natak, quiz show, etc. which kept people involved throughout the activity.

Currently only electricity bill payment and photocopy service facility is available at my center which is not enough we need more services like certificate, land record and employment exchange

Mr Debdas Goswami, VLE, Birnagar



This activity has increased footfall at my center and created awareness about NeGP. Team has conducted programme for approx. 2 hours.

Currently I have mobile/ DTH recharge facility, online form submission, and photocopy service available for which I get satisfactory customers. However people in my locality keep asking for more govt. services such as land record, revenue collection and electricity bill payment..... please activate these services at the earliest

Mr.Ramprasad Pal, VLE, Chitrasali



This activity has been very fruitful to me. Huge awareness was generated through nukkad natak, demonstration, quiz show, etc.

Currently I don't have any service available - only photocopy can be done through my CSC. We need many govt. services as especially land record, birth/ death certificate, electricity bill payment and PAN card

Mr. Ashok Adhikari, VLE, Nagarukhra

VLE responses and quotes: - District - North 24 PGS

I am very happy with the activity conducted at my centre, the footfall has now increased ...many people were involved during the activity.....

Currently through my centre i am providing mobile recharge, electricity bill and DTH recharge.

Many other services are required in my locality, mainly govt. Services such as e- district services and Land record



Mr. Avijit Kayal, VLE, Panpur

It was the most needed activity, I am really thankful to govt. for this support; now people are coming to my CSC and asking for services.

Presently I can provide only few basic services like DTH recharge and photocopy.

Land record, revenue collection, vehicle insurance and domicile certificates are required in my locality, please activate these services as soon as possible.



Mr. Asim Bala, VLE, Barrackpur

Activity conducted at my centre has generated big footfall, I would request govt. to repeat such activity in future.

Currently I am providing basic computer course which is my own initiative, besides DTH recharge and mobile recharge services.

People here are facing many problems in accessing govt. services please activate Land record, Pan card and employment exchange services, these are much in demand in my locality.



Mr. Katab Ali, VLE, Sohai Bazaar

100% VLEs presence throughout the campaign

Nonstop 81 days of activity was conducted

VLE responses and quotes: - District- Hooghly



Good activity was conducted at my centre, nukkad natak and quiz show was very entertaining, leaflet distribution helped in making people aware about various services available through my CSC

Only PFRDA and online result services (my own initiative) are available through my CSC, please provide more services especially E-district services and Pan card services

Mr. Arijit Nandi, VLE, Dasghara



Activity was very impressive; team has created awareness through various entertainment mediums, now footfall has also increased at my centre.

Electricity bill and railway ticketing service are the only facilities available through my centre, these are not enough. Services like revenue collection, banking and E-district services are required in my locality

Mr. Farid Rehman, VLE, Balipur



Good activity has happened at my centre, activities like nukkad natak, demo, leaflet distribution, AV display were conducted which created good awareness and increased footfall at my centre.

Currently I am providing mobile recharge and railway ticketing, please provide more services especially Aadhar card, land record and certificates (birth/ death/ income)

Mr. Farid Rehman, VLE, Balipur

VLE responses and quotes: - District - Bankura

After this activity people are much more aware about the benefits and services available through my CSC, it also helped them to realise the importance of NeGP.

Services like WBSEDCL bill collection, E- District services are available through my centre; we need more relevant services such as land record, voter card and rail ticket in my locality.



Mr. Pradeep Kumar, VLE, Amba

Activity at my centre has been very useful, it has increased the footfall at my centre. People really liked the van demonstration.

Few e- district services and electricity bill collection services are available at my centre, please activate more services such as employment exchange, land record and ration card



Mr. Soam Nath, VLE, Chhandar Gram

Many people participated in the activity conducted at my center, they enjoyed various activities like demonstration, AV, quiz show, etc. conducted during the activity. This has resulted in increased footfall at my center.

Currently E- district services, mobile/ DTH recharge and electricity bill collection are available at my centre. We have urgent demand for Pan card, Revenue collection, land record and Income/ domicile certificates, please activate these services ASAP.



Mr. Satyagopal Pal, VLE, Harmasara

Activation which resulted in immediate increase in footfall for VLEs

Activity snap shots



Demo



Leaflet distribution



Prize distribution



Film Show



MC Intro

Challenges:

- ➲ Last minute change of launch time from 3:00 PM to 12:00 noon which was notified only an hour before the launch time. However, all the arrangements were rescheduled successfully and the van was reached the venue amidst heavy traffic during the transit.
- ➲ At many location VIPs were not present.
- ➲ Demotivation among VLEs before activation due to non availability of services posed many challenges.
- ➲ Terrain conditions in rural areas were very bad; however, we did not miss any CSC.

Learning:

- ➲ Data analysis of services available versus demand at Tathyा Mitra Kendras clearly specifies that there is huge gap between demand and supply of services.
- ➲ Presence of VIP also attributes to the greater participation of audience. Presence of VIPs adds sheen to show.
- ➲ High motivation among VLEs was noticed after the activation as the activation caused immediate increase in footfall at CSCs, which clearly states that such initiatives should keep happening after regular intervals.

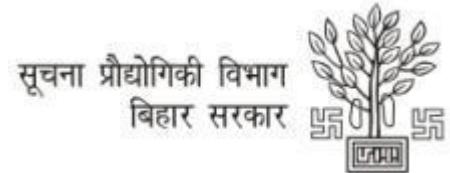
West Bengal:

G2C services activated in West Bengal are useful and satisfactory, people are actively associating with Tathyा Mitra Kendra to access these services. Still huge gap is existing between demand and supply of services, it is because there is frequent increase in demand for new services. E- District and certificate services are the most demanded services.



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भारत सरकार

सरकार जलो



Activity Completion Report

Bihar



3. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 138 highest performing CSCs were selected strategically through online monitoring tool across seven Districts namely Nalanda, Patna, Vaishali, Muzaffarpur, Sitamarhi, Purvi Champaran. Once approved these CSCs were then mapped into effective route comprising 58 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Nalanda	23/12/2013	31/12/2012	18	1053	121	Domicile certificate, notation, revenue collection, land record
2	Patna	01/01/2013	03/01/2013	06	340	34	e-district, cast certificate, MNREGA, railway reservation,
3	Vaishali	04/01/2013	15/01/2013	22	1355	175	Cast certificate, commercial vehicle insurance, railway reservation, cast certificate
4	Muzaffarpur	16/01/2013	02/02/2013	36	2367	306	Passport, PAN card, e-district, railway reservation
5	Sitamarhi	03/02/2013	19/02/2013	33	2045	281	Domicile certificates, land records, e-districts, farmers related services,
6.	Purab Champaran	20/02/2013	03/03/2013	23	1495	249	e-district, MNREGA, LIC payment, railway reservation, banking

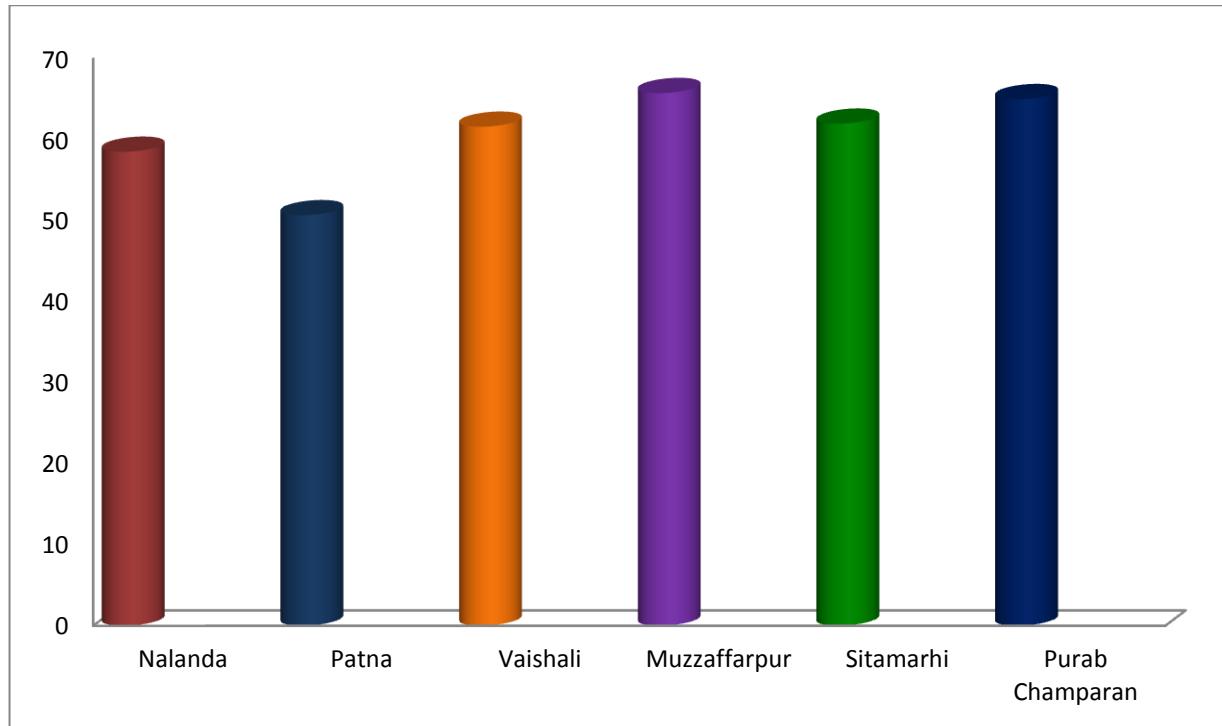


Fig 1: Footfall trend per CSC during the activation in the six district in Bihar

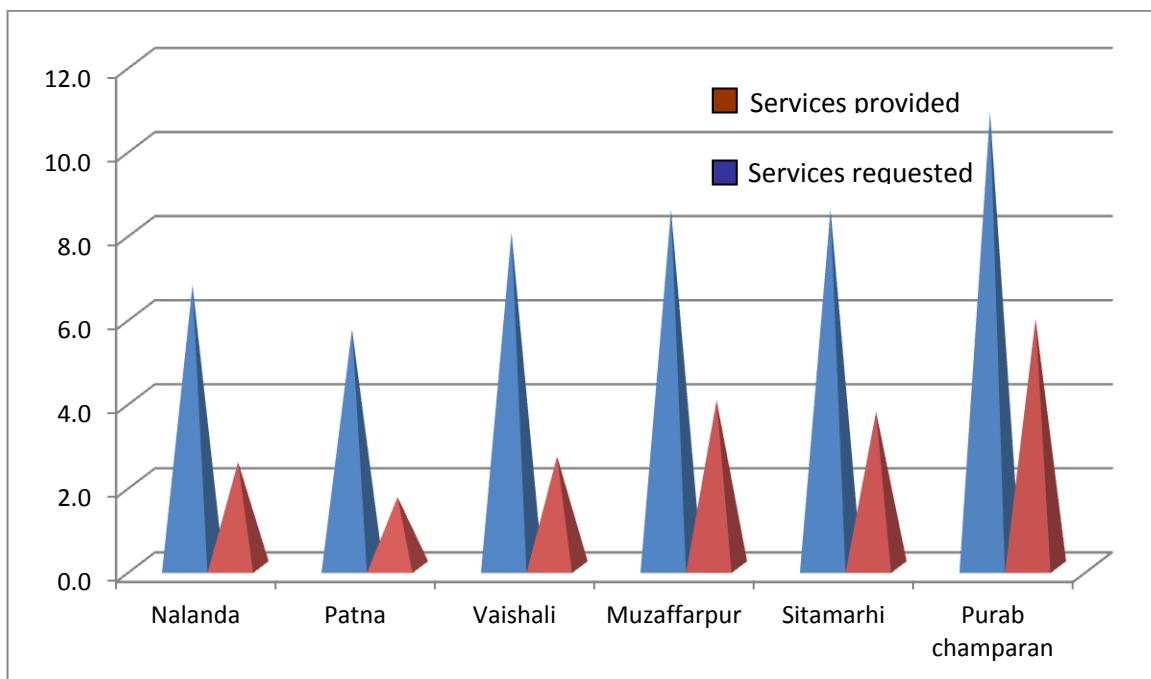


Fig 2: 'Services requested' versus 'services provided' in the six activity districts in Bihar

- ➲ Over 120 footfalls was received per day during this campaign out of which highest turnout was from Muzaffarpur dist i.e. 2367.
- ➲ Average service enquiry was 10 which show there is sufficient level of interest and penetration of e-governance services in Bihar.

Launch Day Event:-

The CSC outreach programme in Bihar was launched by Sh.Nitish Kumar, Hon'ble Chief Minister in presence of Sh. Shahid Ali Khan, Hon'ble IT Minister, Govt of Bihar from Patna on 21st Dec'12



On this auspicious occasion approx 300 people attended the event at Secretariat in Patna, Bihar. The event started with the welcome speech from Ms. Vineeta Dixit who greeted the dignitaries and explained the details of CSCs outreach programme. The attendees were mainly from the Govt. departments, panchayat officials and VLEs (village level entrepreneurs) of the districts. The launch was publicised by print advertisements, in the leading newspapers of state.



Sh. Nitish Kumar flagged off the van and declared the official launch of outreach programme in Bihar. Other dignitaries present during the launch were Mr. Shahid Ali Khan, IT Minister, Mr. Arun Kumar, Principal Secretary, IT, Mr. Raman Singh, State Head, Bihar, Mr Rajiv Guaba, Principal Sec., e-governance and Ms. Vineeta Dixit, Principal Consultant, NeGP.



Speaking on the occasion Sh. Nitish Kumar said that IT is changing the face of Bihar. NeGP is an ambitious programme which is now reaching the remotest areas of state and easing the life of people like never before and unlike the earlier days when people used to visit govt. offices and wait in long queue to get their work done, they can now avail those services through nearest CSC. This programme has revolutionised the life of people and playing a critical role in state development.



Speaking on the occasion Mr. Shahid Ali Khan, quoted that Bihar is on its way towards getting transformed in the revolution set by Information Technology. We welcome this outreach programme which is a van based activity which will be performing for more than 2 months in various villages of Bihar and will include various infotainment activities for creating awareness about NeGP and service available through CSC.



Mr. Arun Kumar, Principal Sec. IT, Bihar said that CSC which are commonly known as "Vasudha Kendra" in Bihar are becoming great support to rural masses. So far the state has successfully rolled out 6608 CSCs and more than 1500 CSCs will be set up in the coming days. Every necessary step is being taken in this direction.

Mr. Rajiv Gauba, Principal Secretary, e-governance, DeitY expressed gratitude to the Bihar govt. for extending their support in successful implementation of NeGP in the state. He said that e governance is the need of the day. E-Governance offers many benefits and advantages for the government; it makes communication faster and cost effective for citizens. E-Governance facilitates better delivery of government services to citizens, improves interactions with business and industries, works towards citizen empowerment through access to information and brings efficiency in governance.



VIP visits during activity

To maximise the advantage of this campaign VLEs of selected CSCs arranged to invite VIPs during the activity at their location, wherein the VIPs inaugurated the activity and explained about the elements and benefit of this programme which helped motivate the people associated with this campaign. VIP visits have also been beneficial in generating footfall and keeping people engaged during the activity. Details of VIPs who inaugurated the activity are as follows:

- Mr. Brijnandan Singh, Mukhiya Nalanda inaugurated the activity of Nadiuna village and said that this programme has been started by the Govt. to help you understand the benefit of NeGP and how you can simplify your life through Vasudha Kendra.
- Mr. Ram Chandra Sharma innaugurated Gangora activity and quoted tha various govt. services are available through Vasudha Kendra. 'Our VLEs will help you in accessing all these services through internet, therefore get associated this programme to ease your life', he said.
- Mr. Mithelesh Kumar, Mukhiya innaugurated the activity at Pitambarpura of Patna District and said that this programme will be creating awareness about CSC though various infotainment activities like nukkad natak, serice demo, etc. which will help people understand how can they ease their life by accessing govt. services through CSC.
- Mr. Dinesh Kumar, Pramukh, innaugurated the activity at Ufroul in Vaishali Dist. and quoted that it is under e-governance scheme that CSC has been opened in our village through which people can get various govt. services without going physically to govt. offices.
- Mr. Dashrath Prasad, Mukhiya innaugurated the activity at Kishanpurdaulpur in Muzaffarpur District and said CSC opened in village works through internet where people can access various govt. services easily and conveniently which benefits them by saving their hard earned money and time.
- Mr. Sanjay Kumar, Block Surpanch, innaugurated the activity at Marpa in Vaishali District and said that this programme has been started by the govt. for our benefit. The van here will perform different activities to help you understand the advantage of Vasudha Kendra and services available through it.
- Mr. Nathuni, ward member, who innaugurated the activity at Dodhwa in Purab Champaran said that e governance programme will ease our life beyond expectation. Govt. services are available in minutes and at our nearest CSC which provides these services through internet. People need not face the hassel of visiting Govt offices to get their work done. Now it's available at your doorsteps.
- Other VIP who innaugurated activity in Nalanda District were Ratnesh Ghai, Sakraul (ADM) and Ms. Nageshwari, Mukhiya.
- Other VIPS who innaugurated activity in Patna District were Mr. Runvijay Kumar, Mukhiya, Mr. Ajay Kumar, Mukhiya and Mr. Pratap Rao, Mukhiya.
- Other VIPs who innaugurated the activity in Vaishali District were Mohd. Alludin Ansari, C.O., Mr. Sandeep Kumar, Mukhiya, Mr. Arvind Kumar, Mukhiya, Mr. Sakir Anwar, Mukhiya, Mr. Manoj Kumar, Mukhiya, Mr. Inderjeet, Mukhiya.

Participation & Support from the state:-

State representatives were closely associated with the campaign from the beginning and extended support at every front which contributed to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 11) Mr. Arun Kumar, Principal Sec. IT, Bihar has been very supportive during the initial planning for launch. His valuable direction has lead to the successful launch of CSC outreach programme. He was also actively involved in assigning responsible individuals for creating and approving route plan.
- 12) Ms. Bhawana has been very supportive for the internal coordination in state and arranging necessary permissions for smooth execution of activation.
- 13) Mr. Pawan, SCA has supported by coordinating with VLEs and activation team during activation in Nalanda District.
- 14) Mr. Manish Kumar, SCA has supported by coordinating with VLEs and activation team during activation in Patna District.
- 15) Mr. Pankaj Kumar and Mr. Prabhat Kumar has supported by coordinating with VLEs and activation team during activation in Vaishali District.
- 16) Mr. Sameer, SCA has supported by coordinating with VLEs and activation team during activation in Muzaffarpur District.
- 17) Mr. Rajesh Kumar, SCA has supported by coordinating with VLEs and activation team during activation in Sitamarhi District.
- 18) Mr. Amit Kumar, SCA has supported by coordinating with VLEs and activation team during activation in Purab Champaran District.



**More than 8500
people were touched
during the campaign**

VLE responses and quotes: - Distt. Nalanda



Thanks a lot for this promotional activity.... it has helped in creating awareness about my centre... the team performance was good.

Through my CSC I am providing many services such as four wheeler insurance, caste certificate, domicile certificate, mobile/DTH recharge... these services has been very beneficial, I am getting customers on regular basis asking for these services.

Also my suggestion is that domicile certificate service should also be activated as many people who visited in the past asked for this service... Also, farmers related services should be started.

Mr. Ajay Kumar, VLE, Chhabilapur



Activity was performed satisfactorily. I invited our Mukhiya for the inauguration who supported this programme. Team visited has been very supportive.

I am very happy with the services activated at my CSC such as caste/ domicile certificate, pension service, electricity bill, four wheeler insurance.

Also I would suggest that since farming is primary occupation of people here, farming related services should be activated, such as notation service, revenue collection etc.

Mr. Anil Kumar, VLE, Narsanda



Activity at my centre was good, footfall has increased at my centre, even people from other areas has started coming to my centre to get their work done. I am thankful to govt. for this support.

Currently i am providing certificate related services, mobile/ DTH recharge, car insurance, I am getting satisfactory customers for these services.

Also i would request to please start land record service as it will be beneficial for people in my locality.

Mr. Parveen Kumar Suman, VLE, Bhagwanpur

VLE responses and quotes: - Distt. Patna



Activity was conducted at my center which created awareness about my center, team visited gave good performance which helped people in understanding the benefit of Vasudha Kendra

Currently I am providing electricity bill payment, Indira Aawas 2nd payment and MNREGA related services.

I would request to please start e district service so that I can provide certificates related services... I am having good demand for these services.

Mr Kumar Vijay, VLE, Khar Bhaiya

Good activity was conducted at my CSC, lots of people gathered during the activity, our Mukhiya Mr. Pratap Raw inaugurated the activity.

Currently I am providing only basic services such as photocopy, photography, online competition form -filling, mobile recharge.

Railway reservation was activated but now has been blocked for unknown reason.

I would request to please active more govt. services like caste certificate, MNREGA, railway reservation as I am getting frequent demands for these services.



