



**COMMON SERVICE
CENTRES
(CSC)**
Services at the doorstep



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AISECT'S PREAMBLE


India's leading Social Enterprise, AISECT has been instrumental in delivering quality Education, Skill Development, Financial Inclusion and other ICT-based services that builds careers for students and brings about inclusive changes in the previously untapped semi-urban and rural areas of the country. Established in 1985, AISECT has been working towards bridging the skill and ICT gap between urban and rural India and creating local opportunities for the rural youth. Focused on creating an inclusive society, AISECT has been untiringly reaching out to the remotest corners of the country to empower people, generate employment for the youth and unfold entrepreneurial initiatives.

AISECT's determined efforts towards social development had been published earlier as series named "PEHEL". These initiatives were:

1. MULTIPURPOSE ELECTRONICS AND INFORMATION TECHNOLOGY CENTRES-Promoting I.T. Entrepreneurship Employment and Maintenance in Rural Areas
2. INDIRA SUCHNA SHAKTI YOJNA – One of the Biggest Computer Education Projects in Schools in India
3. INFORMATION TECHNOLOGY FOR WOMEN -Empowering Women with Skills in Information Technology
4. SUCHNA MITRA – Making People Partners in E-Governance
5. I.T. YATRA – A Campaign for Taking Information Technology to People
6. AISECT PUBLICATIONS – Creating Contents in Indian Languages
7. ENTREPRENEURSHIP DEVELOPMENT PROGRAMS

AISECT has been working towards its mission of delivering its services to every nook and corner of the country in the past years and is dedicated towards bringing a social change through its initiatives. AISECT will continue to publish these new initiatives in the field of education, skill development and services by the name "SAMARTH".

AISECT is aligned to the Government of India's key Missions of Digital India, Skill India, Start Up Stand Up, Financial Inclusion, Women Empowerment and will continue to work towards developing a New India. AISECT is committed towards spreading its array of services to reach the unreached and will continue to deliver quality Education, Skill Development, Financial Inclusion and other ICT-based services.



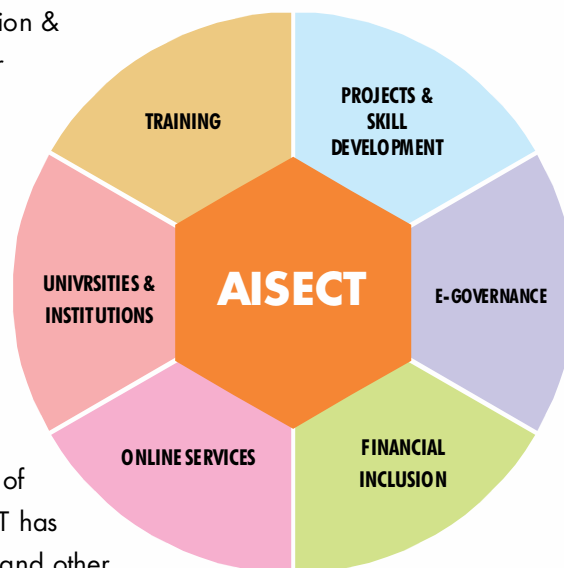
ABOUT AISECT

India's **leading Social Enterprise**, AISECT has been instrumental in delivering quality **Education, Skill Development, Financial Inclusion** and other **ICT-based services** that builds careers for students and brings about inclusive changes in the previously untapped semi-urban and rural areas of the country. Established in 1985, AISECT has been working towards **bridging the skill and ICT gap between urban and rural India and creating local opportunities for the rural youth**. Focused on creating an inclusive society, AISECT has been untiringly reaching out to the remotest corners of the country to empower people, generate employment for the youth and **unfold entrepreneurial initiatives**.

With a PAN-India presence of **20,000 Centres across 29 States and 3 Union Territories, 12 State offices and 28 Regional Offices**, Adopting the **most self-sustainable, demand-led model**, the AISECT model reflects the demand side of communities for various skills and services required in the unorganized sector. Having successfully set up **India's biggest entrepreneurial driven network at the district (475), block (1500) and Panchayat (7200) levels**, AISECT has **generated more than 15,000 rural entrepreneurs** with an annual income ranging from Rs. 2 lakh to 1 crore.

