Message from CEO

Aadhaar (UID) simplifying the life of common man

One of the services being implemented by CSCs across the country relates to aadhar. As Registrar, today CSCs are the largest aadhar generation agency in the country. They have already enrolled about ten crore citizen for aadhar in the country which is about 12% of the total aadhar generation. CSCs are also the only agency which provide Permanent enrollment centers (PEC) and thus serving the community for most of the issues relating to aadhar. In fact aadhar and its related benefits to the community desires PECs- a center close to their place:

which through any other system cannot address all matters connected with this unique Government initiative. Aadhar is likely to affect all walks of life and therefore CSC as aadhar PEC will continue to play a pivotal role in this service delivery.

In addition to enrollment, CSC are now being also involved in generation of the UID for children -0 to 5 years. Already about one lakh child enrollment has been done by the CSC –VLE. This exercise of child enrollment across the country is mainly being done by the CSC and our VLEs are taking extra effort in enabling the Government to achieve the objective of creating a unique identity for its citizen. The exercise of child enrollment need to be completed by end December and therefore all the VLE need to mobilize resources – tablet, operator and co-ordinate with local officials for identifying the schools, anganwari, Hospitals and dispensaries. In some cases the existing PEC need to be deployed in schools or other places for completing the child enrollment as per instruction / support from the district administration. This is a unique opportunity for all of us to establish the significance of the CSCs with Government and enabling to get a scheme / project completed within defined time.

One of the other service popular with CSC is printing of the aadhaar card. This service is legally available only though CSCs. Already more than fifteen lakhs UID cards have been printed through CSCs across the country. This service can be delivered even in the NPR states where CSCs are not able to do enrolment. We have taken up the matter for permitting the CSCs in NPR states also to at least do the child enrollment. Printing of UID card will continue to be an attractive and popular service and we believe that all 90 crore aadhaar card holder will need a Plastic card. We need to aggressively market this at local level.

Authentication and seeding are also likely to become significant service in the years to come for the CSCs. We need to also pursue the BFD service which will help the citizens while undertaking aadhaar based transaction.

We are also likely to launch the e sign facility which would help CSCs to enable the citizen e sign his document or certificate without physically sending them to any service provider. CSCs can then truly redefine the service delivery for government and private agencies and simplify the life of the common person on the country.

All the CSC VLE need to actively participate in the aadhaar related services including setting of the PEC. We shall provide the desired support in enabling the same. Next month, we shall be organizing a national workshop on all issues related to aadhaar and work out a strategy to position CSCs as unique centers for supporting Government in this initiative.
Till November 30, 2015, a total of 31,98,033 beneficiaries have been registered under Level 1 curriculum of NDLM Scheme across States/UTs. These include ASHA, Anganwadi workers, ration dealers and general beneficiaries.
TAMIL NADU

SDA: The TamilNadu e-Governance Agency (TNeGA)
SCA: ARASU CABLE TV CORPORATION (TACTV), Electronics
Corporation of Tamil Nadu Limited (ELCOT), Registrar of Co-operative
Societies (RCS), RD Dept. and Private CSCs

CURRENT STATUS: 10,558 CSCs (ALMOST 1 CSC PER REVENUE VILLAGE)

Best Practices Award from Chief Minister: The "Best Practices Award" from Honourable Chief Minister for launching Common Service Centres throughout Tamil Nadu.

Empowering women through CSCs - SHG women group to run 385 CSCs in block offices: Mr S. Nagarajan, I.A.S, Director TNeGA feels that women entrepreneurs reinvest 80% of their revenues into the community e.g education, nutrition, household expenditure, and caring for children and elderly people as social services.

Serving the Underserved - Introduction of Mobile CSCs: Thiru Atul Anand, I.A.S., Managing Director, (ELCOT) feels that each underserved group has its own unique characteristics which require a unique, creative and innovative service delivery strategy. ELCOT has started 15 mobile van CSCs across the state to serve them.