Mr.Nandan Kumar, VL, Jethuli

**VIPs such as ADM,
Mukhiya, Sarpanch
inaugurated the
activity at locations**



Activity has increased awareness about my CSC, team has done interesting activity.

Currently I am providing mobile / DTH recharge, photocopy, online result through internet.

I would request to please start e-district services so that I will be able to provide various govt. services to people.

Mr. Kundan Kumar, VLE, Pitambarpur

VLE responses and quotes: - Distt. Vaishali

I am very happy with the kind of activity conducted at my centre.... this has created good awareness for me which has been beneficial for my business.

Currently I am providing BSNL bill payment, RTPS, pension swawlamban related services at my centre.

I would like to bring into the notice that railway reservation service was activated earlier but when i started getting customers for it, the service got blocked, please re activate this service ASAP, also caste/income certificate and driving licence service should be activated.



Mr.Deepak Kumar, VLE, Hilalpur

Activity was good, I am thankful for this support; it has increased the footfall at my centre.

Presently i am providing many services through my centre like general insurance, life insurance, flight booking, motor insurance and banking.

I would request to reactivate railway reservation service also commercial motor insurance and caste certificate services should be provided.



Mr. Avjit Kumar, VLE, Kiratpur Rajaram

**Nonstop 73 days
of activity was
conducted**

Fabricated van along with team visited at my centre, the activity was inaugurated by our Mukhiya... it was good experience and programme conducted was impressive, many people participated in this activity which created good publicity for my centre.

Currently I am providing insurance related service, DTH recharge, mobile recharge, photocopy, four wheeler insurance through my centre

Earlier even railway ticketing was activated but now it's been blocked, please reactivate it. Also e- district should be activated



Mohd. Udim Ansari, VLE, Khawgebhandphapra

VLE responses and quotes:- District. Muzaffarpur



It was good experience. This promotional activity has created remarkable awareness about my centre, now people come by themselves to my centre asking for services, I am thankful to govt. for this support.

Only general insurance and electricity bill payment area available at my centre.

Currently have urgent need for govt. services such as caste certificate, DTH / mobile recharge and railway reservation service. Also I would request if farmers' related services can be activated.... it will be very beneficial for people in my locality.

Mr. Sanjay , VLE, Kishanpurdalu

100% VLEs presence throughout the campaign

Activity conducted was good, it happened for around 1.5 hours at my centre, team displayed whole set up and nukkad natak conducted was very entertaining, this programme has created awareness about my centre

Currently i am providing 2 wheeler insurance, DTH recharge, mobile recharge, passport and Pan card application and banking services.

Railway reservation and insurance premium services activated earlier was very useful but is now blocked it should be re activated. Also it is requested that Passport, PAN card and certificates services should be applied through Sahaj so that can provide complete service rather than just applying for them.



Mr. Vikas Ranjan, VLE, Nagar Panchayat Kanti



Good activity was conducted at my centre, people liked it a lot... team visitedperformed various activities like nukkad natak, demo, leaflet distribution, AV display. Our chief guest Ms. Soni Lal Jha, Mukhiya was also very impressed.

However currently I am facing services continuity problem for railway reservation service, it is blocked now, please reactivate it.

Mr. Ashwani Kumar, VLE, Lador

Currently i am providing services like online apply for PAN card, mobile recharge, flight ticketing, photocopy and vehicle insurance.

Also we have good demand for services related to farmers like notation and e district services.

VLE responses and quotes: - District- Sitamarhi

Good activity was conducted at my centre and team performance was satisfactory, it happened for around 2 hours and generated lots of awareness about my centre.

Currently I am providing oriental insurance, mobile and DTH recharge, 2 & 4 wheeler insurance.

Also I am only able to apply for caste and domicile certificate as e-district services are not activated, please activate this service ASAP.



Mr. Dharmendra Kumar, VLE, Ranu Vishnu

I wish to thank the department for this support, this activity has created good awareness about my centre and increased footfall since that day.

Currently I am providing vehicle insurance, electricity bill payment, Photostat and license related service.

Please reactivate railway reservation service and start e-district service as promised.....we need these services at the earliest.



Mr. Ravindra Kumar Roy, VLE, Pathanpura

The activity conducted at my center was really helpful. Good awareness was created through, demonstration and nukkad natak, quiz show was conducted. Such kind of promotional activity should keep happening after regular intervals
Currently i am providing 4 wheeler insurance, photocopies and recharge services through my centre.

I have requested that please activate certificates, land records and farmers related services.



Moh. Anif, VLE, Tripura

Activation that resulted in immediate increase in footfall at CSCs.

VLE responses and quotes:- Distt. Purba Champaran

Activity conducted at my centre was interesting.. the support is appreciated as it created good awareness about my centre and increased footfall at my centre.

Currently i am providing only few services such as Photostat, photography, mobile and DTH recharge.

I need more services to continue my business; please activate e-district ASAP.



Mr.Jitender Jha, VLE, Madhuahawrit

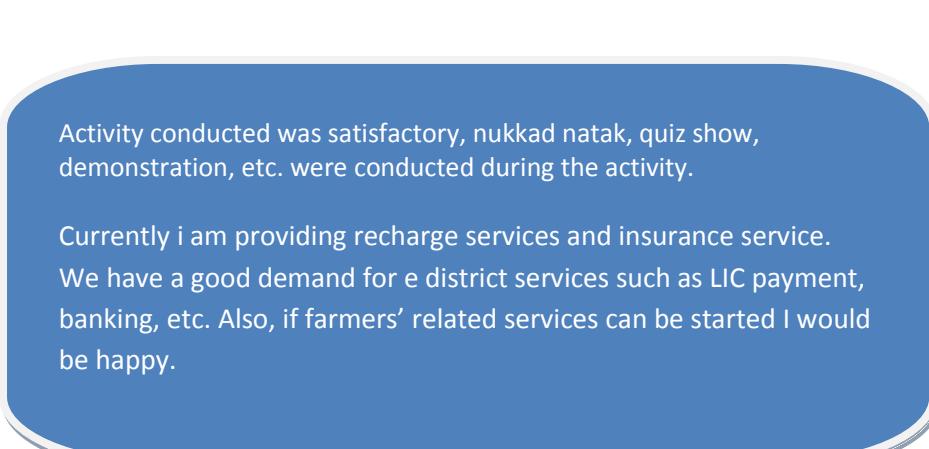
100% positive feedback received from VLEs about the impact of campaign

Activity conducted at my center was good. The team has given satisfactory performance, we are thankful for this program as it created good awareness about my center.

Currently apart from recharge services I am providing DLF insurance, online apply for caste/ domicile certificate and online exam result.

I would like to inform that we have good demand for e district services, MNREGA account opening and railway reservation... please activate these services.

Mr. Guddu Kumar Patel, VLE, Verkhiya



Activity conducted was satisfactory, nukkad natak, quiz show, demonstration, etc. were conducted during the activity.

Currently i am providing recharge services and insurance service. We have a good demand for e district services such as LIC payment, banking, etc. Also, if farmers' related services can be started I would be happy.

Mr. Arun Kumar, VLE, Matiyarya

Activity snap shots



Demo



Leaflet distribution



Engagement with TG throughout the activity through various interactive programmes

Nukkad Natak performance



Film Show



Quiz and giveaways



MC Intro

Challenges:

- ➲ Despite best efforts bad terrain conditions restricted the team to reach Radhopur and Pahadpur CSC due to which the activity couldn't happen on 14th Jan, 2013 in these two centres.
- ➲ Absence of VIP at locations affected the impact of activation.
- ➲ Few hiccups in on-ground coordination by SCA were seen but was rectified without affecting the activation schedule
- ➲ On ground shuffle in CSCs/ deviation from the approved route plan because of state's directions made the task cumbersome.

Learning:

- ➲ Vasudha Kendras are performing very well in Bihar; services activated are relevant and useful to people and the VLEs are satisfied. However it is to be noted that VLEs have suggested starting new services related to farmers such as notation, loan payment, land records etc because farming is main occupation of people here and for services they have to face many difficulties.
- ➲ E district service should be activated as it will empower VLEs to issue various certificates such as caste/income/ domicile, Pan Card preparation, etc. that comes under e district. It was interesting to note that VLEs are well aware about the benefit of e-district and therefore expect that this service should be activated.
- ➲ VLEs have enjoyed this activation campaign. Many VLEs admitted that the activation doubled the footfall at their centre.
- ➲ VLEs should be provided with maximum G2C services, services like electricity bill payment and telephone bill payment should be activated immediately as VLEs are receiving frequent request for these services.
- ➲ Better arrangements for internet connectivity should be made as most of the CSCs are facing connectivity problems and this has become another major concern for VLEs.
- ➲ Presence of VIP also attributes to the greater participation of audience. VIPs should be present at every location.
- ➲ We must stick to the approved plan once roll out has happened. While it may seem easy that changing locations during the activation only involves diverting the van but this creates problems monitoring level and also affect the financials up to an extent.

Bihar:

Vasudha Kendras are performing very well in Bihar, VLEs are happy with the services available. However discontinuation of LIC premium and railway reservation services is becoming a major concern for VLEs Muzaffarpur, Sitamarhi and Vaishali as they already have a good customer base for these services and insisted for reactivating them. VLEs have also requested to repeat this support programme as it resulted in a dramatic increase in footfall at their center.



इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
संचार एवं सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार



Activity Completion Report Chhattisgarh



4. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 118 highest performing CSCs were selected strategically through online monitoring tool across seven Districts namely Raipur, Janjgir, Bilaspur, Durg Demedara, Balod and Rajnandgaon. Once approved these CSCs were then mapped into effective route comprising 58 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Raipur	29/11/201	06/12/2012	15	1390	349	Certificates – Caste, Birth, Death, Domicile, Ration Card, Electricity bill payment, Aadhaar card, Income tax, Learner license, mobile / DTH recharge
2	Janjgir	06/12/2012	22/12/2012	32	1391	159	Electricity bill payment, Certificate – Birth, Domicile, Caste, Pan card, railway reservation, Voter ID, ration Card
3	Bilaspur	22/12/2012	28/12/2012	14	550	20	Certificates – Birth, Death, Caste, Domicile, Electricity bill payment, Railway ticketing, Computer basic courses
4	Durg	29/12/2012	01/01/2013	11	482	5	Land Records, Banking, Certificates – Birth, Caste, Death, Domicile, Electricity bill payments
		09/01/2013	10/01/2013				
5	Demedara	02/01/2013	08/01/2013	14	495	3	Banking, Aadhaar Card, railway ticketing, learning driver license, Certificate – birth, Death, Caste, Domicile, LIC premium payment, PAN card, MNREGA Payment, Online exam form submission
6.	Balod	11/01/2013	17/01/2013	14	455	0	Land records, Electricity bill payments, Aadhaar Card, Certificates – Birth, death, Caste, Domicile
7.	Rajnandgaon	18/01/2013	26/01/2013	18	695	0	Ration Card, PAN card, Electricity bill payment, Certificate – Birth, Death, Domicile, Caste, Land records

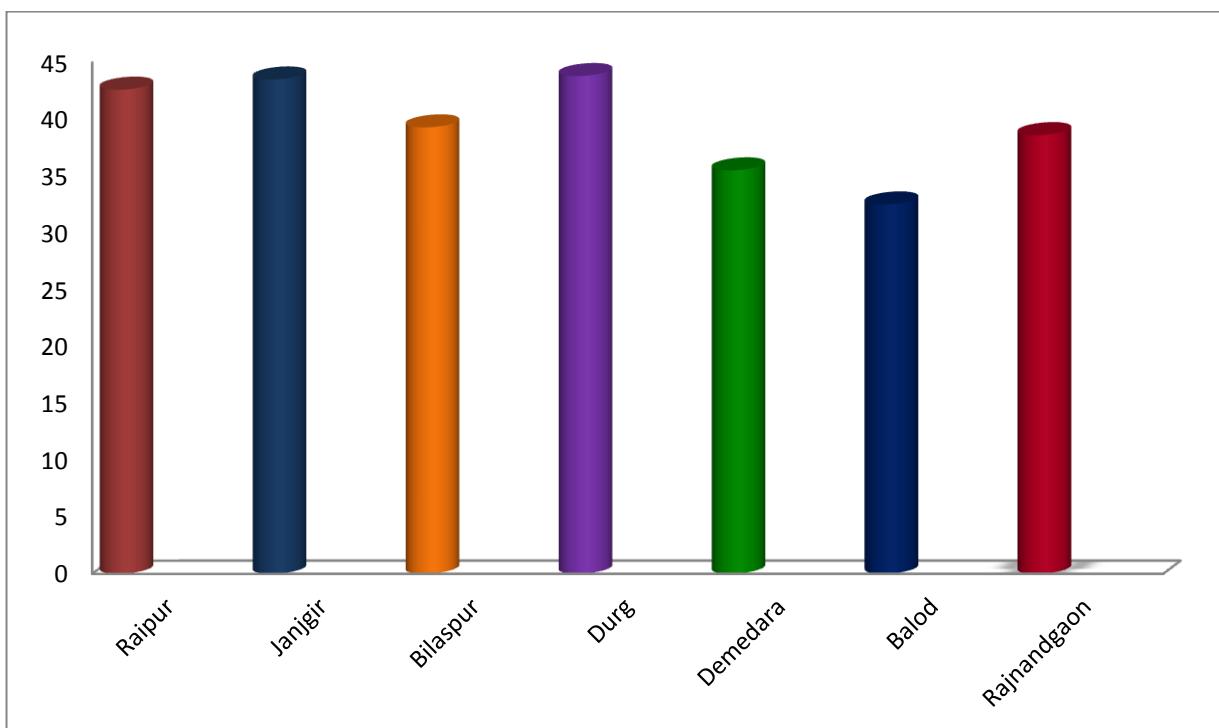


Fig 1: Footfall trend per CSC during the activation in the seven districts of Chhattisgarh

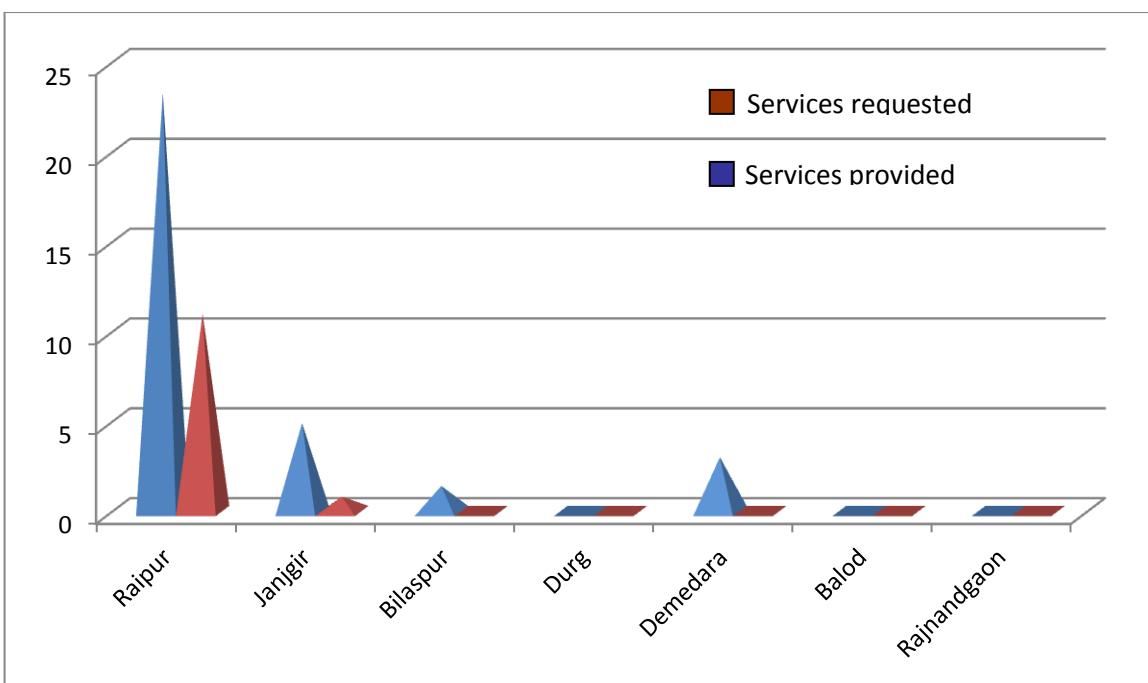


Fig 2: 'Services requested' versus 'services provided' in the seven activity districts of Chhattisgarh

- ⌚ Average footfall per day were close to 100 out of which highest turnout was from Raipur dist i.e. 1390
- ⌚ Average service enquiry was 10 which shows there is sufficient level of interest and penetration of e-governance services in Chhattisgarh

Launch Day Event:-



The Rural Outreach Campaign in Chhattisgarh was launched from Raipur on 28th November, 2012 by Dr. Raman Singh, Hon'ble Chief Minister, Chhattisgarh.

It was an extensive gathering; approx 250 people attended the launch at CM house in Raipur, Chhattisgarh. The attendees were mainly from the Govt. departments,

panchayat officials and VLEs (village level entrepreneurs) of the districts. The

launch was supported by print advertisements, in the leading local dailies. Dr. Raman Singh flagged off the van and declared the official launch of outreach programme in the presence of Mr. Aman Kumar, Principal Secretary, IT, Mr. Gaurav Dwivedi, Director, e-governance and Mr. A.M. Parial, CEO, Chips.



At the launch ceremony, the activation team displayed complete set up at the venue and provide demo and conducted nukkad natak skit in front of dignitaries which received notable appreciation from Dr. Raman Singh.

Dr. Raman Singh in his speech appreciated the initiative of CSC outreach programme and quoted that van will be visiting different villages of Chhattisgarh in its 60 days schedule and will be spreading awareness about the 'Gramin Choice

Centre' through various interactive mediums. "NeGP is an ambitious programme towards easing the life of people especially at grass root level, people can now easily access various govt. services from their nearest CSC for which earlier they used to face many problems", he quoted.



Mr. Aman Kumar Singh, Principal Secretary, IT, Chhattisgarh quoted that over 2400 CSCs has been rolled out in state and more than 900 CSCs will be installed in future. He added that

various services such as marriage certificate, ration card certificate, ticketing, banking, etc. are now easily accessible through these centres for citizens.



**More than 5500 footfall
received during the rural
outreach activation**

VIP visits during activity:

The excitement for the campaign can be witnessed from the fact that at many CSCs, VLEs individually invited VIPs to inaugurate the activity at their location; this generated lots of footfall and enhanced the impact of campaign. Excerpts from the speech of the VIPs who inaugurated the activity are as follows:

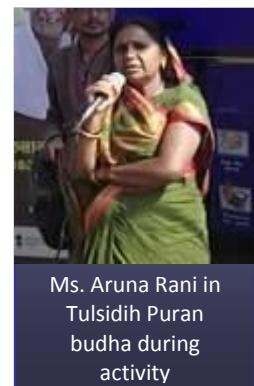
- Mr. JD Suryavansh, Principal inaugurated Amoda activity and quoted that this is government of India programme through which essential govt. services are being provided to people through online medium, people should come forward and avail its benefit.
- Ms. Aruna Rani, Zila Panchayat member inaugurated the activity at Tulsidih Purana Budha. She said that this activity is a joint effort of Govt. of Chhattisgarh and Govt. of India; the activation team will inform about the benefits of 'Gramin Choice Centres' through various interactive programmes and motivate people to avail the services at these centres.
- Ms. Jaini Yadu, Sarpanch inaugurated the activity at Biladi and quoted that services like mobile recharge, electricity bill payment etc. are available at 'Gramin Choice Center'; people don't need to visit cities for these services since all these services are now available in their village itself.
- Mr. DD Gardwal, Pradhan inaugurated activity at Rogda and quoted that e-governance scheme is for our benefit; now you can get rid of the hassles of govt. offices for accessing essential services; these services are easily accessible through 'Gramin Choice Centers'
- Mr. Jai prakash Rao, CEO, Janta Panchayat inaugurated Ratenpur activity and praised the efforts of Govt by saying that govt understood the inconvenience faced by people, hence DeitY started this programme to ease the lives of villagers.
- Mr. K.P. Rathore, CEO, Janta Panchayat inaugurated the activity at Mulmula. He quoted "now people can access various services through Gramin Choice Center in few minutes. Earlier they had to wait for hours. We are thankful to Govt. of India for starting these centres.
- Mr. Jagdish, Sachiv, inaugurated the activity of Semra and quoted that people should come forward and avail the benefits of Gramin Choice Centers; they need not to follow the traditional process of visiting govt. offices and wait for hours, we are thankful to government that they have started this programme, it will change the lives of people.
- Other VIPs who inaugurated activities in Raipur District are Mr. A.R. Bansal, Panchayat Sadasya, Mr. Jitendra Verma, Sarpanch, Mr. Veduram Verma, Sarpanch, Ms. Chauhan, Sarpanch, Dr. Shobhit Verma, Zila Karayakari Sadasya, Mr. Parmanand Jangle, Jila Panchayat Sadasya, Ms. Rama Verma, Sarpanch, Mr. Sumit, Doctor, Ms. Kalpana, Doctor, Mr. Hiresh Shah, Mr. Bhati Patel, Mr. Maniram Jaswal, Mr. Nitesh, Mr. Prisulla Hashu, ETV reporter.