Pioneering the 'Multipurpose Centre' Model,

AISECT utilized their existing Education & Training Centre infrastructure to offer numerous services including skill development, capacity building, information window, maintenance and repair, sale of allied products and services, e-Governance through Common Service Centres (CSC), banking and insurance services, etc. Initiating strategic innovations to reach out to its target audience which comprises primarily of semi-urban and rural masses, AISECT has initiated IT content creation in Hindi and other regional languages.

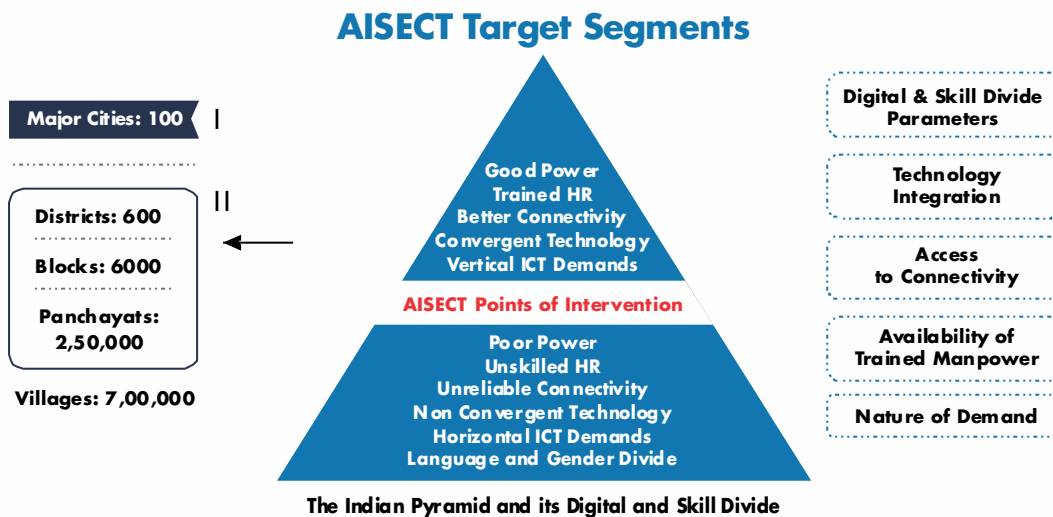


AISECT primarily works in seven verticals. In their endeavour to uplift and empower the rural and semi-urban masses, AISECT's unique value proposition has helped in the advancement of Educational Academies, Skill Development, Capacity Building Projects, Common Service Centres, Banking Services, Rural Job Placements and Higher Education Institutions.



Skill Development and Vocational Education :

AISECT has been working in the field of skill development and training for the past 31 years and have reached the remotest corners of the country. It is a pioneer in imparting skill development courses in local language which explains its reach at the grassroots. AISECT's reach within the country is aptly showcased through a Demographic Pyramid whereby the penetration of AISECT's various activities is highest at the bottom.



With the evolution of AISECT by working in the field of skill development some major learnings which differentiated it are as follows :

AISECT s Differentiating Factors and Learnings in the field of Skill Development

Pioneering 'Multipurpose IT Centre' Model	Course Material creation in Local Languages	Creation of an Entrepreneurial & Demand led Model	Innovative Mobilization Campaigns
Forging Developmental Linkages with ongoing Government Initiatives	Creating an 'Access Anywhere' MOOCs: aisectonline.com	Creating an innovative online & of line Placement support portal: Rojgarmantra.com	Integrating Skill Development within the Higher Education Framework
Launching India's first Community Radio station by a University	Introducing Online Live Lectures through Distance Learning Centres	Continuous addition of Emerging Vocations	In summary trying to Organize the Unorganized Sector



AISECT – NSDC Partnership:

AISECT joined hands with NSDC with the mission to skill around 1.3 million youth across rural and semi-urban India in 2012, in seven of the twenty-one priority sectors identified by NSDC. The seven sectors identified by AISECT for training the youth are IT and ITES, Electronics and Hardware, Banking and Financial Services, Teacher and Assessor Training, Textiles, Organised Retail and Agri skills. These are the sectors which are estimated to have the highest contribution towards the requirement of skilled workforce in the country over next ten years. Under this partnership AISECT has also been affiliated with 12 Sector Skill Councils formed under NSDC.

