COMMON SERVICE CENTRES, CSC 2.0.... Initiative to Deliver Services to Citizens
NeGP Vision

“Make all Government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs to realize the basic needs of the common man“

- Vision Statement for NeGP, Department of Information Technology, Government of India
Mission Mode Projects

- Mission Mode Projects divided into:
  - 10 Central MMPs
  - 14 State MMPs
  - 7 Integrated MMPs

- MMPs projects aim at achieving the following:
  - Improve efficiency of internal functions of the Govt. dept./ministries
  - Improve efficiency, transparency and effectiveness of G2G, G2B, G2C services provided by the various government departments/ministries

INTEGRATED MMPs

CENTRAL MMPs

STATE MMPs
Common Service Centre Scheme

✓ Government of India under NeGP (National eGovernance Plan program proposed to setup 1 lakhs Common Services Centers (CSC) in rural parts across the country in PPP mode

✓ NeGP envisions “web-enabled Anytime, Anywhere access” to information and services in rural India, through three infrastructure pillars.

CSC is the front-end delivery points for Government, private and social sector services to rural citizens of India.

Expansion of CSC service area to urban regions on a pan-India basis.

CSC scheme to provide front-end delivery points for Government, private and social sector services.
Objectives of the scheme

- Positioned as a ‘Change Agent’, boosts rural entrepreneurship. They use ICT to help integrate social and commercial goals of all stakeholders.
- Aims to increase outreach through 100,000 urban centres and 250,000 rural centres in 2015.
- To become the front-end delivery points for government, private and social sector services and deliver services in the areas of telecom, agriculture, health, education, entertainment, banking and financial services, etc.
Benefits of Common Service Centres

BENEFITS TO CITIZENS

Delivering government services in urban/rural areas by establishing closer links between Government & Citizens

Timely delivery of critical information & services through structured system to manage issues of health, Education etc...

Increase administrative efficiency and provide cost-effective access to Government Services

BENEFITS TO Government / Centres

Create new/ additional revenue stream for the centre. As the services are rolled out on commission per transaction basis

Delivering essential government services such as PAN Card, Election ID, UID etc.

Greater exposure to other products and services offered through the centre. For example, greater awareness of students about the courses offered through the centres
CSC Administrative Structure....

- **State Government**
  - Sets norms for VLE selection
  - State level policy and regulatory matters
  - Decides degree of integration with relevant state government policies

- **State Designated Agency**
  - Operate, manage and build the VLE network and business
  - VLE selection, on boarding and training
  - Supports infrastructure maintenance
  - Enter into MoUs with service providers

- **Service Center Agency (SCA)**
  - Last mile connectivity
  - Secure 75-80% of revenue
  - Provides B2C, G2C services

- **CSC-SPV**
  - Program Management Agency
  - Provide financial support
  - Provide content aggregation
  - Provide assistance in implementation of scheme
To facilitate successful implementation of the CSC Scheme, a Special Purpose Vehicle (SPV) named “CSC e-Governance Services India Ltd” has been incorporated under the Companies Act 1956. The SPV is conceptualized to:

- Ensure systemic viability & sustainability of the CSC Scheme
- Monitor achievements of the outcomes by the CSCs
- Enable delivery of G2C and B2C services through CSCs
- Provide a standardized framework for collaborative decision making
- Catalyze and maintain content aggregation on an on-going basis
- Build stakeholder capacity
- Share and replicate best practices
The Village Level Entrepreneur (VLE)

- It is the VLE's entrepreneurial ability that would ensure CSC sustainability
- A good VLE would not be one who has financial muscle only, but somebody who has entrepreneurial traits, strong social commitment as well as respect within the community
- The quality of service at the CSCs would be as effective as the quality of VLEs running them
- Selection and proper training of the VLE therefore would play a vital role in making the CSC a success.

VLE is the key to the success of the CSC operation
Current CSC Scheme..