Mr. K.P.Rathore
during the activity
in mulmula



Mr. Jagdish during
the activity in Semra



Ms. Aruna Rani in
Tulsidih Puran
budha during
activity



Mr. J.D. Suryavansh
in Amoda during
activity



Ms. Jaini Yadu
inaugurating activity
of Biladi



Mr. Jaiprakash Rao
during activity in
Ratenpur



Mr. DD Gardwal
during the activity
in Rogda

In 118 CSCs, VIPs visited during activation.

- Other VIPs who inaugurated activities in Janjgir District are Mr. Durgeh, Sarpanch, Mr. S.K. Sigar, Principal, Mr. Tirath Govel, Sarpanch, Mr. Parmanend Patel, Sarpanch, Mr. Sumit Aggarwal, Nagar Parshad, Mr. Naresh Aggarwal, Nagar Palika Adhyaksh, Mr. Jageshwar Singh, Sarpanch, Mr. Ramcharan, Gram Sabha Adhyaksh, Mr. Arun Kumar, Sarpanch, Mr. Sashi Kant, Principal, Mr. Chhit Singh, Press Dept., Ms. Punny Bai, Sarpanch, Mr. P.Tiwaeri, Sarpanch, Mr. Santish Kura, Gram Panchayat, Mr. Hari Prakesh, Manager, Mr. Lakshmi Kant Panda, Sarpanch, Mr. Sorav Jain, Computer Operator, Dr. Alim Khan, Gram Sabha Adhyaksh, Mr. Santosh Kumar Chawri, Sachiv, Mr. Silesh Yadav, Businessman, Mr. Dave Kumar, Principal, Mr. Rajesh Lahare, Panchayat Sadasya, Mr. S.N. Jaltara, Principal, Mr. Raj Kumar Sahu, Gram Panchayat, Mr. Billu Rathore, Sarpanch, Mr. Jagdish, Sachiv.
- Other VIPs who inaugurated activities in Bilaspur District are Mr. Baken Bihari Gupta, Sachiv, Mr. Sharad Dubey, Sarpanch, Mr. Vijay Kanth, Sarpanch, Mr. Satish Sahu, Doctor, Mr. Gothe Lal, Panchayat Sadasya, Mr. Rajak, Sarpanch, Mr. Parvin Sharma, Sarpanch, Mr. Jankibai Prakash, Sarpanch, Mr. Hemant Gajpal, Faculty.
- Other VIPs who inaugurated activities in Durg District are Mr. Sita Ram Sahu, Jan Pratinidhi, Ms. Kiran, Teacher, Mr. Vijay Denkar, Sarpanch, Mr. Chander, Manager, Mr. Radhay Shyam, Sarpanch, Ms. Chandrika Prasad, Mr. K.D. Thakur, Head Master.
- Other VIPs who inaugurated the activities in Demedera District are Mr. Rakesh Verma, Jan Pratinidhi, Mr. Rameshwar Devagan, Sarpanch, Mr. Tivlashwari Thevar, Sarpanch, Mr. Ashok Verma,, Jan Pradhiniti, Mr. parmeshwar Das, Headmaster, Mr. Mahesh, Kumar, Sahu, Jan Pratinidhi, Mr. M.I. Verma, Principal, Mr. Vinod Singh, Sarkari Sadasya, Mr. Rajendra Verma, Principal.
- Other VIPs who inaugurated activities in Balod District are Mr. Ashoka Sharvan, Janpratinidhi, Mr. Chhagan Diyankar, Panch, Mr. Jaypal Bhagat, Jay Enterprises owner, Mr. Hirachand Jain, Panch, Mr. Anil Sahu, Jan Pratinidhi, Mr. Gyanu Rajput, Panch, Mr. Kumar Singh, Sachiv, Ms. Mina Sahu, Sarpanch, Mr. Chaulesh Deshmukh, Panch.
- Other VIPs who inaugurated activities in Rajnandgaon District are Ms. Madhu Jay, Janpratinidhi, Ms. Nandini Sahu, Janpratinidhi, Mr. Puni, Sarpanch, Ms. Shruti Agarwal, Panch, Mr. Shashi Narayan, Sarpanch, Mr. Kailash Sahu, Sarpanch, Ms. Ewarin Bai, Sapranch, Mr. Giraraj Bai, Sarpanch, Mr. Teekaram, Janpratinidhi, Mr. Dwesh Kumar, Sachiv, Mr. Sheikh Harif Kureshi, Sarpanch, Mr. Tekan Dewangan, Nagar Panchayat.

Participation & Support from the state:-

State representatives were closely associated with the campaign from beginning and extended support at every front that lead to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 19) Mr. Aman Kumar Singh, Principal Secretary, IT was very supportive and provided valuable inputs for planning on-ground execution of activity and delegated responsible officials for coordination.
- 20) Mr. AM Parial, CEO, CHIPS, has been very supportive during route plan approvals and fine tuning the execution plan.
- 21) Mr. Gaurav Dwivedi, Director, e-Governance has been very cooperative and provided valuable support in managing media and dignitaries during the launch.
- 22) Mr. Paritosh Dongaonkar, Senior Manager, CHIPS was supportive arranging meeting with SCA representative for successful execution of activity. Also, he has been actively involved during on ground crises and provided solution within shortest span of time.
- 23) Ms. Porshia Juneja, Consultant, Change Management, SEMT successfully managed internal coordination during the launch.
- 24) Mr. Gyanesh from AISECT has supported by coordinating with VLEs and activation team during activation in Raipur District.
- 25) Mr. Arun Sahu from AISECT has supported by coordinating with VLEs and activation team during activation in Janjgir District.
- 26) Mr. Satish Tiwari from AISECT has supported by coordinating with VLEs and activation team during activation in Bilaspur District.
- 27) Mr. Rajesh from AISECT has coordinated and supported during the activation in Durg District.
- 28) Mr. Topender Singh from AISECT has supported by coordinating with VLEs and activation team during activation in Demedera District.
- 29) Mr. Ashish Khare and Mr. Rajnish from AISECT has supported by coordinating with VLEs and activation team during activation in Rajnandgaon District.

VLE responses and quotes: - District- Raipur

Not a single location missed for any reason, CSC if found closed was immediately replaced with new operating CSC



Mr. Ram Gulam, VLE, Tidla

I was very excited when I came to know that activity van will be visiting my CSC and once activity van arrived it attracted lots of people in my village, activity was very impressive, and people enjoyed it.

However the services are still not activated, so far I don't have any govt service to offer in my village.

Currently, I am providing primarily offline services only. I would like to inform that I am receiving frequent enquiry for certificate related services such as Birth, death and Caste, ration card and electricity bill payments.



Mr. Bharat Lal, VLE, Biladi

Good activity happened at my CSC; lots of people gathered and effective awareness was created about my CSC but I don't have any govt. related services to provide. People in my locality are regularly asking when these services will be start.

Currently I am providing certificate services such as caste and birth certificates and PAN card service only. I may shut down my shop if other services are not activated soon as I am not making any profit. I am receiving frequent enquiries for electricity bill payment and Aadhaar card.



Mr. Dayaram Jaswal, VLE, Asned

I am thankful to the govt. for sending this promo van to my CSC. The team conducted various interesting activities like nukkad natak, service demonstration and leaflet distribution. The activity was good and has increased footfall at my CSC.

Currently, I am able to offer only Pan Card service which is my initiative. I would request to please activate as many govt. services as possible, especially income certificate, caste certificate, death certificate and electricity bill payments I am getting strong demand for these services in my locality.

VLE responses and quotes: - District- Janjir



Activity was satisfactory at my CSC; it was launch by our Sarpanch. I am currently providing only photocopy service at my CSC as no other govt. service is available at my Choice Center. When I opened this centre, I was told that most of the government services would be activated soon but it didn't happen.
I would like to request govt. to please activate at least birth /death certificate and electricity bill payment at my Choice Center as I am continuously getting enquiries for these services. I am also expecting Banking services such as account opening and mobile / DTH recharge. Can these services be activated?

Mr Preetam Das Chouhan, VLE, Bhanta

Around one and a half hour activity happened at my CSC, many people gathered and enjoyed it. Currently, I am providing mobile recharge services through Suvidha Kendra. People in my locality keep asking for other govt. services like Pan card, railway reservation, certificates, Voter ID, Aadhaar card and electricity bills but I don't have any of these service. Kindly activate these services urgently.



Ms. Anjani Dewangan , VLE Kera

Various on ground crises e.g breakdown of equipments or CSC found to be abandoned etc were handled very without affecting the schedule.



Activity has increased awareness about my CSC; the team has done interesting activity.
But awareness created won't be of much use to me as I don't have any service activated at my Center. So far I am providing DTH / mobile recharging and insurance premium services
We have high demands for many services like railway reservation and caste/income certificate, please activate these services.

Mr. Santosh Kumar, a VLE from Rasouya

VLE responses and quotes: - District- Bilaspur

Good activity was conducted and people enjoyed it, they were surprised to know that so many types of govt. services were easily available through Common service centres. However I don't have any govt. service activated at my CSC due to which I am unable to provide any.

Currently I am providing only DTH recharge and land records but we have high demand for birth/ death certificate and caste certificate, please activate these services as soon as possible



Mr. Pradeep Kumar Khudriya, VLE, Okhra

Activity was good, I am thankful for this support, but I am very disappointed as we don't have any govt. service available with us. I am only able to provide land records but we need electricity bill and railway ticketing service as there are regular enquiries for these services.



Mr. Hardik Chuhan, VLE Tifra

Good activity was conducted at my CSC, it was performed for around 1 hour and created awareness about Choice Centre. People are now more excited about getting govt. services through Choice Centre but unfortunately I don't have any govt. service to offer at my centre as they are not activated yet, I have major demand for electricity bill payment, birth/death/caste certificates and railway ticketing, these services should be activated at the earliest.



Mr. Parveen Bharwal, VLE, Thakatpur

VLE responses and quotes: - District- Durg



Activity has been very impressive, it was like a fair, everybody enjoyed it and people took lots of interest in knowing more about Choice Centre, I am already getting queries for many govt. related services, but don't have any activated service at my centre. It has been 3.6 years since I started this CSC but so far not even a single govt. service is made available as a result of which I've not been able to offer anything in my locality. This has also created negative publicity for me. I hope that now things will change. Currently I am providing DTH / mobile recharge and railway booking through IRCTC website. I got associated with Choice Centre expecting that I will be able to do something for my village and was informed that many govt. services will be made available within next 2-3 months but so far nothing has happened. We require caste and death certificates and electricity bill payment services urgently, they should be started at the earliest

Mr. Arjun Sahu, VLE, Putpura

I am very happy with the activity. The team performed nukkad natak, distributed leaflets, played videos on TV, the activity was conducted for one and a half hours, which has created awareness about my CSC.

But sadly I am not able to provide any govt. service through Choice Centre. Currently I am running my centre in loss as only few services such as photocopy and online result are active. Services like electricity bill payment, land records and PAN card are in demand here.



Mr. Kumar Das barle, VLE, Mulmula

Campaign generated remarkable motivation among VLEs



Ms. Suvarna Phadke, VLE, Kutela Bhata

Interesting activity was conducted at my CSC, it was really good to notice that so much awareness was created in two and a half hour activity, now I won't have to go to people, they will come to my CSC themselves. However my worry is that now people will be visiting my CSC for services but I don't have any active govt. service to offer!

Currently I am providing electricity bill, telephone, DTH / mobile recharge through Suvidha online, also providing birth and death certificate manually.

VLE responses and quotes:- District- Balod

Activity was good but I want to complain that I am now in very bad condition. While allotting these Choice Centres, we were told that soon govt. services will be available but till date no service is activated.

Currently I am doing PAN card service on my own, I need Aadhaar card, electricity bill payment and birth/ caste certificate services, please activate them.



Mr. Khub Lal, VLE, Sikosa

Activity has created good awareness about my CSC, people got excited with this activity but unfortunately I won't be able to help them as I don't have any govt. service activated at my center. Currently I am providing PAN card service and electricity bill payments manually. It is requested to please understand our problems and activate as many govt. services as possible. Service namely land record, and electricity bill payment are required urgently



Mr. Venu Dewdas, VLE, Basin

Activity was conducted for 2 hrs at my location, people took lots of interest in this activity and was engaged themselves to know more about CSC.

But I won't be able to provide any govt. service to them as they are not activated, I need land records and birth/ death/ caste certificate service activated urgently.



Mr. Murlidhar, VLE, Nipani

**99% VLEs presence
during the activation
proves the VLEs
support to this
campaign**

VLE responses and quotes: - District- Demedara



The activity conducted was good, I am happy about the awareness created for my CSC and services.
It will be better if services are now activated, currently I am providing few education services and PAN card service that also manually, service like caste/income – certificate, Banking, railway ticketing, learning driving license are in major demand, please start these services as soon as possible.

Mr. Rakesh Kumar, VLE, Dhimbhuri



Activity was interesting, the van and team were very helpful for creating awareness about Choice Center. Now I want to request govt. to please taken some action and activate govt. services through my Choice Center. Currently I am providing electricity bill payment service through pay point and photocopy service but these are not sufficient, at least railway ticketing, LIC premium, Pan card and birth/death/caste certificate services should be activated.

Mr. Govardhan Lal Sahu, VLE, Bhendani



Mr. Bhupendar, VLE, Demerda

Activity was very good, it happened for two and half hour, many people took interest in this activity, which resulted in creating good awareness about my CSC.
Currently I am providing certificate service through urban choice center, education services, distant education (counseling center), photocopy and data entry.

I would request to activate electricity bill payment, MNREGA payment, old age pension payment as area wise these services are in demand.

VLE responses and quotes:- District- Rajnandgaon

Activity conducted at my center was good, people enjoyed this activity and it created good awareness about Choice Center but I want to complain that from last 1 years I am waiting to get my server link but have not received this link yet. I have been continuously following up with authorities and every time it is told that my problem will soon be solved but nothing happens. Please look into this matter as this is creating lots of problem in running my CSC and causing wastage of my time and money.



Mr. Madhav, VLE, Patewa

100% positive feedback received from VLEs about the impact of campaign



Mr. Umesh Kumar, VLE, Gandatola

Activity was satisfactory, it kept happening for around one and half hour during which nukkad natak was conducted, AV was shown, demo, leaflet distribution, quiz show also happened. It created lots of awareness about my CSC.
Currently I am providing electricity bill payment through Suvidha online, other than this I am providing photocopy and basic computer course. If services like ration card, land records and certificates are made available then I would be able to run my CSC properly and earn decent income.

Activity was good and I am happy with the performance of the team, but this will only create problem for me because I don't have any online govt. service activated through Choice Center therefore I can't offer any service to people.

I am providing few services so that I can at least earn something, I am doing photocopy, mobile recharge, screen printing, photo studio, and online result (through other portal). We have demand for govt. services like birth/ death/ caste certificate, electricity bill payment and PAN card, please activate these services urgently.



Mr. Tulesh, VLE, Murmunda

Activity snap shots



Demo



Leaflet distribution



Nukkad Natak performance



Film Show



Quiz and giveaways



Activity Set up

➤ **Challenges:**

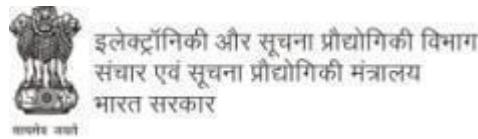
- ➲ Reaching location on time was challenge for team because the transit distance between the CSCs exceeded at many locations
- ➲ Terrain conditions were bad which caused damage to equipments.
- ➲ Demotivated VLEs due to non availability of government services as demanded by them.
- ➲ CSC locations scheduled by state in approved route plan were not in order the van and team had to re visit same areas twice. E.g. in Janjgir district the activity order b/w Kera, Mudpar and Kirti CSC should have been in order of Mudpar to Kirti to Kera however it was conducted from Mudpar to Kera to Kirti this caused almost 70 Km of extra transit and team exhaustion.

➤ **Learning:**

- ➲ VLE support is very critical during the activation from local gathering to involvement of TG a VLE plays an important connecting link
- ➲ VLEs should be provided with maximum G2C services, services like electricity bill payment and telephone bill payment should be activated immediately as VLEs are receiving frequent request for these services.
- ➲ Better arrangements for internet connectivity should be made as at most of the CSC are facing connectivity problems and this has become another major concern for VLEs.
- ➲ Presence of VIP also attributes to the greater participation of audience
- ➲ A systematic and organised route plan can not only save wastage of resources wastage but can also avoid lots of on ground confusion e.g. tracing exact van location at any point of activation, confirmation of distance limit b/w two CSCs to ensure that van timely reaches next CSC location, ensuring that activity is conducted as per the pre plan alignment.

Chhattisgarh:

The State has well established network of CSCs. However, only a few urban CSCs have been enabled to provide G2C services. The rural CSCs are yet to be operationised under the existing scheme. The VLEs have shown enormous interest in the activity & supported the campaign with full enthusiasm.



Activity Completion Report Maharashtra

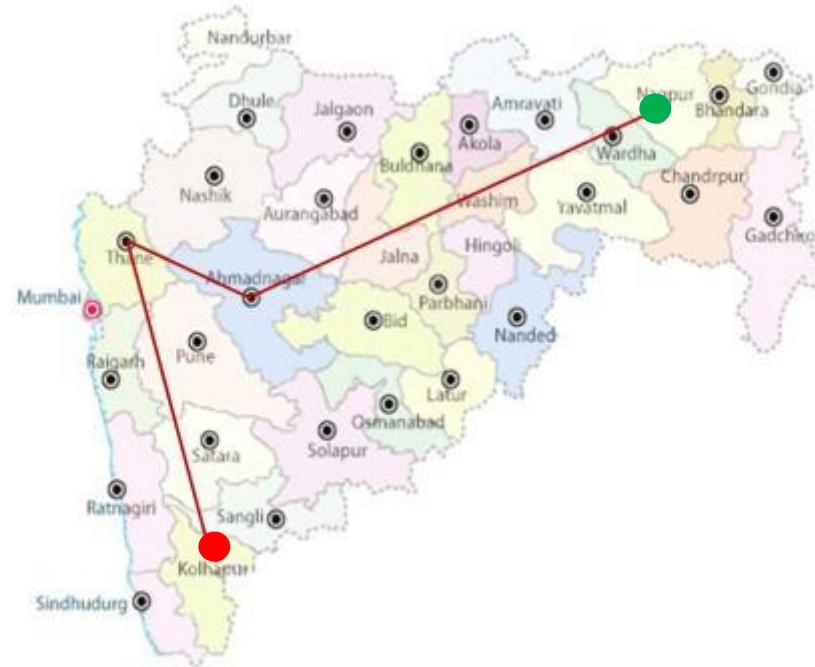


RELIANCE
Anil Dhirubhai Ambani Group
(Mumbai Division)

SPANCO
(Kokan & Pune Division)

eG राष्ट्रीय e-गवर्नेंस योजना
National e-Governance Plan
एक कदम आपकी ओर
एक कदम आपके लिए
Public services closer home

5. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 109 highest performing CSCs were selected strategically through online monitoring tool across four districts namely Nagpur, Ahmadnagar, Thane and Kolhapur. Once approved these CSCs were then mapped into effective route comprising 68 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Nagpur	03/12/2012	23/12/2012	40	2390	491	Railway ticket, electricity bill payment, PAN card, Aadhaar card, Insurance, Licensing
2	Ahmadnagar	27/12/2013	06/01/2013	21	1590	421	Pan card, land record, banking, Aadhaar, pension, MNREGA, Insurance, Electricity bill
3	Thane	07/01/2013	20/01/2013	22	1500	370	Mobile/ DTH recharge, Pension, Land record, Pan card, railway ticketing, Electricity bill
4	Kolhapur	07/01/2013	20/01/2013	26	2415	528	Aadhaar card, PAN card, Insurance, Ration card, pension