The main objectives of this partnership were :

- To **expand the skilling and training facilities of AISECT**, first in the rural and backward regions of states such as Madhya Pradesh, Chhattisgarh, Jharkhand, Bihar, Rajasthan, Uttar Pradesh, Orissa, Maharashtra and Punjab and then expand across the country.
- To **undertake massive “Training of Trainers”** program to improve the quality of skill training and to up skill the technology utilization of trainers in training.
- To **utilize the nearly 6,000 Common Service Centres (CSCs)** set up by AISECT at the Panchayat Level across Madhya Pradesh, Chhattisgarh & Punjab for skilling youth.
- To **link skill development programs with university education** and to set up Vocational Academies or Skill Resource Centers within the two AISECT Universities.
- To **support the skill development training programs by providing placement** services both online and offline to the trained manpower.
- To **expand and develop the AISECT Content Creation Center** as the backbone of the ongoing skill development efforts.

Thus, AISECT has been contributing to the Skill India Mission through the following initiatives :

SSDM	NULM/SUDA	CENTRAL MINISTRIES	NSQF
STATES (11)	STATES (12)	SCHEMES : STATES	STATES (11)
RSLDC	MP	DDUGKY: MP	HARYANA
OSEM	UP	DDUGKY: GUJARAT	RAJASTHAN
BSDM	CG	DDUGKY: HARYANA	DELHI
UPSDM	BIHAR	DDUGKY: PUNJAB	JHARKHAND
CSSDA	JHARKHAND	EDCIL	MP
GLPC	GUJARAT	MoMA, MoD	CG
PSDM	MIZORAM	MANAS	PUNJAB
JSDM	MAHARASTHRA	NEEM	W BENGAL
APSSDC	PUNJAB	MSSDC	H P
ASDM	ARUNACHAL PRADESH	SILF	ODISHA
PBSSDM	J & K		ANDHRA PRADESH
	WEST BENGAL		



Higher Education :

A path-breaker in the field of ICT and skill-based education and training, AISECT has positively empowered millions of lives through their educational initiatives over the last 33 years. The Group has established several premier higher education institutions at locations which were in dire need of quality higher education institutions. In 2006, **Dr. C. V. Raman University, central India's first private university,** was established in **Chhattisgarh** and has empowered thousands of students with industry-oriented skills. Moreover, **India's first skill-based private university, Rabindranath Tagore University, Bhopal** strives to impart skill-based quality education and promote research driven advancement of knowledge for creating successful professionals. Established by the AISECT Group in 2010, it has carved a niche for itself in **Madhya Pradesh**. This need of imparting skill based higher education motivated to established **AISECT University, Jharkhand** and **Dr. C. V. Raman University, Bihar** Furthermore, **SCOPE Group of Institution** (SCOPE College of Engineering and SCOPE College of Education) has been established in Bhopal. With strong industry linkages, AISECT's focus lies in the holistic learning and development of a student in order to ensure the effective application of knowledge for a secure future.



AISECT School Services :

AISECT's rich experience in the education sector has led to the establishment of a series of educational ventures, **Brainy Bear Activity Club & Pre-School**, Brainy Bear Publications and multimedia school content for students from kindergarten to class 12th that provides cost-effective, interactive learning solution to children.

AISECT has successfully integrated itself in the pre-school segment by establishing **Brainy Bear Pre-school and Activity Club chain**, aimed at providing first-of-its-kind affordable pre-schooling chain in tier 2 and 3 cities. It has also included other programs like, Mother Toddler Program and After School Program. AISECT's pre-schooling chain in the rural areas was initiated as Brainy Bear Prarambh. With over 16 centres launched within 1 year, AISECT's Brainy Bear Pre-school and Activity Club chain has successfully enrolled more than 500 students in an attempt to provide affordable and quality early childhood education to students of semi-urban and rural India.