- While 1.40 CSCs are reported operational, 1.26 are connected and 75k are actively working......WHY????
- No standardization of services
- Services are being rendered through number of portals.. Single portal( such as Apna CSC portal) should be integrated with all service portals for uniform delivery method.
- Need to strengthen the DeGS/SDA/IT deptt to enable services and monitor CSC network.
- Unavailability of adequate infra, connectivity and online content.
- The scheme’s success depends on business model of SCA’s.
- Rollout of CSCs depends on SCA’s performance.
- Only those services which are financially viable for SCA’s are made available to VLEs.
- Despite VLEs making all the capital investments, SCAs keep the larger chunk of service commissions.
- In areas where SCAs are non operational, CSCs also tend to become un operational. No direct relation among VLEs and SDA.
- Large attrition rate among VLEs in certain areas due to non availability of services.
- Lack of training and capacity building programs.

Conclusion

- Success of the CSC scheme directly depends on availability of Services.
- Transactional based model is more effective in terms of financial viability of CSCs.
- Implement a single service portal for all CSCs.
- Establish a strong relationship between CSC VLEs and local govt. authorities.
- Increasing and timely disbursement of VLE’s commission share.
- Mechanism for continuous capacity building and training.
- Resolving VLEs issues related to service delivery.
CSC 2.0..Bridging the demand & Supply gap

CSC 2.0 has been formulated in pursuance of Government’s commitment to set up “CSCs in all 2.5 lakh Panchayats to provide public services to citizens in rural areas as a part of Digital India Initiative.”

- The Common Service Center scheme 2.0 proposes
  - Integrated approach to ensure availability of online services.
  - To provide necessary support infrastructure needed for smooth operations & seamless delivery of services.
  - Empower DeGS under SDA for establishment of CSCs at GP level.
  - VLEs would interact directly with SDAs through DeGS.
  - Technology driven relationship among stakeholders.

- The CSC 2.0 envisages four core components
  - The CSC network
  - CSC Connect services portal/ Apna CSC Portal
  - State/UT-level help Desk
  - Services offered through MMPs
In view of the findings of various assessment studies of the CSC scheme, the proposed CSC 2.0 scheme reorients along the following lines for long term viability:

- Enable CSCs to offer a bouquet of services.
- Streamline Bouquet of service through enhancement of APNA CSC Portal.
- Enable more and more online G2C services.
- Standardize service offering nationally CSC SPV.
- Increase VLE’s share in commission (80% in every service)
- Augmenting SDA’s capacity to manage CSC scheme through an Institutional framework.
- Single service portal having e district/utility/B2C/Apna CSC/CSC connect services.
- Create transaction based financial incentive model for VLE to recover CapEx and OpEx.
- Establish independent National Level PMU.
- Establish state level HELP DESKS to address VLE issues immediately.
- Continuous capacity building and training of CSC Ecosystem.

- DeGS would select and appoint CSCs in the districts replacing SCAs.
- Each GP will have at least one CSC.
- Up gradation of CSC Connect and APNA CSC Portal
- Common Branding of CSCs.
- NPMU, SPMU, DeGS and Helpdesk resources to support and monitor CSC scheme effectively.
- Funds for fast track software development for CSC needs.
**CSC Administrative Structure**

**State Government**
- Sets norms for VLE selection
- State level policy and regulatory matters
- Decides degree of integration with relevant state government policies

**DIT**
- Program Management Agency
- Provide financial support
- Provide content aggregation
- Provide assistance in implementation of scheme

**State Designated Agency**
- Operate, manage and build the VLE network and business
- VLE selection, on boarding and training
- Supports infrastructure maintenance
- Enter into MoUs with service providers

**CSC-SPV**
- CSC-SPV envisages a structure where the VLEs acts in complete autonomy as an 'entrepreneur'
- CSC 2.0 proposal has been formulated in pursuance of the Govt. commitment to set up CSCSs in all 2.5 Lakhs Panchayats to provide public services
- CSC 2.0 would enable non-discriminatory areas of services to rural citizens
- DeGS to operationalize the CSC network
- Augment SDAs capacity by defining roles of various stakeholders including DeGS, Panchayats and implementation partners

**District e Governance Societies (DeGS)**
- Last mile connectivity
- Secure 75-80% of revenue
- Provides B2C, G2C services

**Village Levels Entrepreneur**

CSC - 2.0
CSC National Portal for Services

A National Portal for CSC Scheme www.apna.csc.gov.in has been developed to streamline and standardize service delivery through CSC network.