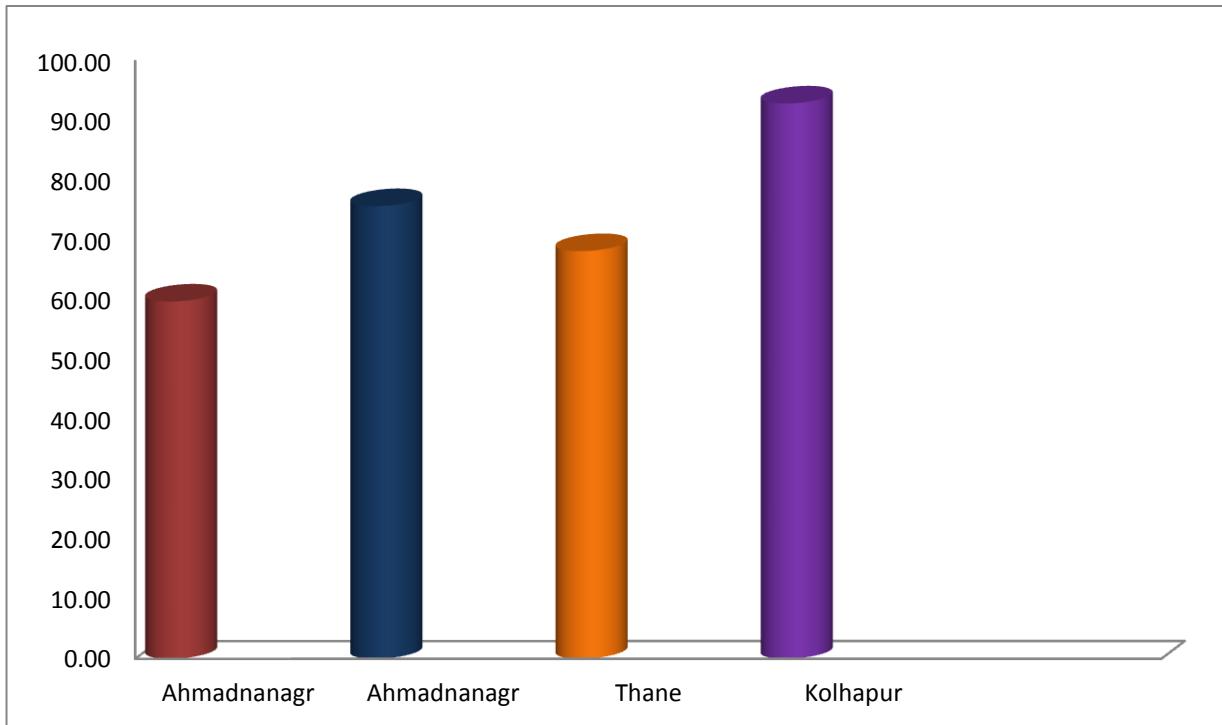


Fig 1: Footfall trend per CSC during the activation in the four districts of Maharashtra

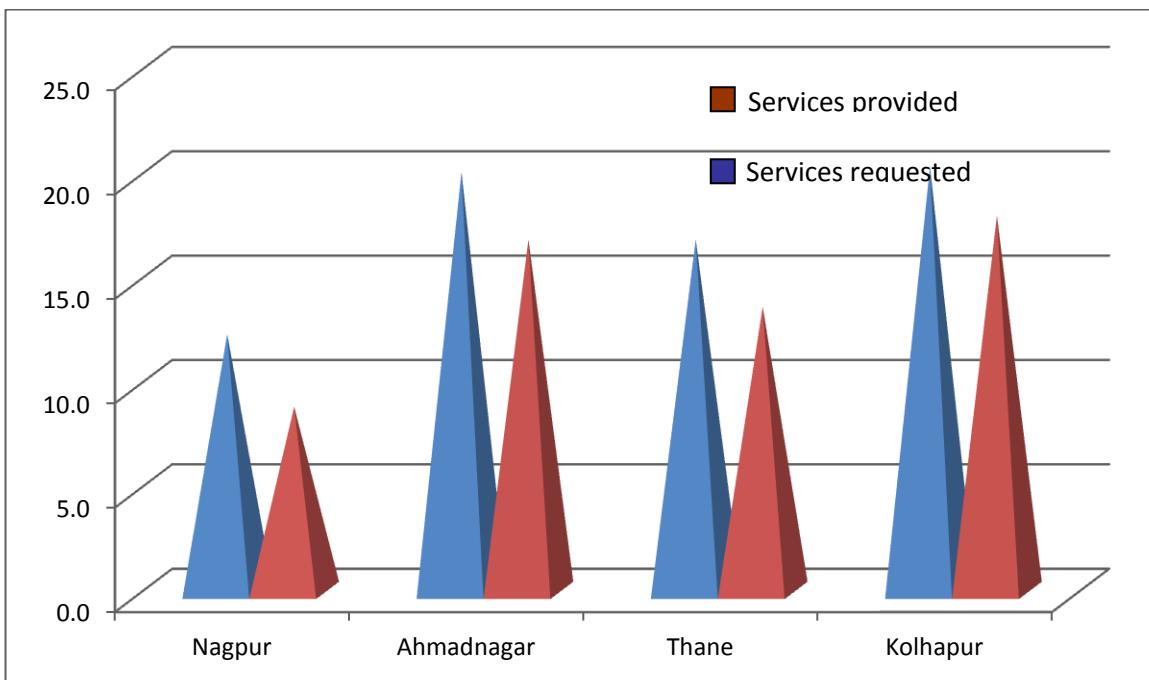


Fig 2: 'Services requested' versus 'services provided' in the four activity districts of Maharashtra

- ⌚ Over 100 footfalls was received per day during this campaign out of which highest turnout was from Kolhapur district i.e. 2415.
- ⌚ Average service enquiry was 16 which show there is sufficient level of interest and penetration of e-governance services in Maharashtra.

Launch Day Event:-

CSC Outreach Programme was flagged off by Shri. Anil Deshmukh, Hon'ble Minister for Food, Civil Supplies and Consumer Protection, Government of Maharashtra on 3rd December, 2012 from Nagpur.

Approximately 300 people attended the launch. The attendees were mainly from the Govt. departments, panchayat officials and VLEs. The launch was publicised through print advertisements, in the leading newspapers of state.



The chief guest quoted "NeGP is an ambitious programme of Govt. of India for providing various govt. services to common man in their locality through online medium. Services provided under this plan are completely transparent, reliable and efficient. It is empowering citizens especially at grass root level".

Mr. Saurabh Rao, District Collector in his speech quoted that CSCs also known as "Maha e-sewa Kendras" are a critical part of the National e-Governance Plan (NeGP). 10428 CSCs have been already been setup in Maharashtra, which are providing services like land record, ration card, employment exchange, PAN cards etc to the people.



Mr. Promod Bhusari, Deputy Collector said that the exhibition van flagged off today intends to support CSCs at the grassroots & spread

awareness about e-governance in villages. It includes an exhibition van which will be giving demo about various public services available through these centres. While other interesting elements of the exhibition like nukkad natak, audio visual experience and VLE assistance will be educating people about convenience and transparency of services available through CSCs.



DIT, Government of Maharashtra, decided to provide Aadhar cards printed from the van to the applicants who have already applied with UID and the cards have not been delivered so far.

**More than
7500 footfall**

VIP visits during activity

To maximise the advantage of this campaign, VLEs from many CSCs invited VIPs during the activities at their locations. The VIP inaugurated the activity and then explained about the elements and benefit of this programme. Presence of VIP during the event helped motivate the people associated with this campaign. VIP visits have also been beneficial in

Generating footfall and keeping people involved during the activity. Details of VIPs who inaugurated the activity are as follows:

- Mr. Khandolkar, Tahsildar, inaugurated the activity of Pawani village in Nagpur district and said that this activity will help people know about the advantages of NeGP and CSC.
- Mr. N.K. Nakte, Tehsildar inaugurated Bhuhgaon activity in Nagpur district. In his inauguration speech he said that govt. has opened Maha e- Sewa Kendra through which many govt. services are easily available for citizens.
- Mr. Bhagwan Ram from Zila Parishad inaugurated Sakta village activity in Ahmednagar district and said that this awareness programme in being conducted by govt. of India to create awareness about the benefits available through CSCs.
- Mr. Kuwra Saheb, Tehsildar inaugurated the activity of Mokhda village of Thane district and said that services like land records, certificates, etc are easily available in their village through Maha e- Sewa Kendra opened by govt. under NeGP.
- Ms. Mohini Chauhan, Tahsildar inaugurated the activity of Hatkanangale and asked people to participate in this awareness programme as it will enhance their knowledge about the benefits of Maha e- Sewa Kendra and services available through them.
- Mr. Suresh Jadhav, Collector inaugurated the activity at Nagla park in Kolhapur district. He said that now people need not waste time and money as govt. services are easily available at their nearest CSC.

Other VIPs who inaugurated the activity in Nagpur district were M. Prashant patil, Tahsildar, Mr. Thanolkar, Tahsildar, Mr. Santosh Var, Principal and Mr. Dilip Bharduag, Tahsildar.

Other VIPs who inaugurated the activity in Ahmednagar were Mr. Mathe Bhausaheb, Sarpanch, Mr. Arun Ujagare, Tahsildar, Ms. Shela Padlker, Tahsildar, Mr. T.K. Purnathe, Sabhapati, Mr. Gyan Dev, Sarpanch, Mr. Akshay Shivaji, Sarpanch, Mr. Akash Kardile, MLA representative, Mr. Madan, Tahsildar, Mr. Bhausaheb Nimse, Tahsildar, Mr. Rajender Khote, Tahsildar, Mr. Gangadhar Dube, Sarpanch, Mr. Nitin Garjhe, Neb Tahsildar and Mr. Kashi Nath, Youth leader.

Participation & Support from the state:-

State representatives were closely associated with the campaign since the beginning and extended support at every front that contributed to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

1. Mr. Rajesh Aggarwal, IT Secretary, Govt of Maharashtra has been very supportive during the planning and execution of CSC Outreach Activity in Mumbai. It was under his supervision that the SCA meeting was conducted where he allotted responsible state representatives for necessary on ground support.
2. Ms. Sonia Singh, SeMT, Mumbai has been supportive and participated in arranging crucial SCA meetings and managing inter department communication.
3. Mr. Sameer Patil, State Anchor, CSC-SPV, Mumbai has been supportive during the SCA meeting in Mumbai. He managed and arranged necessary permission letters and route plan approvals.
4. Mr. Nabendu Roy, Reliance has been very supportive during flag off event. He was also involved during on ground activation coordination with VLEs in Nagpur District.
5. Mr. Umesh Manmood, Basix has supported by coordinating with VLEs and activation team during on ground activation in Ahmednagar District.
6. Mr. Rahul Sarne, SPANCO, has supported by coordinating with VLEs and activation team during on ground activation in Thane and Kolhapur District.

VLE responses and quotes: - District- Nagpur



Activity conducted at my centre has created good awareness about my centre.

Also I would like to inform that currently only few certificate services are available through my centre namely domicile, income and senior citizen. I need more services at my CSC like railway ticketing and electricity bill payment.

Mr. Prakash Raut, VLE, Digdoh



The activity was conducted at my centre where nukkad natak, demonstration, quiz show, etc was done. It was interesting experience for the people; it has also lead to increased footfall at my centre.

I can provide only birth/death certificates which are not enough to manage the operating cost. We have demand for PAN card and Aadhaar card, these services should be activated.

Mr.Suresh, VLE, Pipla



Activity conducted at my centre has created good awareness atmy centre, many people participated in quiz show, nukkad natak was also satisfactory.

I am unable to provide many services through my centre as I have only one service i.e. certificates. Running a centre with just one service is not feasible. How will I meet the operating cost? My locality has strong demand for insurance and license service, please activate these.

Mr. Vikas Wanjari, VLE, Tarhadi

VLE responses and quotes: - District- Ahmadnagar



It was interesting activity; it created good awareness and increased footfall at my centre.

Services available through my centre are birth/ death/ domicile certificates. If land records, Pan card and banking services are activated it would be helpful in supporting people in my locality and my centre as well.

Mr. Ganesh Hadsul, VLE, Sakat

I am very happy with this activity and would like to thanks govt. for this support, it immediately increased the footfall at my centre.

Currently I am providing photocopy and certificate services through which I am helping people in my locality, please activate more online services like Aadhaar card, Pension and MNREGA these are relevant services required in my locality



Mr. Bhingardive, VLE, Nimbodi

Conducted activation in some of the worst terrain conditions



Activity was satisfactory. The team has conducted various activities to create awareness about NeGP and CSC. People took lots of interest and kept involved throughout the activity.

Domicile, income, birth, death and senior citizen certificates are available through my centre. But people in my locality are facing many problems in accessing other services and therefore keep asking me when these services will be started. Insurance, banking, PAN card and electricity bill are the services required here.

Mr. Vijay Kumar, VLE, Bhukar

VLE responses and quotes: - District -Thane

Team performance was satisfactory. The team informed and educated people about the convenience of services available through Maha e- Sewa Kendra. This has increased the footfall at my centre.

We have been continuously asking the Govt to activate more G2C services but so far only certificate services (birth, death, senior citizen) are available through my centre, we need as many G2C services as possible to continue my business.....services like land record, Pan card, Pension, mobile/DTH recharge, etc.



Mr. Niyanta Kateli, VLE, Vasai

Awareness activity was conducted at my centre which helped creating awareness. I am receiving good response for my CSC after this programme. Such activity should be repeated in future.

Currently I am providing birth/ death certificates. I am also doing photocopy, scanning, mobile recharge which are my own initiative. Please activate more govt. services especially Aadhaar card and railway ticketing.



Mr. Pradnya Hemant, VLE, Badlapur

68 days of non-stop action

People in my locality are very excited about the services available through CSCs, I am thankful to the govt. for this activity; this has increased the footfall at my centre and created awareness about NeGP

Currently I am providing domicile/ income certificate, PAN card (own initiative) and mobile recharge. I would request to activate PAN card through online also services like electricity bill payment, land records, railway reservation, etc.



Mr. Bharti Premod, VLE, Kalyan

100% VLEs presence throughout the campaign

VLE responses and quotes:- District -Kolhapur

Thanks for including my centre for this awareness activity, it was very helpful for creating awareness about NeGP and increasing footfall at my centre

Currently through my centre I can provide only mobile recharge, birth/income certificates and online results. I am not getting many customers..... we have demand for Aadhaar card, Pan card and Insurance services, please activate them.



Mr. Arjun chawre, VLE, Kotoli

Interesting activity was conducted; van demo and nukkad natak were very useful in creating awareness and increasing footfall.

Land records, electricity bill payment and LIC payments are the services required in my locality. Currently I can provide only certificate, PAN card and ration card services



Mr. Amit Ashok Mankapure, VLE, Karachi



Mr. Mahadev Narayan, VLE, Chandgad

The activity was good, performance was satisfactory, different elements were utilised by the team to create awareness.

Currently I can provide birth, death and domicile certificates, mobile recharge, scanning and photocopy through my centre.

Services like pension and PAN cards are required in my locality.

Activity snap shots



Demo



Leaflet distribution



Nukkad Natak



Film Show



MC Intro

Challenges:

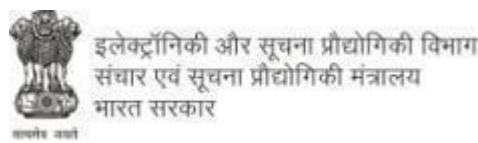
- ➲ Terrain conditions has been very challenging it caused repeated van breakdown during the activation in Thane and Ahmadnagar
- ➲ Van was on hold for 2 days in Thane on 26th January and 27th January
- ➲ VIP presence was very low in Kolhapur and Thane which affected the impact of activation
- ➲ Demotivation among the VLEs was another challenge because of non availability of govt. services

Learnings:

- ➲ It was observed during the activity that services like PAN card, Aadhaar card and electricity bill payments are much in demand; these should be activated as soon as possible.
- ➲ Presence of VIPs also attributes to the greater participation of audience
- ➲ VLEs motivation was enhanced after the activation.
- ➲ Final route plan should be provided before the launch of the activation and should not be modified later on to avoid on ground issues.

Maharashtra:

CSCs are performing fairly well in state, especially in Ahamadnagar and Kolhapur Districts. However VLEs have suggested that services available are not enough, in Ngapur VLEs are separately providing Pan card service to meet operational cost of CSC. There is high demand for PAN card, Aadhaar card and electricity bill payment services.



Activity Completion Report Madhya Pradesh



6. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 295 highest performing CSCs were selected strategically through online monitoring tool across four districts namely Katni, Jabalpur, Chhindwara and Mandla. Once approved these CSCs were then mapped into effective route comprising 68 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
2	Katni	26/11/2012	05/01/2013	80	6045	838	PAN card, e- district, electricity bill, insurance, pension
3	Jabalpur	06/01/2013	08/03/2013	121	5720	1093	Licensing, Aadhaar, railway, mobile, PAN, LIC payment
4	Chhindwara	09/02/2013	28/02/2013	42	1811	783	Driving license, Aadhaar, banking, e-district
5	Mandla	02/03/2013	23/03/2013	52	2355	874	PAN card, Aadhaar card, mobile/DTH recharge, banking, insurance

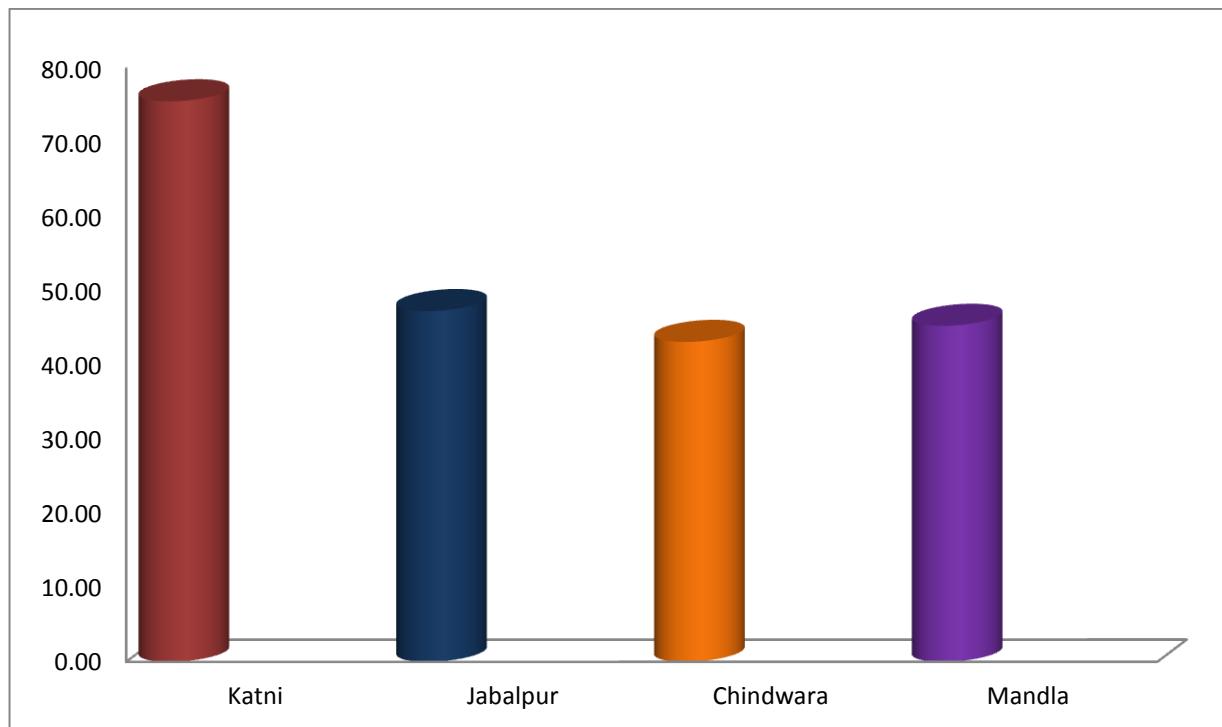


Fig 1: Footfall trend per CSC during the activation in the four districts of MP

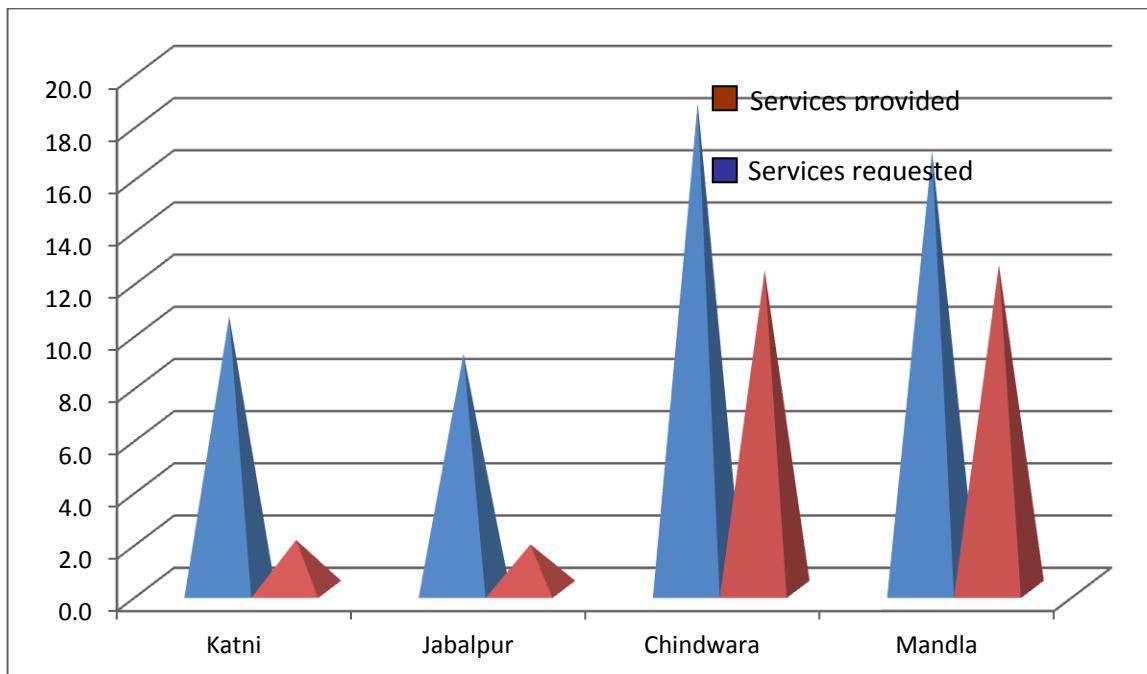


Fig 2: 'Services requested' versus 'services provided' in the four activity districts of MP

- ➲ Over 100 footfalls were received per day during this campaign out of which highest turnout was from Katni district i.e. 6045.
- ➲ Average service enquiry was 10 which show there is sufficient level of interest and penetration of e-governance services in MP.