Online Education :

Giving shape to AISECT's endeavor to support the Skill India and **Sarva Shiksha Abhiyan** movements, **aisectmoocs.com was established as India's largest free online open learning platform**. AISECT in association with Ireland-based ALISON, offers inclusivity in education by giving students in the remotest corners of the country easy and free access to world-class course curriculum with over **2000 free certificate/diploma courses available in both English and Hindi**. In a blended model students enrolled for an AISECT MOOC course will have the choice of studying at home or coming to the AISECT Centre to make use of the available facilities.

AISECT has also launched a portal '**aisectonline.com**' to empower students in the remotest corners of the country with anywhere, anytime access to education.

AISECT has also initiated concentrated efforts in various B2C services such as mobile and DTH recharge, examination form download and submission, railway ticket booking, data entry operations etc., to make such services more accessible to the common man by integrating with government departments, private businesses and other organizations.

Financial Inclusion and e-Governance Services :

Keeping in mind the urgent need for **Financial Inclusion** in the country, AISECT has successfully established a Financial Inclusion model that has been synchronizing more and more services through the AISECT's Multi-purpose ICT enable centres in rural areas. AISECT has set up over **4000 banking kiosks** in association with **3 nationalized banks and 2 regional rural banks with 88 lakh accounts opened so far and transactions worth Rs. 5000 crores**, initiated mobile ATM services, and started offering renewal premium collection services for reputed insurance companies.

AISECT's prestigious Common Service Centre Project, under the Government of India, was a resonating success and led to the establishment of 2926 CSCs in Madhya Pradesh, 1487 in Chhattisgarh and 585 CSCs in Punjab. Apart from AISECT's core education, training & B2C services, these CSCs provided services under schemes like Jan Sunwai Kendra, Farmer Registration, PFRDA, MP Online, National Population Register, MNREGA, PAN Card as well as Suidhaa Online. The AISECT's CSCs in M.P, Chhattisgarh and Punjab also functioned as the permanent UID (Aadhar) Card Enrolment Centres. Recently AISECT has also established 300 E-Mitra Kiosks in Rajasthan which are providing government services to the citizens

Placement :

Focused on bridging the demand and supply gap in the job market, AISECT has established India's biggest rural job portal, **Rojgar Mantra**. Rojgarmantra.com is a one-of-a-kind job portal focused on providing relevant employment opportunities and related services to the job seekers while at the same time providing a medium for employers to recruit suitable skilled and semi killed manpower. With over 3 lakh job seekers already registered with the portal, Rojgar Mantra is poised to be the biggest rural job placement initiative of India.



Award & Accolades :

A true path-breaker in terms of its vision, reach and passion for spreading education, technical expertise, generating employment as well as revenue opportunities for the previously untapped semi-urban and rural areas of the country, AISECT has won numerous awards and recognitions at national as well as international platforms. Recognized as “the most sustainable and scalable form of IT penetration & popularization in India” by the World Bank-IFM (A) Joint Report, AISECT has been working towards bridging the skill and ICT gap between urban and rural India. It has also been recognized by UNDP for its innovative ICT based vocational training to youth in rural and semi-urban India. The organization has been a recipient of prestigious awards like the Schwab Foundation's Social Entrepreneur of the Year Award instituted by the World Economic Forum as well as the Ashoka Senior Fellowship for AISECT's Chairman & Managing Director Mr. Santosh Choubey, Indian Innovation Award, Manthan Award South Asia & Asia Pacific, Skoch Corporate Leadership Award, NASSCOM I.T. Innovation Award, ASSOCHAM Excellence in Education Award, NASSCOM EMERGE 50 Leader Award, Golden Icon National e-Governance Award, TiE Lumis Partners Entrepreneurial Excellence Award, World Education Summit Award, Inc India 500 Award, Asian Forum i4d Award and Best Practice Recognition Award by the National Skill Development Corporation (NSDC).