<table>
<thead>
<tr>
<th>NDIM</th>
<th>More than 62000 candidates &amp; 25000 anganwadi workers</th>
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<tbody>
<tr>
<td>Aadhaar PVC Card Printing</td>
<td>State has printed more than 8 lakh Aadhaar PVC cards through its CSCs.</td>
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<tr>
<td>Passport Applications through CSCs</td>
<td>Every regional passport office in TN has a CSC in its premises. On an average 2000 to 2500 applicants apply for passport through CSCs every month.</td>
</tr>
<tr>
<td>Tele-Medicine Services</td>
<td>TN has consistently delivered maximum number of teledmedicine services thru its 200 registered telemedicine CSCs</td>
</tr>
<tr>
<td>Pan Card Application</td>
<td>On an average 2000-2500 pan card request come thru CSCs.</td>
</tr>
<tr>
<td>Aadhaar Mobile Updates</td>
<td>UIDAI has made a decision which will allow people to change incorrect details that are printed on their Aadhaar cards at the nearest CSC. More than 35000 Aadhaar mobile correction requests have come to CSCs</td>
</tr>
<tr>
<td>Election Services</td>
<td>CSCs help voters to fill form 6, 7, 8 and 8A online. CSCs in TN have joined hands with State Election Department in its latest EASY drive across the state</td>
</tr>
<tr>
<td>Presence of CSCs in all Critical Location</td>
<td>Collectorates, Corporation, Taluk offices, Block offices &amp; GP offices</td>
</tr>
<tr>
<td>G2C Service List</td>
<td>Income Certificate, Community Certificate, Nativity Certificate, No-Graduate Certificate, Marriage Schemes, GirlChild Protection Scheme</td>
</tr>
</tbody>
</table>
Education services strive to empower the citizens from rural and marginalized communities on digital technologies and financial literacy, foster legal awareness and provide education facilitation services in rural and remote areas of the country. It fulfils one of the key vision areas of Digital India Programme, namely digital empowerment of citizens.

Activities of Education services come under four major domains: *Digital Literacy *Financial Literacy *Legal Literacy *Educational Facilitation Services

**Digital Literacy**
- National Digital Literacy Mission (NDLM): NDLM or Digital Saksharta Abhiyan (DIsha) seeks to impart ICT skills to 52.5 lakh persons across the country. More than 30 lakh beneficiaries have been enrolled under the scheme.
- Cyber Gram Yojana: Intends to provide basic ICT skills to students from minority community, belonging to classes VI to X, in West Bengal, Tripura, Uttar Pradesh and Rajasthan. 3,71,657 beneficiaries have been identified in four states to participate in the project.
- Course on Computer Concepts for VLEs (VLE CCC): CCC imparts basic IT training among 100,000 CSC operators/ VLEs and further equips them to provide various education services at their CSCs. 35,545 VLEs have registered under the project so far.

**Financial Literacy**
- NABARD Financial Literacy Programme (FLP): FLP trained 100,000 adults, especially women in rural areas of Himachal Pradesh, Rajasthan, Jharkhand, Bihar and Uttar Pradesh on aspects of financial management like savings, loan, borrowing, spending, etc.
- Investor Awareness Programme (IAP): Investor awareness sessions were carried out in 300 rural locations for 9,752 beneficiaries of Assam, Chhattisgarh, Madhya Pradesh, Jharkhand, Odisha and West Bengal.

**Legal Literacy**
- Legal Literacy Programme for Rural Citizens (Pilot): CSC SPV will undertake legal literacy sessions through CSCs in Jharkhand and Rajasthan to inform and empower the rural youth on constitutional laws and citizens’ rights.