Launch Day Event:-

CSC Outreach Programme was launched in Madhya Pradesh by Sh. Giriraj Kishore Poddar, Hon'ble MLA, Katni on 25th November 2012.

The attendees were mainly from, Govt. departments, SCA, panchayat officials and VLEs (Village Level Entrepreneurs). Approx. 200 people were present during the launch.

Shri Giriraj Kishor Poddar in his speech said that NeGP which is an ambitious programme of Govt. of India has transformed citizen services, provides access to information to empower citizens, enable



their participation in government and enhance citizen economic and social opportunities, so that they can make better lives, for themselves and for the next generation. He also said that it is important to make educate people at all levels about the benefits of NeGP.



Whole set up of van and its elements were arranged for the launch event that included fabricated van with laptops which were loaded with services for demonstration, AV set up for film shows and announcements, canopy for literature distribution and promoters for interacting with visitors.



The Outreach Programme was appreciated by the dignitaries during the launch. It was conducted in 204 CSC of Madhya Pradesh across 4 districts namely Katni, Jabalpur, Chhindwara and Mandla with an objective to create awareness about NeGP and CSC.

**More than 15000
footfalls during the
activity**

VIP visits during activity

To maximise the advantage of this campaign VLEs of selected CSCs arranged to invite VIPs during the activity at their location, wherein the VIPs inaugurated the activity and explained about the elements and benefit of this programme which helped motivate the people associated with this campaign. VIP visits have also been beneficial in generating footfall and keeping people engaged during the activity. Details of VIPs who inaugurated the activity are as follows:

- Ms. Badgaiya Ji, Tehshildar PA while inaugurating Vijayraghavgarh village activity in Katni district quoted that now govt. services are easily available through CSCs which saves people money and time.
- Ms. Pushpa Dalia, Sarpanch inaugurated Gulwara village activity of Katni district and said that this activity is being conducted by govt. for creating awareness about the benefit of CSC, people should come forward and participate in this activity
- Mr. Sukhdev, Sachiv while inaugurating Kanhwara village activity of Katni district said that govt. is providing various services to people in their locality through NeGP.
- Mr. Uma Shankar Patwa, Sarpanch inaugurated the activity of Gangai village of Jabalpur district and said that this activity will help people understand about the easy availability of public services through CSC.
- Mr. Mohan Lal, Sarpanch inaugurated Silleawani village activity in Chindwara district and said that CSCs installed by govt. uses internet medium for providing services to citizens it is much faster and money saving process.
- Mr. Rajaram, Sarpanch inaugurated Palakheda village activity in Chindwara district and said that NeGP is making life easy as various govt. services are available to citizens in their locality through internet based CSC.
- Mr. Shailash Patel, Sarpanch who inaugurated Mand village activity in Mandla district said that the van and team will be conducting various activities through which people will know about the benefits of CSC.

Other VIPs who were present during the inauguration in Katni district were Mr. Nazima Iqbal, CMO, Mr. Shudama Patel, Sachiv, Mr. Ramsoni, sachiv, Mr. Nirmala Soni, Sarpanch, Mr. Abdul, Sachiv, Mr. Sukhdev Sachiv, Mr. Surendra Raj, Sachiv, Ms. Pushpa, Sarpanch, Mr. Ram Swarup, Sachiv, Mr. Krishnkant Sukla, Sachiv, Mr. Nitin Kori, Tehsildar, Mr. Shailash Mishra, Rajgar Sahayak, Mr. Hukum Singh, Sarpanch, Mr. Manmohan Mishra, Sarpanch, Mr. Modi, Journalist.

Other VIPs who inaugurated activity in Chindwara district were Mr. Maan Singh, Sarpanch, Ms. Kamla Sarpanch, Mr. Sachawli, Sarpanch, Mr. Kaheram, Sarpanch,

Participation & Support from the state:-

State representatives were closely associated with the campaign from beginning and extended support at every front which contributed to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 1) Mr O.P. Srivastava, Deputy IT Sec., Bhopal, has been very supportive during the SCA meeting and planning of CSC outreach programme in Bhopal. He assigned responsible people and guided the team that lead to success of rural activation campaign in MP.
- 2) Mr. Gaurav Dwivedi, Director, NeGP has been very supportive as he led the SCA meeting arranged in Bhopal to discuss details. His involvement and guidance has been very beneficial in organising the activity.
- 3) Mr. Ritesh Jain, Senior Consultant, NeGP, Bhopal has been very supportive in organising internal meetings. He has been actively involved for arranging necessary permission and route plan approval.

- 4) Mr. Sanjay Shukla and Mr. Rajneesh Tiwari and Mr. Jitender Tiwari, Block coordinators, have been supportive and participated for coordination with VLEs and activity team during activation in Katni district
- 5) Mr. Mohit Shrivastav, Block Coordinator, Mr. Manoj Mishra, Block Coordinator, Mr. Santosh Singh, Block Coordinator, have been supportive and participated for coordination with VLEs and activity team during activation in Jabalpur district
- 6) Mr. Deepak Patel, Block coordinator has been supportive and participated for coordination with VLEs and activity team during activation in Mandla district
- 7) Mr. Sanjay Shukla, Block coordinator, has been supportive and participated for coordination with VLEs and activity team during activation in Chhindwara.



VLE responses and quotes: - District -Katni

I am very happy with the activity conducted at my centre, it created awareness about services available at my CSC , which increased footfall at my centre.

Currently I am providing LIC Premium, Elec. Bill Payments, MP Online Services

We also require services such as land records and caste certificate



Mr. Shivam Rai VLE, Vijayraghavgarh

Activity conducted at my centre was satisfactory; the team conducted nukkad natak, film show, demo, etc..... it created awareness about NeGP

I am providing MP online services, photocopy, mobile recharge (separately). However we also need certificate services such as domicile and birth.



Mr. Kanhwara, VLE, Sunil Vishkarma

The activity was a good promotional support for my centre; it not only increased the footfall but also created awareness, it was conducted for approx. 2 hrs.

I am providing online result and mobile recharge services separately. Govt. services available at my centre are electricity bill payment and premium payment.

Please activate more govt. services like land records and domicile certificate



Mr. Narayan Tiwari, VLE, Jhula

100% VLEs presence throughout the campaign

VLE responses and quotes: - District -Jabalpur



Activity conducted at my centre was satisfactory, many people got involved during the awareness programme, this has increased footfall at my centre, nukkad natak performance was good

Currently MP online services such as online applications, online university forms, reservation, etc are available through my centre.

I would request to please activate land records and driving licensing services as well.

Mr. Surendra Sahu, VLE, Manegaon



The awareness activity conducted at my centre was good experience, people in my locality enjoyed the programme and demonstration was very helpful in increasing footfall.

I am providing all services available under MP online, I am also providing photocopy, photography and scanning.

I have noticed that people in my locality are facing problems in electricity Bill payment and premium payment, please activate these services.

Mr. Pradeep Chaturwedi, VLE, Karmeta



I am thankful to govt. for this activity, it was very helpful, team visited along with van and conducted various activities like quiz show, demo, AV show, etc. to create awareness

Primarily I am providing universities form filling, bus ticketing and online application services through MP online services. LIC payment, land record and birth/ death certificates are also required in my locality

Mr. Vijay, VLE, Kuladevi

VLE responses and quotes: - District -Mandla



I have been closely involved in the awareness activity conducted at my centre and was impressed with the way footfall has increased, people in my locality are much aware about the benefit of CSC and services available at my centre.

Currently services available at my centre are online university form submission, electricity bill payment, mobile recharge, bus ticketing, etc.

However services such as caste/ death/ domicile certificates and land records should be activated.

Mr. Bhagat singh, VLE, Ghughri



Activity conducted at my centre was interesting; it created good awareness about my centre and services available through it. This has increased footfall.

Currently all services available through MP online are available at my centre. I'm doing good business. I have only request to please repeat this activity

Mr. Ravinder Kumar, VLE, Pipri Ryt



The awareness activity conducted at my centre has been beneficial in a way that it increased awareness among people in my locality about NeGP through different interesting activity.

Currently services available with me include MP state open school application form, PWD application form, SAMVIDA counselling, bus ticketing, etc.

However land records and birth certificate should also be activated

Mr. Rumesh Roy, VLE, Viwas

VLE responses and quotes:- District -Chhindwara



Mr. Chakara, VLE, Shopura

Team visited to conduct awareness activity at my center which included nukkad natak, quiz show, leaflet distribution, etc. it created lots of awareness

Currently I am providing, applications, bus reservations and university forms through my center. We need more services such as land records, railway reservations, birth/ death/ caste certificates and PAN card

Conducted activation
in some of the worst
terrain conditions

Activity conducted at my center was good, people enjoyed nukkad natak and quiz, it was both entertaining and educating.

I am providing electricity bill payment, phone bill payment and MP online services.

People in my locality are facing many problems in accessing ration card, land record and Aadhaar card, please activate these services



Mr. Vijay Pawar, VLE, Nemkuhi



Mr. Shalakram Belwanshi, VLE, Batkakhapa

Activity at my center was inaugurated by our Sarpanch Ji. It was conducted for approx. 1.5 hrs during which awareness was conducted through announcements, nukkad natak, demonstration, etc.

Currently I can provide MP online services, mobile recharge, photocopy and scanning. We also require MNREGA services, land records and certificates

Activity snap shots



Demo



Leaflet distribution



Nukkad Natak



Film Show



MC Intro



VLE speech

Challenges:

- ➲ VIP visits was very low in most of the districts
- ➲ Terrain conditions were bad in remote areas which posed difficulty in transits.
- ➲ At many locations, VLEs did not show enthusiasm and were not cooperative. In Mandla district, three of the VLEs even refused to participate in awareness programme.
- ➲ Despite availability of services at CSC there is lack of awareness among citizens; they are still following traditional methods of physically visiting office for accessing services.
- ➲ Distance between the districts were more than expectation

Learning:

- ➲ It was observed during the activity that services like PAN card and Aadhaar card are much in demand among VLEs throughout the Rajasthan
- ➲ Activated services are unevenly available at CSCs in different districts.
- ➲ Presence of VIP also attributes to the greater participation of audience.
- ➲ VLEs motivation was enhanced after the activation.
- ➲ Final route plan should be provided before the activation and should not be disturbed after as it leads to various on ground issues such as delay in reaching locations.

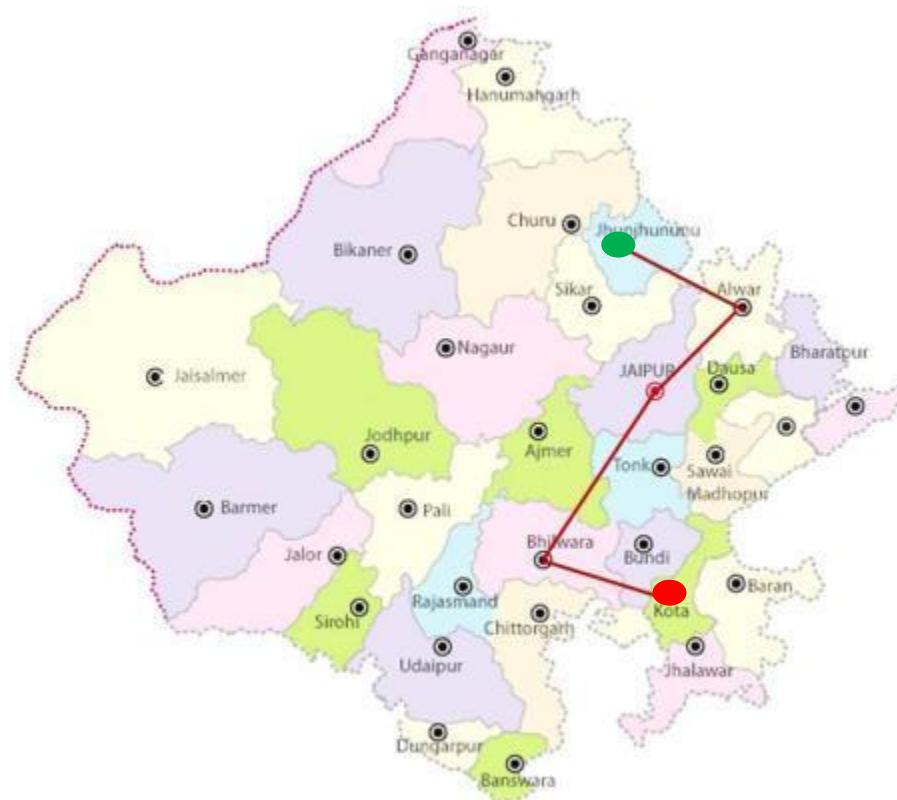
Madhya Pradesh:

Despite having highest footfall in Katni and Jabalpur Districts which shows the people interest in e governance, there is very poor supply of relevant services in these districts. Though these districts have many services activated such as MP online, LIC premium, electricity bill payments, railway/ bus reservations, etc. but either they are unevenly distributed or cannot be accessed due to internet problem. However overall state performance has been found satisfactory. Chhindwara and Mandla districts are doing fairly good.

Activity Completion Report Rajasthan



7. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 47 highest performing CSCs were selected strategically through online monitoring tool across five districts namely Jhunjhunu, Alwar, Jaipur, Bhilwara and Kota. Once approved these CSCs were then mapped into effective route comprising 68 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Jhunjhunu	14/02/2013	18/02/2013	09	350	60	PAN card, land record, mobile/DTH recharge
2	Alwar	18/02/2013	24/02/2013	12	530	76	PAN card, e-district, electricity bill, insurance, pension
3	Jaipur	24/02/2013	28/02/2013	9	510	88	Licensing, Aadhaar, railway, mobile, PAN, LIC payment
4	Bhilwara	01/03/2013	05/03/2013	9	670	107	Driving license, Aadhaar, banking, e-district
5	Kota	05/03/2013	09/03/2013	8	460	75	PAN card, Aadhaar card, mobile/DTH recharge, banking, insurance

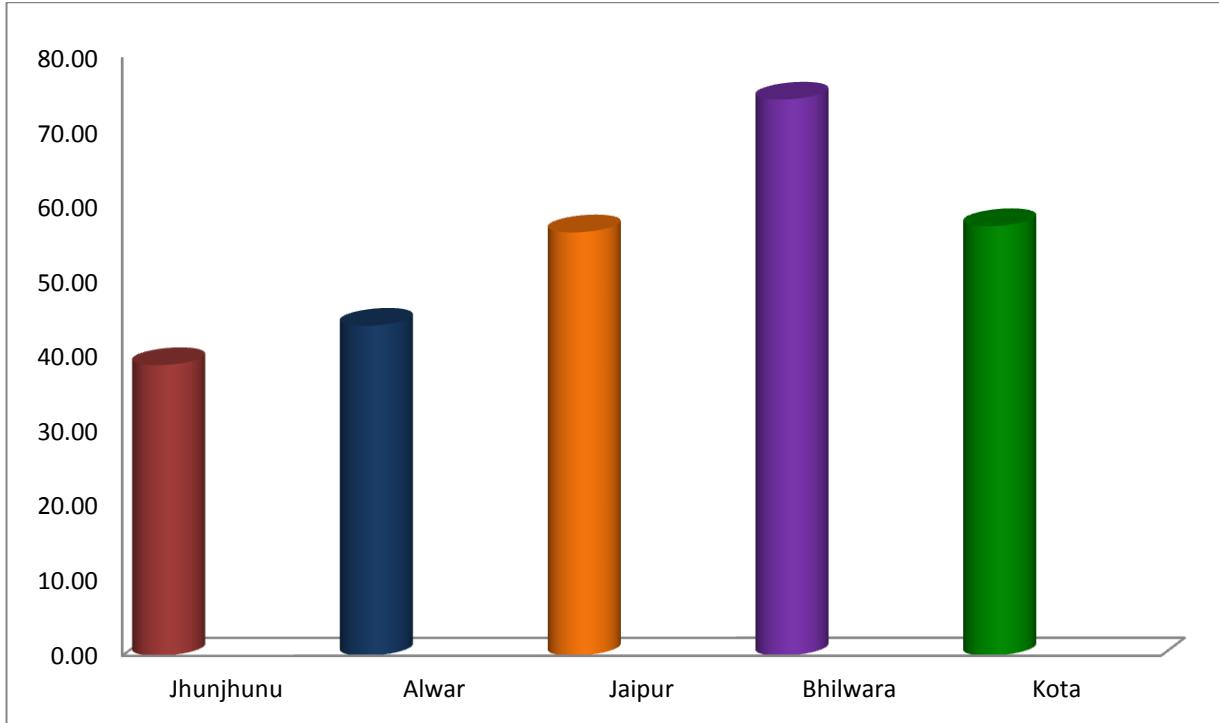


Fig 1: Footfall trend per CSC during the activation in the five districts of Rajasthan

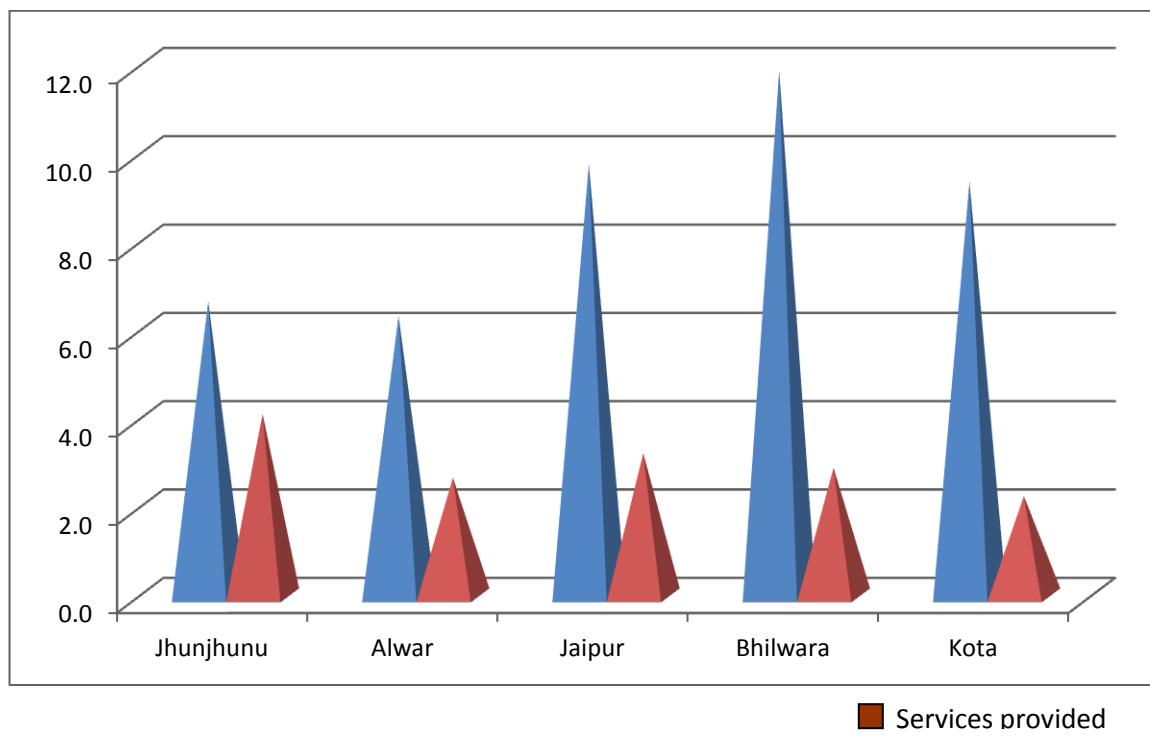


Fig 2: 'Services requested' versus 'services provided' in the five activity districts of Rajasthan

- ➲ Over 50 footfall was received per day during this campaign out of which highest turnout was from Bhilwara district i.e. 670.
- ➲ Average service enquiry was 8 which shows there is sufficient level of interest and penetration of e-governance services in Rajasthan.