The National E-Governance Plan (NeGP)

The Government of India formulated the National E-Governance Plan with the vision of providing all government services in an integrated manner at the doorstep of the citizen, at an affordable cost. The NeGP initiatives consist of 27 Central, State and Integrated Mission Mode Projects (MMPs) along with 8 other support components for rapid introduction of e-governance in the country. The NeGP envisioned a three pillar model for delivery of “web-enabled Anytime, Anywhere access” to information and services in rural India. These are : I Connectivity : State Wide Area Network (SWAN) II National Data Bank/State Data Centre (SDC) III Common Services Centers (CSCs)

The NeGP was an enormous step towards making the Government accessible to citizens, in ways that can not only save huge costs to the Government but also make it more transparent and efficient in its day-to-day interactions with the common man. To that effect, the role of Common Services Centers envisaged as the front-end delivery network for Government services assumed great significance.



The Common Services Center (CSC) Scheme

Common Services Centres were envisioned as the front-end delivery points for government, private and social sector services to rural citizens of India. The idea is to develop a platform that can enable Government, private and social sector organizations to integrate their social and commercial goals for the benefit of rural populations in the remotest corners of the country through a combination of IT as well as Non-IT services.

The aim of the scheme was not merely to roll out IT infrastructure but to build a network of 100,000+ rural businesses across India. To that effect, the CSC scheme was designed to create a value proposition for all stakeholders and alignment of their economic interests.

The CSC Scheme was envisaged to be a bottom-up model for delivery of content, services, information and knowledge that can allow like-minded public and private enterprises - through a collaborative framework - to integrate their goals of profit as well as social objectives into a sustainable business model for achieving rapid socio-economic change in rural India.

An ICT enabled CSC can:

- Provide citizen centric services of the State and Central Government in a convenient and efficient manner through the CSCs across rural India
- Enhance the accountability, transparency and responsiveness of the government to citizen's needs
- Provide efficient and cost effective methods of service delivery to departments and agencies
- Allow private and social sector to collaborate with the government to offer world-class services in rural India
- Train village level entrepreneurs in business and IT management skills
- Empower the rural citizen through information dissemination and market linkages

The Structure of the CSC Scheme

The Service Centre Agency (SCA) is the prime driver of the CSC Scheme. The CSC structure was envisaged as follows :

- At the first level would be the Village Level Entrepreneurs (VLEs). The SCA would manage a network of VLEs who in turn would manage the operational business of the CSC at the village level. The VLEs would report to the SCA.
- At the second level would be the Service Centre Agency (SCA). The SCA would be responsible for the overall profitability and sustainability of the CSC business.
- At the third level would be the agency designated by the State - the State Designated Agency (SDA) - to facilitate implementation as well as provide policy guidelines from time-to-time, Government to Citizen (G2C) services and disbursement of revenue support to the SCAs.
- In addition, the DIT has appointed a National Level Service Agency (NLSA) to support the SDA as well as the SCAs to enable the CSC business in the state.

The State Designated Agency (SDA) :

The CSC Scheme was rolled out in the State through the SDA. The SDA played three major roles as follows:

- Facilitator for policy, regulatory and other relevant changes with the State Government
- Facilitator for enabling E-Government services
- Enabler for infrastructure and other support to the SCA

Service Centre Agency (SCA) :

The SCA is the prime driver of the CSC eco-system. The SCA would be the owner of CSC network in pre-defined areas of operations in the state. The SCA would undertake activities such as identifying the required applications and services, harnessing the state network, identifying and training the VLE, establishing the CSC (either directly or through the VLE), supplying, aggregating and updating content and services and so on. The SCA would be supported by the NLSA and the respective State Designated Agency (SDA) to implement the CSC Scheme

Village Entrepreneur (VLE):

The VLE is the key to the success of the CSC operations. A good VLE would be the one who has good entrepreneurial skills, strong social commitment as well as respect within the community. The VLE would manage the CSC business at the ground level. Selection and proper training of the VLE would play a vital role in effective implementation of the CSCs.

