



egov INDIA 2009 Award for the Civil Society/Development Agency of the Year

Implementer

Name : Implementation of common service center project

Address : FF-21, Scheme No. 54, Infront of Hotel Fortune Landmark, Vijay Nagar

City : Indore

State : Madhya Pradesh

Country: India

Q1) List of various initiatives which you handled or handling. Give the project details, your success story(s), project management. [The listed projects should be functional and not be more than three years old] (max. 500 words)

(a)-At present NICT is handling Project Samadhan in front office citizen delivery system with time bound assured delivery. In this project the concept is to create computerized single window to track and provide solutions to the citizens. The project is at Indore Collectorate and all 4 Tehsils of Indore Collectorate. Now at these Tehsils, citizens has not to move to the town rather they get all the deliveries from the counter where they have applied, in definite time.

(b)Online Electricity Bill Payment System for MPPKVVCL –

This is the project too have Computerized Cash Collection Center in the City with more flexible time rather then 10 – 5 p.m. Now, citizens can deposit bill from 8 in the morning till 8 in the evening.

(c) Common Service Center Project –

As an SCA, project is implemented by NICT at Indore – Ujjain division of Madhya Pradesh. After 2000 plus kiosks, 976 kiosks were implemented and providing services successfully in rural areas.

Q2) Brief description of nominated project/initiative, including purpose of the project/initiative (max. 500 words)

The project under nomination is the implementation of Common Service Center Project.

The Common Service Center is a project initiated by Government of India for providing better citizen services in rural areas under NeGP initiatives. It is basically a uniform and unified large scale project of various such e-Governance Project like Gyandoot, Rajasthan School IT Project, Lok Mitra and many more.

The key at this time in implementation is not the number of CSC but the focus of NICT is to provide such a business model which will become continual and sustainable process rather than a piloting model because we strongly believe that this is the time from where we have to come out from pilot syndrome and actual implementation at grass root level is must. With this aspect NICT started Common Service Center Project with full confidence on number of services to be delivered and number of services to be added day by day.

Our business model includes various B2C and G2C services. Our emphasis is to bench mark those services immediately, which are of daily need to immediately start cash flow at these kiosks in order to make them sustainable. We have started Business Facilitator services, apart from this Electricity Online Bill Collection service is one of our best USP which has provided name, fame and confidence among the local public in rural areas about this kiosk. Electricity Bill has also increased the rate of people visiting kiosk. Various Agro input services were also added to this.

The Coverage and Outage

SN	Division	No. of Kiosk	Rolled out and functional	Infrastructure installed
1	Indore	1127	471	523
2	Ujjain	1031	505	546
	Total	2158	976	1069

The major services are Banking, Micro Insurance, Micro Loans, Telecom Recharge, Dish TV and Tata Sky Sale and recharge, Sale of Agro Input material etc.

In order to make these centers more popular among the public as an e-Governance kiosk, small Gram Panchayat activities are also activated. These kiosks at Indore-Ujjain Division are linked with Samadhan Centers for various District Collectorate Services. Villagers sent their requirements to these Samadhan Centers and fix time and date is provided to villagers from the operator to meet with Govt. Officials according to their requirements.

At present with our business model on an average every CSC Center is earning minimum Rs. 1500 – 2000/- per month. The few bright extraordinary cases to quote are the VLE of Jhabua at tribal area has earned Rs. 1 lakh from Computer Training Program, a VLE of Sanwer has earned Rs. 70,000/- as Business Facilitator Commission, VLE at Burhanpur is earning minimum Rs. 60,000/- commission in electricity bill services. There are few VLE's those who are doing extra-ordinary work in Telecom. The Ataheda VLE is earning on an average Rs. 5000/- per month from each activity.

Q3). Brief description of the key persons who are involved in this project/initiative. (max. 350 words)

- Mr. Anurag Jain, Secretary IT, Govt. of Madhya Pradesh
- Mr. Mukesh Hajela, Chief Executive Officer, NICT, Indore
- Various District Collectors of Indore and Ujjain Division
- Commissioner Indore and Ujjain Division
- Managing Director, M.P.Electricity Board, Indore and Ujjain

Q4) Achievements of the project/Outcome of the project (max. 500 words)

The biggest achievement in Common Service Center Project what NICT feels is sustainable functioning of CSC kiosk because in past also efforts were made to open such kiosk but due to lack of G2C and other B2C services it could not succeed. Thus, the biggest achievement is to keep these kiosk live as an earning unit with stability. List of first 200 VLE's with their monthly transaction report is attached.

With this project we are utilizing the digital opportunity through CSC Project launched by Govt. of India for rural development and poverty eradication.

Q5) Give details of the challenges that were faced while implementing the project and how were they overcome? (max. 350)

The story of G2C is almost same in the entire country but without G2C services these kiosks are becoming one more stall in the crowd, only selling mobile recharge etc. which is now deeply penetrated in rural remote market.

The biggest challenge what NICT has faced is the lack of G2C services which is USP of this project under NeGP, otherwise such mobile recharge kiosk are available in every village. Because of this there are few VLE's those who are taking part in this project and our implementation number is not moving ahead.

As we all are mentally prepared that we will put more emphasis on each and every kiosk workable, we start roping in B2C services like Mobile recharge, DTH recharge but all efforts seems to have limited results. The lack of G2C services has demotivated lot of VLE's. In order to make this challenge, we implemented automated Gram Panchayat Software individually at each Gram Panchayat and started providing Birth Certificate, Death Certificate, basic MIS of Gram Panchayat, documentation of Gram Panchayat and providing MIS in soft copy to Tehsil and Collectorate. This bottom of approach has given lot of mileage and rather than waiting for starting computerization from top, we started from bottom.

Apart from this, we have roped in Electricity Bill Payment and Insurance, Banking services in CSC's and the results are fabulous. These CSC Centers are become sustainable.

Q6) Please furnish any other related useful information about the nominated initiative that you have not been able to provide in your earlier responses.

Please go through the attachment for NICT CSC Brochure, Photos of Training Programs of different services, Press Releases and list of 200 VLE's with their revenue for month of June 09.