Launch Day Event:-

CSC Outreach Programme was launched in Rajasthan by Sh.V. Narayanasamy, Hon'ble MoS-Prime Minister Office, Ministry of Personnel, Public Grievances and Pensions, Govt of India, Dr. Jitendra Singh, Hon'ble Minister for Energy, Non Conventional Energy Resources, PHED, GWD, Information & Public Relations, Govt. of Rajasthan during 16th National Conference on e-Governance in Birla Auditorium, Jaipur on 12th February 2013 and 13th February 2013



Launch event was conducted in presence of approx. 300 people each day, attendees were mainly from Govt. departments, SCA, panchayat officials and VLEs (Village Level Entrepreneurs). The van was visited and appreciated by various dignitaries of other states who attend the conference that also included Principal Secretary, DeitY and CEO, e-governance.



The ribbon cutting ceremony was conducted on 12th February 2013 where Sh. Ashok Gehlot, Chief Minister of Rajasthan along with Sh. V.



Narayanasamy and Dr. Jitendra Singh inaugurated the van, which was followed by Nukkad natak skit performed by the team and received immediate applause from these dignitaries. The nukkad natak skit received many appreciations from different partners of NeGP in exhibition hall where the skit was performed after regular intervals.



Sh. Ashok Gehlot in his speech during the conference said that NeGP is a latest advancement in information technology through which effective e-governance is being spread across the country, it will enable every citizen of country especially at grass root level to connect with govt. from anywhere.



On 13th February, 2013 Sh.V. Narayanasamy and Dr. Jitendra Singh flagged off the van. Sh.V. Narayanasamy in his speech appreciated and welcomed this awareness programme in Rajasthan and quoted that this activity will be beneficial for people and will make them aware about an effective alternate solution to their problems.



VIP visits during activity

To maximise the advantage of this campaign various VLEs of selected CSCs invited VIPs during the activity at their location, which has been an individual event where VIP inaugurated the activity and then explained about the elements and benefit of this programme, which motivated people in associating with this campaign. VIP visits have also been beneficial in generating footfall and keeping people involved during the activity. Details of VIPs who inaugurated the activity are as follows:

- Ms. Deepa Ganjir, Sarpanch inaugurated Mandrela village activity of Jhunjhunu district and said that NeGP has increase the efficiency of govt. system and has enable people to access various govt. services from anywhere.
- Mr. Chandiram jahanjhira, SDM inaugurated Bassi village activity of Jaipur district and said that this activity will create awareness about various govt. services available through NeGP and how people can access these services through nearest CSC
- Mr. Om Prakash, Principal, inaugurated Khanouta village activity of Bhilwara district and asked people to participate in CSC outreach activity and understand its benefits.
- Mr. Bhopal lal, Principal inaugurated the activity of nandnari village of bhilwara district and said that govt. is providing various govt. services to people through CSC and is available by any person
- Mr. Rama Kant, Sarpanch, inaugurated the activity Mandana village activity of Kota district and said that through NeGP many necessary govt. services are being made available to people through internet which can easily accessed through nearest CSC. Now people can get these services without going physically to govt. department, this will save their time and money.

Participation & Support from the state:-

State representatives were closely associated with the campaign from beginning and extended support at every front that lead to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 1) Mr. Sanjay Malhotra, Sec. IT has been supportive during the execution planning of activation in Rajasthan, his guidance has been very helpful in creating and organising effective plan of action that lead to the successfully completion of CSC outreach campaign
- 2) Mr. RK Shrama, Deputy. Director, Dept of IT has been very supportive during SCA meetings and providing necessary support for flag off event. It was under this supervision that an effective route plan was created and approved
- 3) Ms. Shilpi Patni, Dept. Of IT, has been actively involved in arranging necessary permissions and managing internal communication.
- 4) Mr. Pawan Kumar, Saini, Project coordinator, CSC, has been supported by arranging district wise necessary representatives for managing liaison between team and VLEs.
- 5) Mr. Mukesh Kumar Sihag, has supported by coordinating with VLEs and activation team during on ground activation in Jhunjhunu District.
- 6) Mr. Manoj Kumar Vyas, has supported by coordinating with VLEs and activation team during on ground activation in Alwar District.
- 7) Mr. Kamlesh Kumar, has supported by coordinating with VLEs and activation team during on ground activation in Jaipur District.
- 8) Mr. Vinod Kumar has supported by coordinating with VLEs and activation team during on ground activation in Bilwara District.
- 9) Mr. B. Shekhawat, has supported by coordinating with VLEs and activation team during on ground activation in Kota District.

VLE responses and quotes: - District -Jhunjhunu

Activity conducted at my centre was very educative, it has created awareness about services available at my centre and benefits of NeGP.

Telephone and electricity bill payment, caste certificate, RPSC form, and land records are available through my centre but my locality also requires PAN card service, please activate it.



Mr. Sunil Kumar, VLE, Nua

This activity has created lots of awareness about the services available through my centre, people were involved throughout the activity through various interactive elements and demonstration given has helped them to know about various services available through my centre

Currently I am providing domicile and cast certificate, PWD, RPSC, electricity and water bill payment. Howe ever land records and PAN card services should also be activated



Mr.Rohitesh Kumar, VLE, Nanuwali Babri

The activity was a good experience, team performance was satisfactory which has created lots of awareness about my centre.

G2C services available through my centre are PWD, RPSC, cast certificate and telephone/ electricity bills payments. Please activate more B2C services also such as mobile/ DTH recharge and banking.



Mr. Ajay Kumar, VLE, Rampura

100% VLEs presence throughout the campaign

VLE responses and quotes: - District - Alwar



This activity should be repeated, it was very useful for creating awareness about my centre and increasing footfall

I am capable of providing services like cast certificate, RPSC and panchayati raaj services but services like pension and insurance should also be activated.

Mr. Yogender yadav, VLE, Neemrana

Awareness activity was conducted at my centre where team has created awareness through various elements, nukkad natak and van demonstration was very helpful.

Currently I am offering services like land records, RPSC and domicile/ cast certificate through my centre, however electricity bill and E- district services should also be activated, this will solve many problems in my locality



Mr. Bhagwan Das, VLE, Musa Kheda



People in my locality was very excited during the activity programme, lots of awareness was created which has increased footfall at my centre

Currently I am providing cast certificate services, land record and panchayati raaj services, these services are not enough we need PAN card and e – district services also, please activate them.

Mr. Ravi Shankar Rao, VLE, Umrel

VLE responses and quotes: - District- Jaipur



Approx. 1.5 hours activity was conducted during which team has performed, nukkad natak, distributed leaflets, played AV, quiz show, services demo, etc. to create awareness it was very interesting

Currently through my centre I am providing only cast and domicile services, we need more G2C services especially driving licensing and Aadhaar card.

Mr. Naveen Jhajharia, VLE, Rajnataua



My centre is now known to many people after this activity, services queries has also increased at my centre, people in my locality are now much aware about NeGP

RPSC, cast certificate and land record services are available through my centre, my locality require more relevant services such as mobile recharge, railway ticketing and Pan card.

Mr. Ghori lal, VLE, Chandwaji



I wish this programme is repeated in future, it was a good initiative and has been very useful in creating awareness about my centre and NeGP

I am able to provide only cast certificate and land record services, people in my locality keep asking for driving license, banking and LIC payment services, please activate them

Mr. Jaypal Singh, VLE, Dadal

VLE responses and quotes: - District - Bhilwara



This activity has increased awareness about my center, team has conducted activities like nukkad natak, quiz show, demonstration, etc.

Services available through my center are domicile certificate, telephone/ electricity/ water bill payment, RPSC and rail ticketing (doing separately), I would request to please activate driving license and Aadhaar card services as people in my locality are facing many problems in accessing these services.

Mr. Rajeender Singh, VLE, Shopura

Conducted activation in some of the worst terrain conditions

Van based activity was conducted at my center, the team has given good performance to create awareness about my center. I am thankful for this support.

Services available through my center include domicile and cast certificate, electricity bill payment, RPSC and e-stamping.

If Aadhaar card and banking service is also activated it will be very beneficial for the people of my locality.



Mr. Lela Darasingh, VLE, jalindri



Immediate increase in footfall was noticed after the activity, people were amazed to know about the benefits of NeGP

I am serving people through services like cast and domicile certificate, telephone / electricity bill payment and RPSC. However these services are not sufficient please activate e- district services.

Mr.Banwari Saraswat, VLE, Brunghni

VLE responses and quotes: - District - Kota



Awareness activity has created lots of footfall at my centre, please repeat this activity
Currently I am providing cast certificate, electricity/ telephone bill payment, RPSC, photocopy and land records

O would like to bring into notice that we have been repeatedly requesting for PAN card and Aadhaar card services, please activate these services as soon as possible

Mr. Pawan Jain, VLE, kanwas



I am happy with this van based activity conducted at my centre it created awareness about NeGP

Services like DLF insurance, land record, electricity bill payment and cast/ domicile/death/birth certificate are available through my centre.

PAN card, mobile/DTH recharge are required here, please activate them at the earliest

Mr. Ashoka Goyal, VLE, Khaoutali



Team has conducted many activity during the awareness programme at my centre, people in my locality are now much aware about the benefits of NeGP

My centre is capable of providing cast/ birth certificate, land record service, photocopy, mobile recharge and electricity bill payment to people.

However many needed people are coming to my centre for Pan card, banking and insurance services, please activate these services so that I can help them.

Mr. Anwar Hushain, VLE, Etawa

Activity snap shots



Demo



Leaflet distribution



Quiz and giveaways



Film Show



VLE speech

➤ **Challenges:**

- ⌚ VIP visits was very low in most of the districts
- ⌚ VLEs were de motivated because of non availability of relevant services especially in Bhilwara and Kota districts.
- ⌚ Terrain conditions were bad in remote areas

➤ **Learning:**

- ⌚ It was observed during the activity that services like PAN card and Aadhaar card are much in demand among VLEs throughout the Rajasthan
- ⌚ Activated services are unevenly available at CSCs.
- ⌚ Presence of VIP also attributes to the greater participation of audience
- ⌚ VLEs motivation was enhanced after the activation.
- ⌚ Final route plan should be provided before the activation and should not be disturbed after as it leads to various on ground issues such as delay in reaching locations.

Rajasthan:

The state has provided excellent to the campaign however, service availability at CSCs were unevenly distributed for e.g. in kota & Bhilwara district, there were only few services available. One of the major services in demand is Aadhaar card facilitation. Overall the CSCs have been delivering good number of services with the launch of e-District scheme, the CSCs will be fully optimized



इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
संचार एवं सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार



Activity Completion Report Uttar Pradesh



SAHAJ



eG राष्ट्रीय e-गवर्नेंस योजना
National e-Governance Plan
एक कदम आपकी ओर
एक कदम आपके लिए
Public services closer home

8. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 187 highest performing CSCs were selected strategically through online monitoring tool across five districts namely Sitapur, Basti, Gorakhpur, Ghazipur, Allahabad. Once approved these CSCs were then mapped into effective route comprising 94 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Sitapur	27/11/2012	13/12/2012	33	1433	325	Electricity bill, Land record, Insurance, banking, Death/ birth certificates
2	Basti	15/12/2012	31/12/2012	32	1094	225	Banking, ration card, MNREGA, Electricity bill
3	Gorakhpur	01/01/2013	19/01/2013	37	1175	296	Land record, ration card, birth/ death certificate, passport, electricity bill
4	Ghazipur	20/01/2013	10/02/2013	36	1437	479	MNREGA, ration card, PAN,, Gas booking, electricity bill, rail ticket
5	Allahabad	11/02/2013	06/03/2013	44	1420	495	Rail ticket booking, Pan card, Aadhaar card.

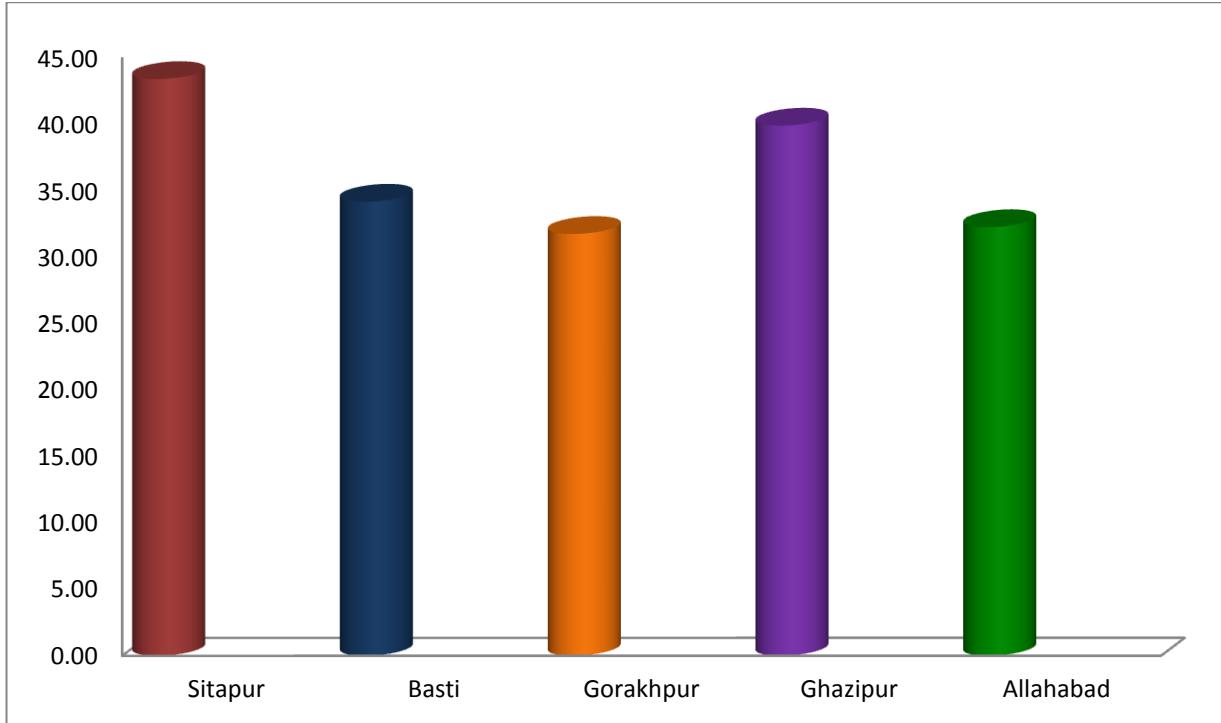


Fig 1: Footfall trend per CSC during the activation in the six district of UP

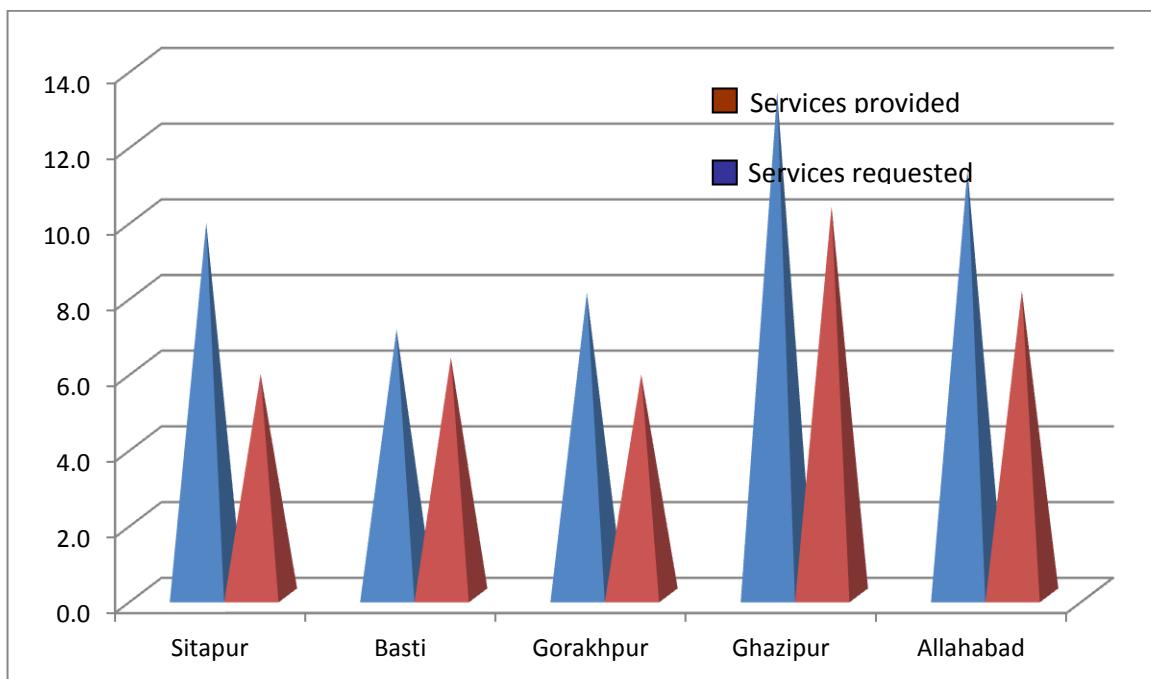


Fig 2: 'Services requested' versus 'services provided' in the six activity districts of UP

- ➲ Over 100 footfall was received per day during this campaign out of which highest turnout was from Ghazipur district i.e. 1437.
- ➲ Average service enquiry was 10 which show there is sufficient level of interest and penetration of e-governance services in Uttar Pradesh.

Launch Day Event:-

The CSC outreach programme was launched in Uttar Pradesh by Sh. Jeevesh Nandan, Principal Secretary (IT), Government of Uttar Pradesh from Lucknow on 26th November, 2012.

The event was conducted at UPTRON building in Lucknow. Approx 150 people were present in the launch. The event started with the welcome speech from Mr. Rishi who greeted the dignitaries and explained the details of CSCS outreach programme. The attendees

were mainly from the Govt. departments, panchayat officials and VLEs (village level entrepreneurs) of the districts. The launch was supported by print advertisements, in the leading newspapers of state.



Sh. Jeevesh Nandan, in his speech said that NeGP is an initiative of the government to bring common services closer to people and in their locality through information technology. 'This is a cost effective medium for the common man for accessing various govt. services from anywhere. These services are available through common service centre which are working as a delivery point wherein with the help of VLE anyone can take benefit of this programme', he said. "In UP so far 1282 CSCs are installed and more than 5000 CSCs will be installed in coming future" he added.

He explained the campaign to the visitors: In order to support the CSCs at the grassroots & spread awareness about e-governance in villages, Department of Electronics & Information Technology

has planned the outreach activity in nearly 3000 CSCs across the country. In Phase-I, the campaign is being rolled out in 11 states (Jammu & Kashmir, Uttar Pradesh, Uttarakhand, Bihar, Goa, Maharashtra, Rajasthan, Madhya Pradesh, Chhattisgarh, West Bengal and



Jharkhand) covering approximately 1343 CSCs



VIP visits during activity

To maximise the advantage of this campaign VLEs of selected CSCs arranged to invite VIPs during the activity at their location, wherein the VIPs inaugurated the activity and explained about the elements and benefit of this programme which helped motivate the people associated with this campaign. VIP visits have also been beneficial in generating footfall and keeping people engaged during the activity. Details of VIPs who inaugurated the activity are as follows:

- Mr. Anupam Kumar, Sarpanch, inaugurated the activity in Bishwan Ajmal village in Sitapur district and said awareness activity will help people understand how NeGP is changing their lives and how people can easily avail its benefits.
- Mr. Mukhlash Chandra Yadav, Samaj Sewak inaugurated Dubakhara activity and quoted people should associate with this campaign and utilise its benefits.
- Ms. Geeta Devi, Grampradhan inaugurated the activity of Sidhaut in Ghaziupur and said that people can get various govt. services without going physically to govt. offices all they have to do is visit this CSC and ask for the available service
- Mr. Prakash Yadav, who inaugurated activity at Baharia of Allahabad said that e governance programme will ease our life beyond expectation, govt. services are being provided in minutes at our nearest CSC wherein these services are provided through internet. People need not to face the hassel of visiting offices for their work, services are now near to their doorsteps.

Participation & Support from the state:-

State representatives were closely associated with the campaign from beginning and extended support at every front which contributed to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 30) Mr. Jeevesh Nandan, Principal Sec. IT, Uttar Pradesh has been very supportive during the initial planning for launch, his valuable direction has lead to the successful launch of CSC outreach programme , he was also actively involved in assigning responsible individuals for creating and approving route plan.
- 31) Mr. Rishi has been very supportive for the internal coordination in state and arranging necessary permissions for smooth execution of activation.
- 32) Mr. Anurag Srivastava, District Manager, has supported by coordinating with VLEs and activation team during activation in Basti District.
- 33) Mr. Robin Son Rawat, District Manager, has supported by coordinating with VLEs and activation team during activation in Gazipur District.
- 34) Mohd. Sadat khan, District Manager, has supported by coordinating with VLEs and activation team during activation in Gorakhpur District.
- 35) Mr. Abhishek Awasthi, District Manager, has supported by coordinating with VLEs and activation team during activation in Sitapur District.
- 36) Mr. Sahib, District Manager, has supported by coordinating with VLEs and activation team during activation in Allahabad District.