<table>
<thead>
<tr>
<th>Education Facilitation Services</th>
<th>No. of Transactions Till October 31, 2015</th>
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<tbody>
<tr>
<td>NIELIT services of registration, fee collection, exam</td>
<td>18,079 candidates successfully registered in NIELIT courses, out of which 17,315 have appeared in the examinations.</td>
</tr>
<tr>
<td>form and exam admit card for courses like CCC, BCC, O' Level, A' Level, B' Level, and C' Level</td>
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<tr>
<td>NIOS services like student registration, registration</td>
<td>7,903 candidates successfully registered for admissions and examinations of various NIOS streams.</td>
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<td>and examination fee, status of admission and</td>
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<tr>
<td>examination results</td>
<td></td>
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<tr>
<td>Basic Computer Course (BCC) for people in rural areas</td>
<td>811 candidates registered for BCC course.</td>
</tr>
<tr>
<td>English for Aam Aadmi (online course by GOLS)</td>
<td>554 candidates registered for the course.</td>
</tr>
<tr>
<td>Cricket Strokes (online cricket coaching by ace</td>
<td>39 registrations</td>
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<tr>
<td>cricketer Kris Srikanth)</td>
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</table>
Congratulations! Two of your VLEs are among the top 5 best VLEs in the Country. How do you feel?
Thank You. It demonstrates that we are moving in the right direction. Our calculations and perceptions have proved to be correct in our aim of taking Government services to the doorstep of the general public. It is our endeavour that all 339 e-Sevai Centres established by TACTV Corporation in Tamil Nadu should serve the public to the maximum. I am very happy to know that our CSCs have been rated among the top 5 best VLEs and the ratings give competitive spirit among the players.

How did your tryst with CSCs begin?
This has been in my mind right from the days of my tenure as District Collector in Namakkal District. A common man, say, from a village should not be made to run from pillar to post for getting assistance or availing benefits from Government schemes. CSC was one of my pet projects which I wanted to accomplish. In TACTV, I grabbed the opportunity to realize my dream and I am working on it in full swing.

What is the mantra behind the success of your VLEs / CSCs?
It cannot be said in a simple word. Giving importance to every aspect of the scheme going in to minutest details like: -how to get office space for our CSCs; how a CSC should look; what colour to be painted; how many counters to be placed; a guideline to bring in uniformity in the structure; uniform row type chairs; uniform counter tables; Name Boards; selection of manpower agency; training to Data Entry Operators apart from technical details how to address the public with respect; repeated brainstorm sessions with subordinate officials to review their work and to add more number of Government services; converting our CSCs into Business Correspondents for banks; and so on. Success has been achieved by continuous monitoring of CSCs on daily basis, with the coordination of the District Collectors and support from the State and Central Governments.

What are the services your VLEs / CSCs focus on?
We provide G2C services and in this regard all Heads of Departments have been addressed to provide services related to their departments through our CSCs. Other services include: Plastic Aadhaar Cards services, updating Mobile Number and e-mail id in Aadhaar services, print out of “A” Register and Chitta extracts, Electricity Bill payment introduced in two districts on pilot basis. Passport services for on-line application and appointment fixation and on-line application for Tamil Nadu Public Service Commission (TNPSC) exams.

What are the factors that ensure sustainability of your CSCs?
Presence of our CSCs in prominent places like Taluk offices, Zonal offices of Chennai Corporation and other places where people gather in large numbers and have easy access. Qualified well trained manpower; continuous demand for the G2C services from the general public; hassle free service; Increasing awareness among the general public to use on-line services as TACTV has given wide publicity via visual and print media; inclusion of more number of services; Conversion of our CSCs as Business Correspondents; and so on.

What is the golden rule—a simple piece of advice that you would offer to VLEs / CSCs in our country today?
Go by the rule. Respect people. Serve quickly with a smile and above all feel blessed to be chosen to serve the general public. Adhere strictly to Centre’s timings.
INTEL INDIA ANNOUNCES “EK KADAM UNNATI KI AUR” IN ASSOCIATION WITH CSC

Intel launched “Ek Kadam Unnati Ki Aur” Program which means “One Step Towards Progress” through which Intel will work with national and regional governments to create a blueprint to drive technology enabled transformation at the grassroots level. Intel aims to work closely with Common Service Centers (CSCs) and MyGov that provide last mile citizen services across the country to set up Digital India Unnati Kendras.