- E-Services platform for seamless delivery of G2C, Financial, Educational and B2C services through the national CSC network
- Online pre-paid wallet solution for cash management with payment gateway integration and MIS reporting
- Integration with existing OMT tools
- Integration with various G2C Service Portals, MMP Portals, State Portals & other departmental portals
Total Number of 114 Services are offered by CSC

- **G2C Services**
  - Telemedicine Service
  - Data Card Recharge
  - DTH Recharge
  - CSC Bazaar
  - Mobile Bill
  - IRCTC
  - CSC Travel Service
  - CSC Rozgar Duniya
  - Skill Development
  - Agricultural Service
  - Bus Ticket Booking

- **B2C Services**
  - UIDAI Services
  - Election Services
  - Public Grievances
  - Passport Service
  - PAN Card Service
  - State G2C service
  - Electricity Bill collection
  - Utility Bill Collection

- **Financial Inclusion**
  - Insurance Services
  - Cash @POS
  - Account opening
  - Deposits
  - Withdrawals
  - Money Transfer
  - Pension Services
  - Financial Literacy - NABARD
  - Investor Education - MCA

- **Education**
  - NDLM
  - NIOS
  - NIELIT
  - CV Raman
  - Brilliant Tutorials
  - Animation Courses
  - Gurukul Online
  - Cricket Strokes

Total Number of e transactions till April 2015 are 8,03,34,70,969
# Financial Inclusion

## Banking Services
- Agreement with 42 banks in India including all 26 Public Sector Banks.
- More than 30,000 CSCs working as BCAs across the country with various Bank
- Disbursal of credit facilities to borrowers
- More than 37 lakhs accounts opened and 33 lakhs transaction in last year

## Insurance Services
- Rural Authorised Person (RAP) is an individual who has a license to solicit or negotiate an Insurance Policy with a client on behalf of the insurance companies.

**Services offered:**
- Life Insurance
- Motor Third Party
- Personal Accident Insurance
- Cattle / Livestock Insurance
- Agricultural Pump Set Insurance
- Farmer’s package policy
- Fire & Allied Perils Dwellings Insurance

## Pension Services
- PFRDA is the regulator established by Government of India to promote old age income security in the country.
- PFRDA Establishes, develop and regulate pension funds, to protect the interests of subscribers to schemes of pension funds and for matters connected therewith or incidental thereto.
- PFRDA has put in place the institutional framework and infrastructure required for administering the ‘National Pension System’ (NPS) for government employees & all citizens of India.

## Insurance premium amounting to Rs 10 crore collected per month from active CSCs
UIDAI Services

Services offered

- Aadhaar enrolment
- E Aadhaar Printing
- Demographic Data Update
- Biometric Data Update
- Database Seeding
- Best Finger Detection
- Authentication User Agency
- Authentication Service Agency

More than 8,535 centers with 18,685 machines are now working at CSCs as Permanent Enrolment Centers

VLE are earning about Rs. 30,000+ per month from Aadhaar enrolment

Number of Aadhar Transactions by CSC

<table>
<thead>
<tr>
<th>Month</th>
<th>No of e-KYC Transactions (in Lakhs)</th>
<th>No of Authentications Transactions (in Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-15</td>
<td>6.14</td>
<td>9.31</td>
</tr>
<tr>
<td>Feb-15</td>
<td>23.11</td>
<td>0.47</td>
</tr>
<tr>
<td>Mar-15</td>
<td>5.11</td>
<td>7.41</td>
</tr>
<tr>
<td>Apr-15</td>
<td></td>
<td>3.96</td>
</tr>
</tbody>
</table>

Jan-15: 3994442
Feb-15: 5996610
Mar-15: 6274947
Apr-15: 7054403
# Educational Services

Under Education vertical, one of the key objectives is to make at least one individual in every household e-Literate. CSCs are taking initiative on this front through various Digital Literacy projects.