National Level Service Agency (NLSA):

A project of this scale poses significant challenges of project management at the national level. Significant economies of scale can be achieved in the identification, customization and implementation of the physical and digital infrastructure required for the project. Further, many of the potential citizen-centric services would lend themselves to aggregation at the national level. To enable the state-specific implementation plans to benefit from such economies of scale, aggregation of best practices, content providers, etc., Infrastructure Leasing & Financial Services Limited (IL&FS) was appointed as the National Level Service Agency (NLSA) by the DIT, GOI for facilitating the rollout process in a Public Private Partnership (PPP) format.

Special Purpose Vehicle (SPV) :

A national level SPV was incorporated on 16th July' 09 under the Companies Act, 1956, with the name "CSC E-Governance Services India Ltd". The SPV undertook the day-to-day monitoring of the CSC Scheme on behalf of the Government of India. Key roles and responsibilities taken up by CSC SPV were:

- Lay down operating and financial guidelines within the CSC system
- Providing a framework for collaborative decision making process
- Catalyzing and maintaining content aggregation on an on-going basis
- Build a common "Identity", logo etc.

The SPV enables diverse stakeholders to work through common institutional and contractual frameworks, facilitate government outreach, monitor the outcomes being achieved by the CSCs, undertake capacity building, loop best practices, standardize design, content and processes into a replicable collaborative framework and so on. Thus the SPV has a specific business mandate to leverage the CSC network for socioeconomic development of the rural areas.

AISECT In CSC Project

AISECT participated in the competitive bidding for CSC Project of Govt. of India and emerged as a leading SCA from Central India. AISECT had to set up **3173 CSCs in Madhya Pradesh, 1487 in Chhattisgarh** and **585 CSCs in Punjab**. It has already achieved 100% rollout targets in all the three states (after discounting the dif cult area CSCs in Chhattisgarh). The CSCs established by AISECT are delivering online educational services though AISECT educational programme. Financial Inclusion is another important area of intervention by AISECT CSCs with the support of leading nationalized banks like the State Bank of India and Bank of India in MP, Chhattisgarh & Punjab. In addition, these CSCs are also acting as hubs for delivering the various services of companies like MPOne, Idea, Tata Sky, BSNL, Suvidha Online etc.



S.No.	State	Target of CSC	Achievement by AISECT
1	M.P.	3173	3413
2	CHHATTISGARH	1487	1249
3	PUNJAB	585	585
	TOTAL	5245	5247

Major Activities Conducted Under The Project

AISECT had initiated several activities to ensure smooth rollout of the project. The details of these activities are as under :