During the occasion a MOU was signed between CSC SPV and Intel technology India Pvt. Ltd. to implement Intel learn easy steps program under skill development programme. The Agreement was signed by CEO, CSC SPV, Dr. Dinesh Kumar Tyagi and Director- Corporate Affairs, Intel South Asia, Mr. Kishore Balaji.

The event was honoured by Shri Ravi Shankar Prasad, Honourable Minister of Communications & IT, Government of India, Mr. Gregory R. Pearson, Senior Vice-President and General Manager, Sales & Marketing Group, Intel Corporation, Ms Debjani Ghosh, Vice-President Sales & Marketing Director, Intel South Asia, Dr Dinesh Tyagi, CEO, CSC e-Governance Services India Limited.

CSC SPV IS NOW LIVE WITH 15 INSURANCE COMPANIES THROUGH APNA CSC PORTAL

It is to bring to the notice of the VLE that CSC SPV is now LIVE with 15 life insurance companies on our aggregated premium collection platform through APNA Portal. On a single page now, VLE can collect premium of all these organizations and also can print the duplicate receipts any time.

These LIVE companies are:
- LIC, ICICI prudential, AVIVA, SBI Life, Reliance, MAX Life, Bajaj Allianz
- HDFC Life, DHFL, India First life, Birla Sun Life, Future Generali, Shriram Life Insurance, Tata Life Insurance, Bharti AXA Life Insurance

LAUNCHING OF E-COMMERCE SERVICES BY HON’BLE MINISTER

A National Workshop ‘Enhancing Rural Entrepreneurship Through CSCs’ is being organized on 5th December, 2015 at New Delhi with e-Commerce partners.

ATTENTION VLE - DOWNLOAD THE NEW OPERATIONAL MANUAL

VLEs can now download the new operational manual from the CSC website. The new CSC service manual give detailed step by step procedure for the different services provided through the Apna CSC portal.

VLEs can now download the operational manual and presentations on various verticals by follow link...
WHAT IS DIGITAL LITERACY?

Digital Literacy is the ability of individuals and communities to understand and use digital technologies for meaningful actions within life situations. It involves the knowledge, skills, and behaviour used in a broad range of digital devices, such as smart phones, tablets, laptops and desktop PCs. Digital literacy initially focused on digital skills and stand-alone computers, but now the focus has moved from stand-alone to network devices.

**Use in society:** Digital literacy helps people communicate and keep up with societal trends. Literacy in social network services and Web 2.0 sites helps people connect with others, pass on timely information and even sell goods and services. This is mostly popular among younger generations, though sites like LinkedIn have a professional value. Building on digital literacy is the concept of digital creativity which is the expression of creative skills in the digital medium. This can include programming, web sites and generation and manipulation of digital images.

**Use in education:** Schools are continuously updating their curriculum for digital literacy to keep up with accelerating technological developments. This often includes computers in the classroom, the use of educational software to teach curriculum, and course materials being made available to students online. Some classrooms are designed to use smart boards. These techniques are most effective when the teacher is digitally literate as well. Teachers often teach digital literacy skills to students who use computers for research. Such skills include verifying credible sources online and how-to cite web sites. Google and Wikipedia are used by students "for everyday life research."

**Benefits of digital literacy**
- It saves time- Being digitally literate can save hours per month for tasks that could only be done offline in the past.
- You learn faster- Study at your own pace, lookup, words, data, facts, figures.
- You save money- Coupon codes, Daily deal sites, comparison shopping sites and mobile apps make it easier than ever to get the best product at the best price.
- It makes you safer- From checking medications, travelling abroad, to fixing your home - do more things safely.
- It keeps you informed- From minor traffic annoyances to life threatening natural disasters, new apps save lives and sanity.
- It keeps you connected- Technology allows you to talk to anyone, anytime on your own terms.
- It can keep you employed- Most jobs today require some form of computer skills, including jobs outside the traditional office.