<table>
<thead>
<tr>
<th>Service Name</th>
<th>Services Offered</th>
</tr>
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<tbody>
<tr>
<td><strong>NIELIT Transaction Services</strong></td>
<td>NIELIT services offered by CSCs include;</td>
</tr>
<tr>
<td></td>
<td>(i) Online Admission of Students</td>
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<tr>
<td></td>
<td>(ii) Online Examination Form Submission</td>
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<tr>
<td></td>
<td>(iii) Online Application for Accreditation of CSC/ Others</td>
</tr>
<tr>
<td></td>
<td>(iv) Online Registration of Experts.</td>
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<td><strong>National Institute of Open Schooling</strong></td>
<td>CSCs promotes Open Schooling in Rural India like;</td>
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<td>(iii) Information sharing on Status of Admission</td>
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<td></td>
<td>(iv) Declaring Results.</td>
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<td><strong>Basic Computer Course</strong></td>
<td>CSCs offer 36 hours BCC whose features include</td>
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<td><strong>GOLS</strong></td>
<td>CSCs provide English Learning course targeted for rural youth. Service aims to teach English in very simple &amp; interactive way.</td>
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<td><strong>Cyber Gram Yojana - IT Training to Minorities</strong></td>
<td>Multi-sectoral Development Programme under the Ministry of Minority Affairs aims to provide IT Training for the students of Minority Community spread across the country. It aims in achieving this target wherein Minority students in Madarsas/ others will be targeted for the training.</td>
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<td><strong>National Digital Literacy Mission (NDLM)</strong></td>
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<td>(i) Interactive Online learning methods by Kris Srikanth</td>
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<td>(ii) Course completion certificate at the end of the course.</td>
</tr>
</tbody>
</table>

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**Educational Projects**

- **Course on Computer Education**
  - Objective is to train 1,00,000 CSC Operators/ VLEs on NIELIT's Course on Computer Concepts (CCC) in all the States of India. Duration of course: are 80 hours and Registration Status are 28,835 VLE Registrations.

- **E-Inclusion: IT Training for Rural SC/ ST and Women Beneficiaries**
  - Aims to train 45,000 SC/ ST/ Women beneficiaries (15,000 beneficiaries under each project). The primary objective is to provide hands-on training in computers through BCC for targeted Rural SC/ ST/ Women beneficiaries.

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  4. Online Registration of Experts.

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  1. Student Registration
  2. Paying of Registration and Examination Fee
  3. Information sharing on Status of Admission
  4. Declaring Results.

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  1. Interactive Online learning methods by Kris Srikanth
  2. Course completion certificate at the end of the course.
Other Services

- PAN card related services of revenue department
- Railway ticket issuance service
- Mobile Recharge/Bill Payment
- DTH Recharge
- Bill Payments - electricity, water
- Telemedicine Service
- State G2C services
- Passport Service
- Agricultural Service
- CSC Rozgaar Duniya
- Public Grievances
- CSC Travel
- Income Tax return filing
- Premium collection
- Agri Bazaar
- CSC e commerce
Electricity Billing Day
Digitize India Platform (DIP)...

• **DIP** is an initiative of Govt. of India under Digital India program to digitize physical documents and reduce piles of paper lying in government and non-government offices...

• **DIP** not only provides these organizations to free their warehousing space but also enables them to archive the valuable documentation in safer environments for longer durations.

• **DIP works on a crowd sourcing model** that will allow general public/students/housewives a chance to earn... by digitizing records on this innovative platform..

Take a DIP Now
Digitize India Platform.. Process Flow...

- Joining Requests by Depts./Ministry
- Member Registration
- Payments
- JOB Notification
- JOB Pooling
- Job Assignment
- JOB work by Member
- JOB Submission
- JOB Accomplishment
- JOB Accuracy
- JOB Accuracy
Digitize India Platform (DIP)...

How to Participate...

• **Who will participate**
  • All self identified persons can participate..
    • Housewives
    • Students
    • NGOs
    • General Public

• **How to participate**
  • Simple 3 step process
    • Visit the website, register as a user with your UID
    • Login with you user id/password
    • Start digitizing
    • Digitize India platform will check accuracy..make payments...

• **How to submit documents for Digitization**
  • Any department can register and submit their scanned records for digitization.
  • Templates will be created .. Digitization will be done
  • Soft data in required format will be shared with department.
Thanks

Q&A