Communications In Digital Times

Dr. Vashima Shubha

CSC District Workshop, AP
October, 2015
Evolution of Society

First, Information Societies

• Transition from material-goods to knowledge centric
• Economic productivity was function of:
  Knowledge/ information for
  ➢ production
  ➢ management
  ➢ consumption

And now, Network Societies

• Usher in by rapid progress in ICTs over last 3 decades
• Key social structures/ activities now function of electronic information networks (not limited by geo location)
• Wealth, power, knowledge-generation, is the ability to reap benefits of these “networks”
Technology Everywhere

- Governance
- Employment
- Education
- Health
- Welfare
- Politics
- Democratic participation
- Media
- Entertainment

ICT now FUNDAMENTAL to SOCIAL INCLUSION & TRANSFORMATION
TRANSFORMATION IN GOVERNANCE: COMMUNICATIONS NEEDS
CSC Communication Needs

- Effectively deliver the message about the CSC services – Advocacy, Campaigns, Banners, Messaging, Champions

  • Expand visibility of CSCs by way of effective branding across various platforms with special focus on new media & public interface touch points
CSC Communication Needs

• To establish credibility of message by ensuring a value proposition in terms of demonstration of service delivery to citizens by converging existing and new services

• Sustained connection with people by identifying & engaging serious stakeholders at various levels through ICT platform and increasing the demand for all new e-services

• Use Local Language!

- Incentivizing with offers
- Outreach day in a month
- Invite BDO officials, Panchayat officials and others
- Newsletters, Workshops,
- Camps (Literacy, FI, NDLM, Health etc.)
- Auto with mike
- Advocacy, Survey
- Spread the news about new offerings,
- Reverse Voice Call, Tele Calling
Quick Look at
Awareness & Communications Activities
Examples – CSC SPV

i. **Goal** - To Organize Significant Number Of CSC Workshop’s, Engage VLEs With Bi-weekly Newsletters, Collaterals, Market Led Campaigns, Revamp of Website And Continuous updates on Social Media.

ii. **Target** - To Complete 600 Distt., 35 State / UT’s And 5 National Level Workshop.

iii. **Scope** - To Involve and Engage All Key Stake Holders, Business Partners And VLE’s For These campaigns'.
• A platform where we engaged with all the stakeholders of Digital India through VC, Mobile, Direct Contact
• Total Number 0f 52000 CSC engaged alcross india & touched with 1.3 Crore Citizens
• In the process of securing a sponsorship amount of 3.3 crores
Newsletter circulated to 2 lac readers

- Monthly newsletter in pdf format started in Hindi and English
- 51 Lakh plus visitor till date visited the website
Launch of Monthly Magazine

Monthly Magazine started in Hindi and English format. Available in mail and downloadable PDF format.

Mailed to 1.70 lakh stakeholders and available to download.
Over 10000 likes on Facebook

Facebook Crosses 12K Likes – Organic Growth without advertising
CSC Newsletter App launched for Android and iOS platform for easy access.
Website redesigned to a placid and with better user experience.
How to utilize the CSC at District level

• For delivery G2C services
• For G2G - Government survey and data collection
• For campaigns such as –
  – Health campaign
  – Literacy campaign
  – Swachh Bharat
  – Environment campaign - grow more trees
  – Save the girl child
• For Disaster measures
• For advocacy of the other Government initiative

Request the VLE to be invited to the workshop organised by district administration and provided the material for such campaign/initiative
Thank You