The new world-
One device can pull all types of content-

- Books, magazines: Tablet
- Directions: GPS
- Video: cloud streamed
- Research: Search engines
- Communication: Chat, Text
- Music: mp3 cloud
- Payments: Mobile, EFT
- Photos: Digital cameras
- Shopping: Online
VLE STORY

BIONY BISWAS (TR020301602)
CSC NAME: VIDYASAGAR CSC, VIDYASAGAR GP, MOHANPUR RD BLOCK, DIST: WEST TRIPURA, SUB DIST: MOHANPUR

Binoy was the only Computer trained person in his village but instead of seeking employment outside, he chose giving training to children of his village. At that time Basix executive was looking for a person with comp knowledge and they told him that CSC will become the ultimate place for all services and his skills can be used there. After working with CSC, he says that infact CSC is the only avenue in the State for using computer skills. He conducted first WDLP (a DIGITAL LITERACY Programme For Women) in 2012, then he trained women in the village. About 100 were trained and 83 passed.

He likes working in CSC scheme because he is able to provide hassle free services which villagers are not aware of at all like ATM withdrawal, Fund transfer, Telemedicine all at one place. He is Sanpdeal affiliate and on smart TV people browse services and select products. He helps villagers in getting a specialist’s appointment at Apollo, managed their travel and is able to provide the entire hospitality service at his CSC as ‘One Stop Service’. To bring services to his village he has vehicle running to Agartala everyday.

Average Monthly Income Rs 45-50,000. He has 11 staff.

Maximum Benefit Income – Aadhar service, Telemedicine, travel services, recharge PMKBY – NDLM.

Insurance Service – employed one person for offering services at home (Peerless Iffko- Tokio) but he wants to be a first party insurance service provider. He sees future in this service as it will give return with low investment and other VLEs should also take up this service

Message to other VLE – advertise and make your service visible – ‘jo dikhta hai woh bikta hai!’ Flex at different places – like near bridge, speed breakers etc. Advertise in paper – people from other district also come over. Use bright colours!

VLE OF THE MONTH

Every month CSC SPV will bring to its readers the names of top 5 VLEs of the month based on transactions registered in the portal. Here are the names for the month of September.

Congratulations to all.

<table>
<thead>
<tr>
<th>Top 5 VLEs for the Month of October- Basis Count of Transaction</th>
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</tr>
<tr>
<td>Gujarat</td>
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<td>Uttar Pradesh</td>
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<td>Uttar Pradesh</td>
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<td>Madhya Pradesh</td>
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<td>Uttar Pradesh</td>
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</table>
Jhamin is an illiterate woman, she never went school. Her daughter works in a CSC and told her about the NDLM programme. Jhamin approached me and expressed her desire to learn computers. I was scared but decided to literate her digitally. It was a challenge for me. First I gave her Paint to draw some things and practice with mouse. Second day I told her to make mehndi design and rangoli with paint. Third and fourth day she continued with paint only.

Then I made a chart of devnagri (Hindi) script with English alphabet combination and told her to type names of her family members. Thus gradually she was being literate as well as digital literate. She also grasped the internet topics with great interest because I told her to search blouse design, sarees, mehndi design and other fashion and woman related things. Then email and social sites etc. was also included in syllabus. Although she took more time but she is now digital literate woman and has passed NDLM. Her son is working in a private shop and he gifted her a second-hand desk top for her use.

Health Literacy Camp : A unique initiative

Apollo Tele Health Services (ATHS) organized two day health literacy camp for women and child in Bokaro, Jharkhand through VC session at Panchayat Level on 16th and 17th Nov 2015.

A total of 2198 people got benefitted across 51 villages across Bokaro District. It was an interactive session, at first the Apollo Doctors educated the participants on the health related issues and then they addresses the queries over live discussion.