VLE responses and quotes: - District- Sitapur



This activity has been a good experience. Good awareness was created and many people participated

Through my CSC I am providing many services such as Income/ domicile certificate, recharge, solar light renting and land record

Also may I suggest that banking and electricity bill should be activated as many people has been visiting and asking for this services

Mohd. Janeedh, VLE, Behma



Activity conducted at my CSC was very impressive... people enjoyed the nukkad natak and quiz show. The footfall has now increased at my centre.

Currently I can provide only certificate services such as income, caste and domicile.

Please activate more government services such as land record and insurance

Mr. Prem Prakash, VLE, Kanhera



Activity at my centre has increased the footfall beyond my expectations. I am really thankful to the government for this support.... it has created good awareness about my centre.
.....but i am not happy with the no. of services being provided, currently I can provide certificates services only.
We have urgent requirement for insurance, electricity bill and job card services, please activate them as soon as possible

Mr. Mewalal, VLE, Kalichauraha

VLE responses and quotes:- District- Basti



Low footfall was a problem at my CSC but after this activity lots of people are coming to my center by themselves.... the activity was very interesting and useful in creating awareness about my center

However services availability at my center has been very poor, currently I can provide only certificate and land record service, I have repeatedly made requests/complaints but no action has been taken so far.

Please activate as many govt. services as possiblemainly insurance, electricity bill payment and banking

Mr Amit Kumar, VLE, Hasina bazaar



Activity conducted at my center was satisfactory; team visited gave demo, performed nukkad natak, quiz and film to create awareness

Currently I am providing only photocopy, income/ caste certificates and land record service.

We require electricity bill and ration card service at the earliest

Mr.Taramnum, VL, Dasia



Activity has increased awareness about my CSC.....The team has done interesting work, we should keep getting such support after regular intervals.

Currently I can provide recharge and land records, we need MNREGA card, ration card, and banking service at my centre.

Mr. Shamsher Singh, VLE, Marwalia

VLE responses and quotes: - District- Gorakhpur

I am very happy with the activity conducted at my centre, the footfall has now increased and many people got involved during the activity.

Currently through my centre i am providing domicile/ income/ caste certificate, e- learning and land record.

Many other services were promised at the time of opening of this centre but we have not received much.... demand for banking and electricity bill service are urgent , please activate them



Mr.Mahesh Kumar, VLE, Jhangia

Activity was satisfactory, I appreciate this initiative, nukkad natak and quiz show was liked a lot, people were involved throughout the activity

Presently i can provide only income and caste certificates, we need more services such as MNREGA job card, land record, ration card, , birth and death certificate



Mr. Vivek Dubey, VLE, Bevri

I am thankful to government for this support, people are now aware about the benefit of NeGP and are visiting my CSC more frequently for services

I am providing few services only such as domicile and caste certificates and photocopy.... to manage my center expenses I am also doing side business.

Please provide more government services like passport, insurance and electricity bill .

**Nonstop 94 days
of activity was
conducted**



Mr. Ashish Singh, VLE, Newas Ghagharsa

**100% VLEs presence
throughout the
campaign**



VLE responses and quotes: - District- Gazipur



Activity was a good experience for people here.....awareness was created for my centreit also helped in making people understand the benefit of NeGP

Many services are available at my centre, land records and certificate services are doing very well.

If ration card and MNREGA service is also provided it will be more beneficial

Mr. Vijay Shankar , VLE, jeevpur



Around 1.5 hours activity was conducted at my centre, it was good experience, team created lots of awareness through their various entertainment mediums, people enjoyed it a lot

Currently I am doing well with the available services such as land records and certificates but if electricity bill is also provided it would be helpful

Mr. Vishwa Prakash Rai, VLE, Veerpur



Good activity has happened at my centre, activities like nukkad natak, demo, leaflet distribution, AV display were conducted high awareness and increased footfall at my centre.

Currently I am providing land records, photocopy, recharge and insurance.

We need more services such insurance, PAN card and gas booking

Mr. Siyaram Singh, VLE, Shonwal

VLE responses and quotes:- District - Allahabad

Good activity was conducted at my centre and team performance was satisfactory, it happened for around 2 hours and generated lots of awareness about my centre.

I am very happy with the services provided; all services are available at my centre, which are very helpful to people.

However if railway ticket booking is also provided it would be more beneficial



Mr. Pradeep Kumar, VLE, Amba

This activity has been great support for creating awareness about my centre, I am thankful to govt. for this support

Currently many services are available at my centre such as certificate; land record, mobile/ DTH recharge etc.

We have also observed for the potential demand of railway ticket booking service, please activate it.



Mr. Sudhakar Singh, VLE, Manpur

The activity conducted was very supportive for my center, good awareness was created through, demonstration and nukkad natak, quiz show was conducted. Such kind of promotional activity should keep happening after regular intervals. Currently i am providing many services and doing well, services available at my centre includes certificates, land record, insurance, data entry.

However we have strong demand for PAN card and Aadhaar card also, please activate theses services as soon as possible.



Mr. Manoj Kumar, VLE, Kapari

Activation that resulted in immediate increase in footfall for VLEs

Activity snap shots



Demo



Leaflet distribution



Nukkad Natak performance



Film Show



MC Intro



VLE speech

Challenges:

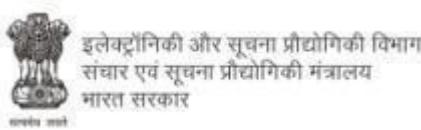
- ➲ Bad terrain condition caused van break down in Ghazipur district on 21st Jan, 5th Feb and 6th Feb because of which we lost 3 days.
- ➲ Absence of VIP at location affected the impact of activation.
- ➲ In Allahabad, due to heavy rains on 15th and 16th Feb activity could not be done.
- ➲ On ground shuffle in CSCs of approved route plan made it challenging to trace the van and activity on daily basis.

Learning:

- ➲ Allahabad is the best performing district in the state; many services are available at CSCs
- ➲ VLEs were highly motivated after the activation, this has not only created awareness for their CSCs but has also increased the footfall at their centre
- ➲ Services like electricity bill payment, Aadhaar card and Pan card should be activated at the earliest
- ➲ Presence of VIP also attributes to the greater participation of audience
- ➲ Final route plan should be provided before the activation and should not be disturbed after as it leads to various on ground issues such as delay in reaching locations.

Uttar Pradesh:

State has wide network of CSCs. Ghazipur and Allahabad districts are performing very well. However long delay in activating government services are forcing VLEs to back out especially in Gorakhpur district. Earliest action is required for activating services to restore the VLEs trust. The activation was appreciated throughout the state.



राष्ट्रीय जल

इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
संचार एवं सूचना प्रौद्योगिकी मंत्रालय

भारत सरकार



उत्तराखण्ड शासन

Activity Completion Report Uttarakhand



RELIANCE
Anil Dhirubhai Ambani Group

eG राष्ट्रीय इ-गवर्नेंस योजना
National e-Governance Plan
एक कदम आपकी ओर
एक कदम आपके लिए
Public services closer home

9. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 125 highest performing CSCs were selected strategically through online monitoring tool across five Districts namely Haridwar, Udhampur, Pithoragarh, Almora and Nainital. Once approved these CSCs were then mapped into effective route comprising 57 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. Of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Haridwar	23/11/2012	04/12/2012	32	1486	949	Electricity / water/ telephone bill payment, gas / water connection, certificates – death, birth, domicile, voter ID card, ration card, land records, passport
2	Udhampur	05/12/2012	16/12/2012	25	1058	275	Electricity / telephone bill, old age pension, Land record, Birth / death certificate, passport
3	Pithoragarh	18/12/2012	23/12/2012	13	545	110	Electricity bill, ration card, land records, birth certificate, passport, Pan card, gas connection, MNREGA payment, Old age pension
4	Almora	24/12/2012	28/12/2012	10	399	71	Telephone bill, electricity bill, revenue dept., gas connection, passport, birth / death certificate, land records
5	Nainital	29/12/2012	18/12/2012	45	1736	375	Electricity / telephone bill, revenue dept, Birth / death certificate, employment exchange, land records, gas connection, ration card,

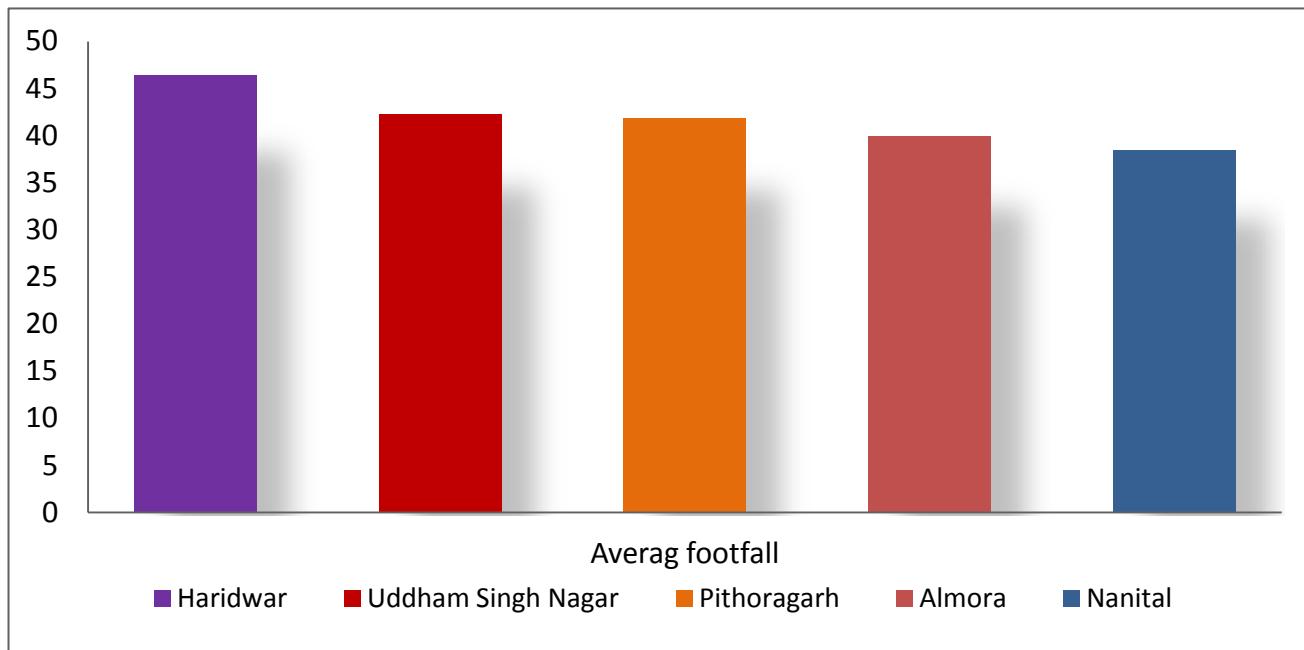


Fig 1: Footfall trend during the activation in the five states of Uttarakhand

Average Footfall

Fig 2: Analysis of 'Services requested' versus 'services provided' in the five activity districts of Uttarakhand

- ➲ Average footfall per day were close to 120 out of which highest turnout was from Nanital dist. i.e. 1736
- ➲ Average service enquiry per day was 29 which shows there is sufficient level of interest of e-govt services in Uttarakhand

Launch Day Event:-

The Rural Outreach campaign in Uttarakhand was flagged off by Sh. Anand Srivastava, ADM from DC office in Haridwar on 23rd, November, 2012.

Mr. Sanjay Mathur, Nodal Officer, IT and Mr. Shamim Khan, Head, Reliance Communications (Service Centre Agency) were other dignitaries present at the launch. Approx 250 people attended the launch at DC office of Haridwar dist. The attendees were from the govt departments, panchayat officials, Reliance (Service centre agency, Uttarakhand) and VLEs (village level entrepreneurs) of

the districts. The launch was supported by print advertisements, in the leading newspapers of state. Mr. Anand Srivastava in his inauguration speech quoted that e-uttara kendras are easing the lives of citizens in Uttarakhand, there are already more than 2500 CSCs in state and soon more will be installed, NeGP is major initiative of Govt. of India through which various services are

now being provided online to common man which not only save their time and money but also transforming their lives.

He also said that this outreach programme will help in further minimising the gap between CSCs and citizens. This programme will be very helpful in creating awareness about benefits of CSC and motivating people to utilise these service for their convenience.

A brief introduction about the programme was given by Mr. Pranjal Kalita, Consultant, NeGP, Delhi in which he explained that the outreach campaign will be conducted for 2 months in Uttarakhand during which van and its team will be visiting 125 CSCs in 5 districts of the state and create awareness about CSCs through various

infotainment activities.



Local VIP visits during activity:

- While inaugurated the activity of Bhakiyasen CSC in Almora District on 28th Dec., 2012 , Mr. Dhawan Singh, President, Morcha Nivedak Party quoted that now various govt. services were now available conveniently through CSC for which earlier people used to face lots of difficulties. He thanked Govt. of India for NeGP initiative.
- Mr. Ramesh Verma, Purv Pradhan while inaugurated Muwani CSC of District Pithoragarh on 21st December, 2012 quoted that this is govt. of India scheme through which various govt. services are being provided to people through CSC, now people need not to travel to govt. offices, services are available under one roof through online medium at CSCs.
- Mr. Umesh, Pradhan, inaugurated Jaggihalduchaur CSC of Nanital district on 12th January, 2013 and said that it is a golden opportunity for citizens earlier they have to visit personally to govt. offices for accessing any service but now due to e governance scheme by government they can access these services from their nearest CSC.
- Ms. Sunita Arya, Pradhan while inaugurated the activity at Chorgaliya CSC of Nanital District said that it is under e governance plan through which various govt. services are being provided through CSC and asked people for utilising CSC for conveniently accessing these services.
- Mr. Samrat Sharma, Block Pramukh inaugurated the activity of Karaundi CSC in Haridwar District on 28th November, 2012
- Mr. Naresh Kr. Verma, Mgr. PNB Bank inaugurated Bhupatwala Kala CSC of Haridwar District on 3rd December, 2012
- Mr. Vikash Sharma, BJP member inaugurated Rampura CSC of District Uddham Singh Nagar on 13th December, 2012



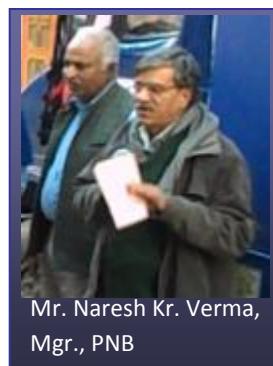
Mr. Ramesh Verma,
Purv Pradhan



Mr. Vikash Verma, BJP
Member



Mr. Dhawansingh,
President, Morcha
nivedak Party



Mr. Naresh Kr. Verma,
Mgr., PNB



Mr. Umesh, Pradhan
at Jaggihalduchar CSC



Smt. Sunita Arya,
Pradhan at Chorgaliya
CSC

Participation & Support from the state:-

- 37) Mr Sanjay Mathur, Nodal Officer, State IT Department, Uttarakhand supported the activation during initial stage of planning for outreach programme in Uttarakhand.
- 38) Mr. Shamim Khan, State head (Reliance), Uttarakhand provided all necessary coordination and on ground support required during activation through allocating district wise SCA representative for liasoning between VLEs and activation team. Also Mr. Shamim has actively handled on-ground issues pertaining to alternate CSC allotments wherever required.
- 39) Mr. Kasim was on ground SCA representative from Reliance and has been supportive in coordination with VLEs during the activation in Haridwar District.
- 40) Mr. Rajeev and Mr. Anup was on ground SCA representative from Reliance and has been supportive in coordination with VLEs during the activation in Uddham Singh District and Pithoragarh District
- 41) Mr. Akram Khan was on ground SCA representative from Reliance and responsibly coordinated with VLEs during the activation in Almora and Nanital district.

VLE quotes: - District - Haridwar



The programme conducted at my CSC was very good, it happened for around 1.5hrs, crowd enjoyed nukkad natak performance.

Currently I've not been able to provide any govt. services from my CSC, only mobile / DTH recharge service are available with me but it don't pull much customers.

I would like to bring to the notice of government that there is strong demand for govt. services like PAN card, Certificates – birth/death and land record in my locality. At least these services should be provided immediately.

Mr. Vivek Kumar Saini, VLE, CSC Bahbetti

Activity at my CSC was satisfactory, however since govt. services are not active at my CSC, i have no option but to open my CSC once in 4 days. Currently I am able to provide only recharge services.

I would request to activate certificate – birth / death, PAN card and land records at my CSC as I am getting frequent request for these services in my locality.

Also internet connectivity is low and something needs to be done about it.



Mr. Vibhu Chinmay, VLE Shivalik Nagar



Extensive activity has happened at my CSC and I am thankful to the Govt for this programme as this will increase footfall at my CSC.

Currently I am providing e ticketing, recharge and LIC premium services through e- Suvidha. There is no G2C service active at my CSC

We have urgent requirement for PAN card, certificates – birth /domicile and passport, these services should be activated immediately. Also it will be better if we can keep getting guidance from govt. in future regarding upcoming services as this will be helpful in promoting our business.

Mr. Deepak Gupta VLE, Brahmpuri

VLE responses and quotes:- District Udhampur Nagar



Activity was beneficial and awareness was generated at our CSC, but currently we don't have services to offer only ticket booking is being provided. We have urgent requirement for maximum G2C services and would request to immediately start Land record, passport application, certificates and electricity bill services as we are getting frequent queries for these services.

Also e -utra is main earning medium for my family, I request govt. that until sufficient G2C services are not activated I won't be able to earn reasonable sum to support my family.

Mr. Sarfaraz Alam who attended the activity on behalf of her wife Ms. Nazma Begum, VLE of Beljudi CSC



Good activity was conducted at my CSC for around 1.5 hrs. However without active G2C services i will not be able to help people in my locality. Currently i can provide only two services through e-Suvidha i.e. railway reservation and LIC premium submission.

I humbly request electricity bill and land record services should be started ASAP so that i can support people in my locality and can earn respectable income.

Mr. Anurag, VLE, Banskheda CSC



Activity was good, it was conducted for around 2 hours, i am thankful to govt. for this support. Currently i am providing PAN card and railway ticketing from my CSC. My expenses are more than my earnings. He also said that from last 3 years we are being told that soon G2C services will be available but so far no service is available

He also quoted that there is urgent requirement for Aadhaar card, Passport, Certificate and Land records in his locality. These services should be started immediately.

Mr. Harwinder Singh, VLE of CSC Shimla

VLE responses and quotes:- District - Pithoragarh

Awareness activity conducted at my CSC was satisfactory, currently i am able to provide mobile and DTH recharge, PAN card, rail and air ticket booking from my service and has urgent requirement for govt. services. Like employment exchange registration, Land records, electricity/ telephone bill.



Mr. Dayendra Singh, VLE, CSC Bana

Good activity was conducted at my CSC, nukkad natak and announcements helped in creating awareness about e-uttra. However I've not been able to provide any G2C service from my CSCs as they are not active. Currently i am able to provide handful services namely LIC premium, mobile / DTH recharge and PAN card. I am receiving frequent queries for gas booking and domicile certificate. Govt. should activate these services .immediately.



Mr. Dinesh Kumar, VLE, CSC Kandakiralli

I am very happy with the activity conducted at my CSC, such activities should keep happening at regular interval basis. Currently I am able to provide only mobile / DTH recharge service and e-ticketing. We were promised that many G2C services will be available but no services have been provided so far. Pan card, electricity billing, gas booking and Land records should be activated as people in my locality are facing lots of problems for accessing these services.



Mr. Surender Singh, VLE, Muwani CSC

VLE responses and quotes:- District - Almora



Activity was good and lot of awareness was generated, however currently i am providing only e Suvidha services like mobile / DTH recharge and PAN will be added soon, but demands are mainly for govt. Services which I don't have.

Services like Land record, ration card, Voter ID card and Certificates – birth/ death are in huge demand and should be activated.

He also said that we are sure govt. is trying to activate G2C services but would request to please activate these services urgently as we are facing lots of problems in running our CSC.

**Mr. Dewan Singh Shjwali attended the activity
on behalf of her wife Ms. Heema Shjwali, VLE Darnaula CSC**

Activity conducted was satisfactory. It would be better if we can be provided with more G2C services. Currently I am providing mobile and DTH recharge at my CSC.

We don't have any govt. service available, there is strong demand for Electricity bill payment and land records.

These services should be activated immediately as people in my locality are facing lots of problems and keep asking when these services will be available.



Mr. Prakash Singh, VLE, CSC Pubhaun

Activity conducted was very good, people kept coming and enjoyed it, I am thankful to govt. for providing this support.