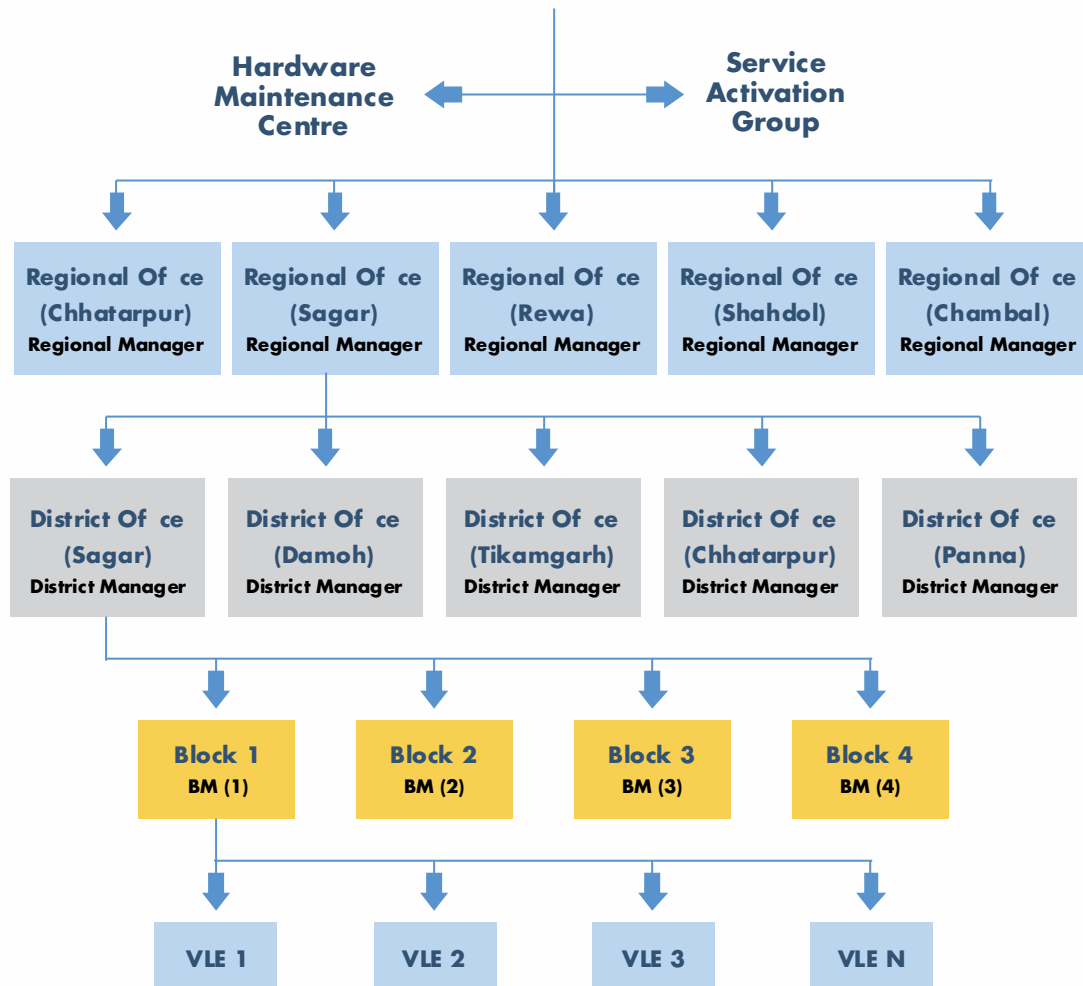
Creation of Project Structure

A project team was constituted and a state level office was established at Bhopal to ensure effective and result oriented implementation of the project. For this purpose, AISECT appointed Regional Managers for 3 zones, District Managers and Marketing Executives for all fifteen districts and Block Managers in all the Blocks. District level and Block level project offices were also opened since the very beginning of project.



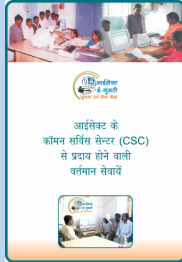
Project Office Bhopal

Project Director Project Manager



Creation of Publicity Material

AISECT prepared a detailed plan for Publicity & Advertisement and inserted advertisements in electronic and print media highlighting salient features of the project. The handbills, hoardings, wall paintings banners and flexes were also used to popularize the project.



भारत सरकार एवं मध्यप्रदेश शासन की कॉमन सर्विस सेंटर परियोजना में भागीदार बन प्रदेश के साथ अपना भी विकास करें

म. प्र. शासन द्वारा अधिकृत कॉमन सर्विस सेंटर (नागरिक सुविधा केन्द्र) स्थापित करने का सुनहरा अवसर

नेशनल ई-गवर्नेंस प्लान के अंतर्गत भारत सरकार एवं मध्यप्रदेश शासन द्वारा राज्य में कॉमन सर्विस सेंटर (नागरिक सुविधा केन्द्र) स्थापित करने हेतु आइसेक्ट का गठन सबसे बड़े सेवा प्रदाता के रूप में किया गया है। कॉमन सर्विस सेंटर (नागरिक सुविधा केन्द्र), समस्त आत्मसंतोष, अशासकीय, सामाजिक, एवं व्यावसायिक सेवाएं प्रदान करने का एकमात्र स्थान होगा।

कॉमन सर्विस सेंटर (नागरिक सुविधा केन्द्र) पर प्रस्तावित शासकीय एवं व्यावसायिक सेवायें :