Meet The New SEHAT (Health Services) Team @ CSC SPV

Dr Vashima Shubha: vashimas@gmail.com
Ms Prabhain Kaur: prabhain.kaur@csc.gov.in
Ms Aditi Attrey: aditi.attrey@csc.gov.in
You can also reach us at health@csc.gov.in
RAVI SHANKAR PRASAD, communications minister

Common service centres will revolutionise Digital India

There's a huge untapped potential in common service centres (CSCs). Many companies have put in bids to operate CSCs in Bihar, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Gujarat and Maharashtra. It is an indication that our policies are right. A direct link exists between development of CSC and Digital India. Once the CSC becomes active in areas which are not yet developed, it will not only give employment but also help develop auxiliary industries like computer and mobile repair shops.

How many CSCs are planned to be set up? India has 1,250,000 gram panchayats and we have 1,450,000 CSCs. I have instructed all those responsible for setting up CSCs to aim for 200,000 service centres by March 2016. Another target is for the postal department. We have 1,500,000 post offices out of which 1,250,000 are rural post offices. All these will act as rural CSC.

Who will be major beneficiaries? Women, especially married women will be the major beneficiaries. The Centre is already offering a commission of Rs 600 crore. CSCs will be the instrument of change. We are not only looking at the Centre. About 88 crore mobile connections and broadband services will usher in Digital India.

Is there any indication of support for setting up CSCs? In Bihar for 4,600 seats we got expressions of interest (EOIs) from 10,080 firms. In UP for 6,080 seats 21,460 EoIs were received, and in MP for 5,300 seats, 11,275 firms showed interest. In Gujarat, 2,700 seats received EoIs from 5,700 firms, and in Maharashtra for 1,449 seats, EoIs were received from 6,400 companies.

What has been the experience with common service centres?

Have you achieved the targets you had set? Some have been achieved and a roadmap for others has been laid. All policy-related matters like spectrum auction, trading, sharing have been cleared. Revival of BSNL and MTNL will be done by 2018.

What has been the experience with common service centres?
Here in an opportunity to participate and win exciting reward!

Test your knowledge on the recent insights and updates of CSCs. The names of the first three respondents with correct answers will be displayed in the next issue and they will also receive surprise rewards. Hurry!

1. On what topic is the National Workshop being held on 5th December in New Delhi?
2. Which State celebrated Sthapna Diwas on 15th November?
3. On which date Atal Pension Yojna day is celebrated by all the banks across the country?
4. IT officials from which country visited CSC centre at Mumbai location?
5. In which State Apollo Tele Health service organized health literacy camp?

Send your response to: marketing@csc.gov.in

Here are the winners of November issue!
Thanks for an overwhelming response. Based on the first three correct entries, here are the names of the November Quiz competition winners!
(1) Dilrup Singh Kahlon (Amritsar), (2) Uri Knimban Shyam Kumar Meitei (Thoubal, Manipur)
(3) Satya Prakash Deepak

DID YOU KNOW

1. Registration for RAP insurance service is live now
2. CSCs can now become post offices
3. 17,000 non transacting CSC IDs for more than a year have been disabled
4. Thousands of VLEs trained through CSC Radio telecast
5. VLE can now register account holders of PNB for APY through Apna CSC
6. Over 6500 life insurance policies sold by rap’s through CSC portal

MEET THE PERSON

Vignesh Sornamohan
AVP Education,
DOJ: 1st October 2012

He is managing the Education Vertical under CSC SPV. He is handling National Digital Literacy Mission (NDLM) project, Cyber Gram Yojana, Legal Literacy Project and Education Facilitation Service. Other projects include NIELIT training courses and recently concluded NABARD financial literacy programme.
Glimpse of NDLM / DISHA

EDITORIAL TEAM

Dr. Vashima Shubha
Mr. Abey Thomas, Ms. Sheeba Khan, Mr. Pankaj Pal

Share your story and suggestions at marketing@csc.gov.in

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