But I have to complain that while allotting the CSC I was promised that many G2C services will be available, however till date not a single govt. service has been provided.

I would request govt. to please activate ration card, voter ID card and land records as I am getting regular queries from people in my locality asking when these services will be available. Once these services are activated it will ease the life of people in my village.

Mr. Vineet Agarwal, VLE, CSC Ranikhet



VLE responses and quotes: - District - Nainital

Activity at my CSC was satisfactory. But govt. should focus more on activating govt. services, we have urgent requirement for Land records and Electricity bill services.

Currently, I am providing mobile/DTH recharge rail/ air ticket booking and Pan card service through e-Suvidha from my CSC



Umesh Chandra, VLE, CSC Ramnagerrinch

The activity was good, team has performed nukkad natak, it has helped in creating awareness about my CSC. Currently I am able to provide e Suvidha services like Mobile/ DTH recharge, Rail/ air ticketing but these days it's difficult to operate this portal as processing is very slow.

I have still not received my e-uttara login ID. Also people in my locality keep coming to my CSC asking for govt. services especially Certificates – birth/death/domicile, Land records, Voter ID and Electricity bill payment and should be activated on urgent basis.



Mr. Rakesh Narang, VLE, CSC Subhash Market

Good activity was conducted by the team at my CSC. Currently, I have urgent requirement for government services like land record and electricity bill. Unless more of govt. services are activated, I cannot make my business profitable. It has been more than 2-3 years and we hope that now maximum G2C services will be activated.



Mr. Jagat Singh, VLE of CSC Anmol Kot

Activity snap shots



Service Demo



Leaflet dissemination



Nukkad Natak performance



Film Show



Setup



Outdoor



Banner



Kiosk

Challenges:

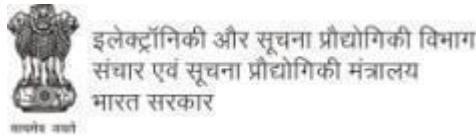
- ⌚ Negative and reluctant behaviour of VLEs was one of the hurdles during activation; many times the team was forced to wrap up without completing the activity. VLEs in Dharampura and Zarausi in Haridwar and Damadunga CSC in Nanital refused to allow activity at their locations despite repeated requests.
- ⌚ Bad terrain conditions during the activity caused equipment breakdowns during activation in Udhampur Singh Nagar district and delay in reaching activity locations namely Chormuniya in Pithoragarh district and Chilkiya CSC in Nanital district
- ⌚ Re routing the activation from Pithoragarh after Udhampur Singh Nagar District was challenging as it required chasing the revised route plan approval and coordination chain. At the same time VLEs were also need to be informed about the modified plan of action.
- ⌚ In comparison to other states, departmental support was least in Uttarakhand. The state department did not react and provided support even after lodging an official complaint about improper and abusing behaviour with female employee at agency's office by one of the VLEs named Gurpreet Kaur Uppal of Udhampur Singh Nagar. We didn't get response from the state even during riot situations at Bering CSC and Nasni CSC in Pithoragarh Distt where the van and the team was surrounded by angry VLEs demanding for refund of money from Reliance (SCA). During all these crises team themselves managed and handled the situation.

Learnings:

- ⌚ High demands for govt. services were noted viz. Land Records, Electricity /Telephone bill payment, Certificates and voter ID cards. Written applications have been provided to the team by the VLEs for activating these services (attached)
- ⌚ Other G2C services catching up demands in Uttarakhand are banking services, passport, Old age pension, Water bill payment, income tax and Tehsil services.
- ⌚ Activation campaign should be avoided during peak winter season i.e. between December end and January to escape vagaries of nature so as to conduct the activities smoothly and with increased participation of people.
- ⌚ It is important that State department, SCA and VLEs are in sync before the activation starts. This could have avoided many miscommunication and crises faced during activation in Uttarakhand.
- ⌚ VIP visits at locations also increases the footfall and interest during activity. Hence, VIPs should be requested to be a part of this campaign by at least inaugurating the program.

Uttarakhand:

There are no G2C services available in the state which has largely affected the business visibility of CSCs in the state. Adding to this challenge, the connectivity in the state is very poor as a result of which a few or handful of B2C services such as DTH, e-suvidha services portal, mobile recharge, ticket booking are only being offered to the citizens. As quoted by most of the VLEs, SCA (Reliance) has misled the VLEs by committing to provide equipment & services against some advance deposit. It has been more than 4-5 years since the VLEs have been appointed but have not been given any support thereafter.



Activity Completion Report Jharkhand



अपने गाँव के प्रकल्प केंद्र पर है पाना



10. Coverage Map & Plan



An effective route plan was essential component of this campaign which was prepared along with the cooperation and support from NeGP, state IT Department and SCA. 24 highest performing CSCs were selected strategically through online monitoring tool across seven Districts namely Ranchi, Ramgarh, Bokaro, Giridih, Devgarh. Once approved these CSCs were then mapped into effective route comprising 12 days of activity. Route plan was designed in a way that 2 CSCs are covered each day during the activation to ensure sufficient activity time at each location.

S.No.	Dist	Date		No. of CSCs	Footfall	No. of service requested	Name of Services
		From	To				
1	Ranchi	23/01/2013	25/01/2013	5	265	48	Electricity bill, land record Voter ID
2	Ramgarh	25/01/2013	27/01/2013	4	205	34	MNREGA, Aadhaar, and electricity bill
3	Bokaro	27/01/2013	29/01/2013	5	365	85	Insurance, Aadhaar, PAN card, Electricity bill payment
4	Giridih	30/01/2013	01/01/2013	5	320	73	Pension, electricity bill, MNREGA, PAN card
5	Devgarh	01/02/2013	01/02/2013	5	365	69	Land record, electricity bill, banking

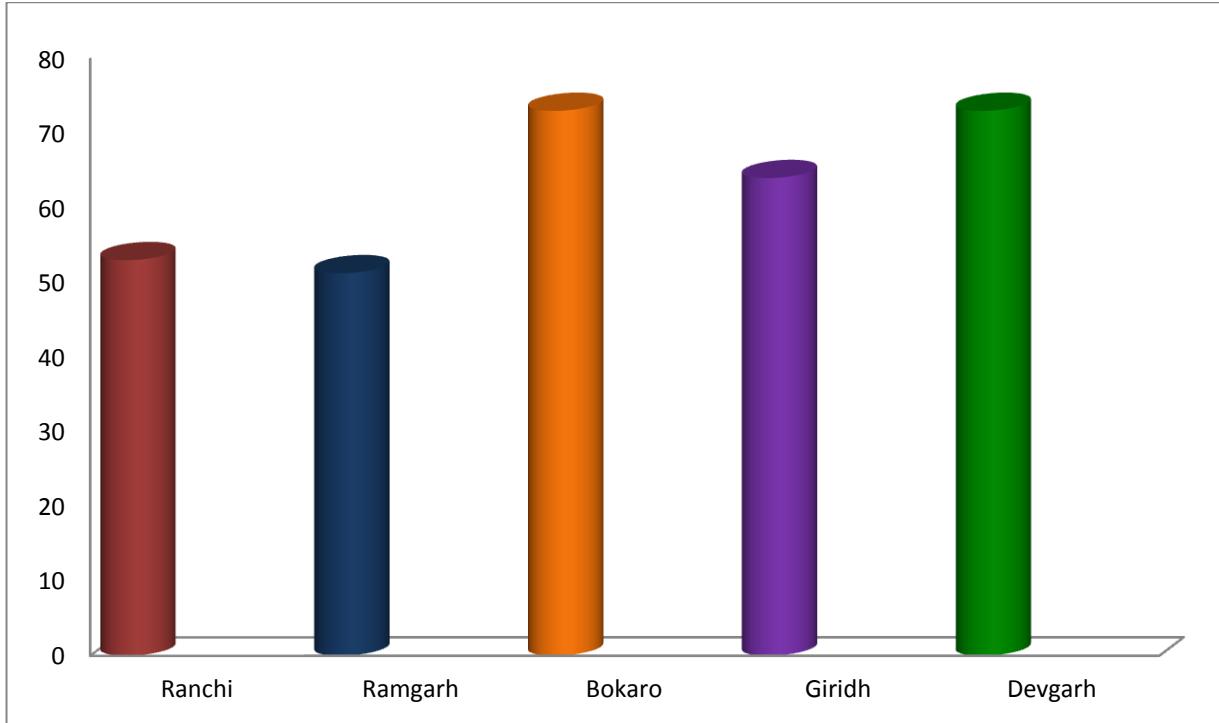


Fig 1: Footfall trend per CSC during the activation in the six district of Jharkhand

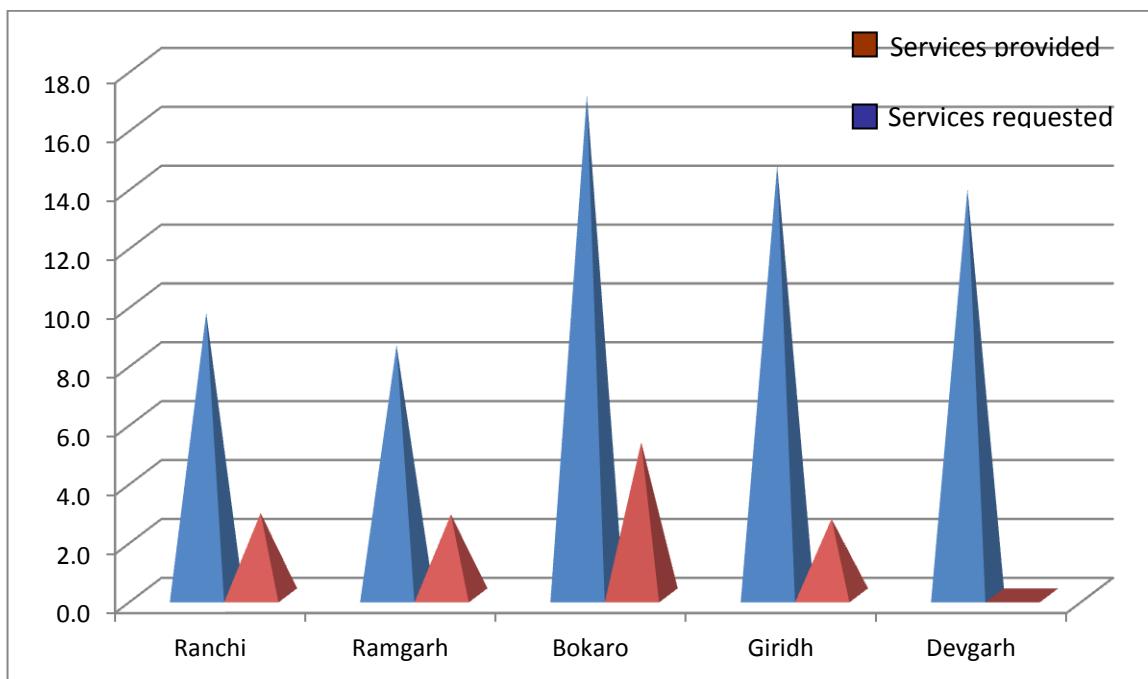


Fig 2: 'Services requested' versus 'services provided' in the six activity districts of Jharkhand

- ➲ Over 130 footfall was received per day during this campaign out of which highest turnout was from Bokaro & Devgarh dist where in total 365 footfall was received in each District.
- ➲ Average service enquiry was 26 which shows there is sufficient level of interest and penetration of e-governance services in Jharkhand.

Launch Day Event:-

The CSC outreach programme in Jharkhand was flagged off by Sh. Sushil Kumar Chaudhary, Chief Secretary, Government of Jharkhand from Ranchi on 22 Jan, 2013.



The welcome speech was given by Ms. Vineeta Dixit, Principal Consultant, NeGP who briefed about the Outreach campaign; approx 150 people attended the event at Secretariat in Patna, Bihar. The event started with the welcome speech from Ms. Vineeta Dixit who greeted the dignitaries and explained the details of CSCS outreach programme. The attendees were mainly

from the Govt. departments, panchayat officials and VLEs (village level entrepreneurs) of the districts. The launch was given due publicity through print advertisements in the leading newspapers of the state.



Speaking on the occasion Chief Guest Sh. Shushil Kumar Chaudhary, Chief Secretary, Government of Jharkhand said that



NeGP is already changing the life of people in Jharkhand. The state is actively involved with this ambitious programme started by the central government to ensure that people receive essential govt services in their locality easily. He also said that CSC outreach campaign will further help in creating awareness about NeGP and motivate more people to associate with it.



Mr. N.N Singh, Principal Secretary, IT, Jharkhand in his speech said that the power and potential of IT on the lives of the people is well recognised. "We believe that the development in the field of Information and Communication Technology (ICT) can be effectively leveraged to deliver a variety of information and services to the citizens efficiently", he added.

"The National e-Governance Plan is a nationwide e-Governance initiative. Around this plan, a massive countrywide infrastructure reaching down to the remotest of villages is evolving, and large-scale digitization of records is taking place to enable easy, reliable access over the internet. The ultimate objective is to bring public services closer home to citizens, as articulated in the Vision Statement of NeGP", he further added.

**More than 1500
footfall in 12 days
activity**

VIP visits during activity

To maximise the advantage of this campaign, VLEs from many CSCs invited VIPs during the activities at their locations. The VIP inaugurated the activity and then explained about the elements and benefit of this programme. Presence of VIP during the event helped motivate the people associated with this campaign. VIP visits have also been beneficial in generating footfall and keeping people involved during the activity. Details of VIPs who inaugurated the activity are as follows:

- Ms. Munni Devi, Mukhiya inaugurated activity of Hundur, District Ranchi and quoted that this support programme will be educating people about benefits of Pragya Kendra through various infotainment activities, therefore please involve in this programme and utilise it for your own benefit.
- Mr. Manoj Kumar, Sarpanch, ianugurated activity of Akadonikala, Girldhiih District and said that Pragya Kendra are opened by the government to enable you to easily access various government services without visiting government offices.



Ms. Munni Devi
at Hundur



Mr. Manoj
Kumar

Participation & support from the state:-

State representatives were closely associated with the campaign since the beginning and extended support at every front that lead to the success of this campaign. Individuals who provided critical and essential support during the activation are as follows:

- 42) Mr. N.N. Singh has been very supportive and was actively involved in SCA meeting; it was under his supervision that execution of the CSC outreach was planned. He has been very motivational during the whole campaign.
- 43) Mr. Rajesh, SCA, JAPIT has been involved in approving route plan and arranging for necessary permissions, they has been actively involved throughout the on ground activation.
- 44) Mr. M. Raja, SCA supported by coordinating during on ground activity in Ranchi District
- 45) Mr. Vipin Gupta, SCA supported by coordinating during on ground activation in Ramgarh District
- 46) Mr. Lalji Sharma, SCA supported by coordinating during on ground activation in Giridih District
- 47) Mr. Rajeev, SCA supported by coordinating during on ground activation in Deogarh District

VLE responses and quotes: - District -Ranchi



Interesting activity was conducted, i am thankful for this initiative; such activities should be conducted regularly as it helps a lot in creating awareness among people.

Currently i am providing death, birth and domicile certificate along with recharge and banking facilities but we need electricity bill payment service as it being continuously asked in my locality.

Mr, Yogeshwar Prasad, VLE, Hundur

Activity conducted at my CSC was good, team visited performed nukkad natak, they also played AV and gave demonstration to people.

Currently i am providing domicile and birth certificates, photocopy service and banking service but these are not enough.

Please provide Voter ID service and electricity bill payment service at the earliest



Mr. Bharat Kumar, VLE, Mesra west



Activity done on my centre was good, footfall has increased at my centre, I am thankful to govt. for this support.

Currently i am providing kiosk banking, e district services that primarily include certificates (death, birth and income), Pan card and recharge services.

Also i would request to please start land record and electricity bill service as it will be beneficial for people in my locality.

Mr. Amir, VLE, Baru

VLE responses and quotes: - District -Ramgarh



We had good experience with this activity, people visited were entertained a lot, they also participated to understand the benefit of CSC.

Offline services like, photocopy, photography are being provided through my center and only services like death and domicile services and recharge services are being provided.

We have urgent need for electricity bill, please activate these services.

Mr Suraj Kumar, VLE, Patratu



Activity was conducted for more than one hour at my center, team visited engaged people and created awareness at my center. This activity has helped in increasing foot fall at my center.

Currently I am providing banking, photocopy and few certificate related services.

We have demand for Aadhaar card, please activate it

Mr. Uttam Kumar, VL, Koto



This activity has been conducted when it was most needed, we are really thankful for this support, the van has created lots of awareness about my center and has increased footfall.

Currently I am providing birth/ death certificate, recharge facilities and banking service through my center.

I am getting queries regarding electricity bill submission, MNREGA please activate this service.

Mr. Kmar Vishal, VLE, Kumhardaga

VLE responses and quotes: - District -Bokaro

I am very happy with activity conducted at my centre, this has created good awareness for my centre and has increased footfall.

Currently i am providing PAN card, banking and domicile/death/income related services through my centre.

Aadhaar card and electricity bill services should be started at my centre as currently people in my locality are facing problems to access these services.



Mr.Sanjay Kumar, VLE, Patki

This activity was very useful, van visited conducted programme for around 2 hours at my centre, and it informed and educated people about NeGP and services available through my centre.

Currently I can provide only certificate (death and birth) related services which is not enough.
We need more services at least electricity bill payment and insurance should be activated immediately.



Mr. Durga Prasad, VLE, Tandbaiedih

**100% VLE presence
during the activation
in Jharkhand**

Fantastic activity was conducted, people were very excited and participated in this programme. I am already getting lots of queries, this has increased footfall at my centre.

Currently i can provide recharge and certificate services only. People in my locality are asking for PAN card services also please activate this service as soon as possible.



Mr. Mahendra Kumar, VLE, Potso

VLE responses and quotes: - District -Giridih



This promotional activity has created good awareness about my centre, now people come by themselves to my centre asking for services, i am thankful to govt. for this support.

Currently I am not providing many services through my centre, only certificate related services such as income/ birth are available.

I am requesting to please start as many new services as possible, at least land records and electricity bill payment should be started.

Mr. Wasim Akram, VLE, Dumri

This activity was very helpful in increasing awareness among people about the benefit of NeGP, after which people understood the purpose and benefit of my centre also. The footfall at my centre has increased after this activity

currently I am able to provide only certificate services and that also through e nagrik sewa.

Please activate more govt. services such as pension services, MNREGA, electricity bill payment.



Mr. Anand Kumar, VLE, Demedara



Activity conducted at my centre was satisfactory; people were made aware about the benefit of CSC through nukkad natak, demonstration, video playing and leaflet distribution.

However i want to inform that apart from certificate and photocopy service i don't have any other service, please activate electricity bill and PAN card service at my centre.

Mr. Sujit Kumar, VLE, Akadonikala

VLE responses and quotes: - District -Deogarh

I am very happy with this activity and thank the govt. for this support. This has created awareness and generated footfall for my centre.

Currently services like recharge, services through E-nagrik sewa such as Certificate-caste, Income and residential.

Also i would request to provide land records and electricity bill service



Mr. Neeraj Kumar, VLE, Jhilua chandih

Nukkad natak, demonstration, Av display, leaflet distribution, quiz show etc. Was conducted during the activity at my centre, it was very entertaining and educated people who visited the activity.

However i don't have any service to provide in my locality as they are not activated.

Please activate as many services as possible.



Mr. Praveen Kumar, VLE, Charpa

Activity at my centre was very interesting; team performed very well and created right awareness about my centre.

Currently i am not providing many services only certificate and few off line service such as photocopy and printing are available.

I would request govt. to please activate more govt. services such as banking, recharge and electricity bill payment



Mr. Ranjeet Kumar, VLE, Jiyakhara

Activation that resulted in immediate increase in footfall.



Activity snap shots



Demo



Leaflet distribution



Engagement with the TG throughout the activity through various interactive programmes

Nukkad Natak performance



Film Show



Quiz and giveaways



VLE speech

Challenges:

- ➲ Again terrain conditions were bad which sometimes caused delay in reaching the location still the team performed upto the satisfaction of VLE at every location without missing any element
- ➲ Absence of VIP at locations affected the impact of activation.
- ➲ On ground shuffle of approved route plan made it challenging to trace van and activity on day to day basis.

Learnings:

- ➲ District Deogarh needs immediate attention. Services like electricity bill, land records, electricity bill payment, certificates etc should be activated as these are in huge demand in this district.
- ➲ Internet connectivity in these locations needs to be improved as at most of the CSC are facing connectivity problems and this has become a concern for the VLEs.
- ➲ Presence of VIP also attributes to the greater participation of audience. Wherever possible, VIPs should be requested to participate in the programme.

Jharkhand:

Pragya Kendra in state are found very active. Many services are available throughout the state but are not uniformly distributed except certificate services (birth, death, income). The services should be evenly activated especially in rural areas also internet connectivity is another major concer for VLEs. Lots of excitement and expectation was noticed among VLEs during the activation.