<ul style="list-style-type: none"> • भू-अभिलेखों की प्रति • जन्म-मृत्यु-जाति प्रमाण पत्र • विधवा का भुगतान • डिजिटल फोटो • फोटोकॉपी एवं वीडियो • रजिस्ट्रार ऑफिस • मनोरंजन 	<ul style="list-style-type: none"> • भविष्यदात • आइसेक्ट के विभिन्न कार्यक्रम • कृषि सेवायें • फायनेंसियल सेवायें • टेसीमेंटिशन • विज्ञान एवं प्रचार-प्रसार सेवायें • डिजिटल सेवायें
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मध्यप्रदेश शासन के द्वारा कॉमन सर्विस सेंटर (नागरिक सुविधा केन्द्र) के संचालन के लिये जगह (जकरत पड़ने पर) ग्राम पंचायत के सहयोग से प्रदान की जा सकती है, जो किराया आधारित होगी।

जिलों में संपर्क

शंभुपुर-सुरभोलन गवन, मो. 9977188218, भूरेना-नामी खन्ना, मो. 9329767106, मिंड-आर.के. रोथी, मो. 9826211768, सागर-मनन शर्मा, मो. 9826877919, डॉ. आरुण वैद्य, मो. 9425425090, इमोल-सागर साहू, मो. 9926510198, पन्ना-ओ. पी.नाथ, मो. 9425281174, रमनसिंह शर्मा, मो. 9893171727, छारपुर उज्जैन प्रताप सिंह, मो. 9128513266, ईकमण्ड आर. के. भारद्वाज, मो. 9126475803, रीवा-आर. डी. मिश्रा, मो. 9782716159, अहोला जी.के. डिवेदी, मो. 9128689918, उज्जैन-मैत्रा शर्मा, मो. 9926896922, उमरिया-नरिन्द्र कुमार मिश्रा, मो. 9926441581, सीता-विलास शीतलदास, मो. 9425179892, सतना-अजय मिश्रा, मो. 9827216969, रायसेन-मो. 9926896922

लगभग 1500 उद्यमी पहले ही यह निर्णय ले चुके हैं आप भी आगे आये लाभ उठावें

Selection OF VLEs

AISECT selected potential Village level Entrepreneurs in the selected Panchayats with the assistance of its project team. The selection process was so devised that different sections of the society i.e. Women, Schedule caste & Schedule tribes and Backward classes were duly represented in the selection. This process gave desired impetus to selection of VLEs and all sections of the society were able to join the project.



VLE Training & Capacity Building

AISECT arranged for the proper training of all the VLEs by organizing training program at State, District and Block level. AISECT designed a detailed training manual and guidelines for conducting the training program effectively. The training schedule was divided into T1 to T6 levels. Audio-Video CD of the training program was also prepared.

The 6 types of VLE training are as follows:

- T 1** - VLE Orientation Training
- T 2** - EDP Training
- T 3** - Technical Training of VLEs
- T 4** - Training on B2C Services
- T 5** - Training on G2C Services
- T 6** - Training on Online Services



Provision of Suitable Hardware and Software

AISECT ensured that standard hardware as per specifications given in RFP is provided at each CSC. In the process, AISECT negotiated with all major Hardware and Software Companies in a bid to ensure that standard hardware and software at competitive prices is supplied to our CSCs. The table hereunder gives the details of the minimum standard hardware available at each CSC.

S.No.	Description	Qty.
1	COMPUTER – HCL Intel Core 2 Duo 1.8 GHz, 800MHz FSB 2 MB L2 Cache, Intel Q963 Express Chipset, 1 GB DDR SD RAM, 160 GB HDD SATA, 52X DVD Combo, Onboard Graphics, Onboard Sound, Onboard Integrated 10/100Mbps NIC Card, 1 Serial, 1 Parallel, 6 USB 2.0, 2 PS/2 Ports, USB or PS/2 Standard Keyboard, Optical 2 Button Scroll Mouse, & Pad, 17" TFT Color Monitor	1 or 2
2	Software – Microsoft Windows Starter Pack for Desktop, MS Windows Vista upgrade For Desktop, MS Office Standard 2007	1 or 2
3	UPS 1000 VA - RXL	1
4	HP Laser Printer MFD M – 1120 – Print, Copy, Scan	1

Branding OF CSC

A standard design was prescribed for each CSC so that every CSC is presented in a standardized manner as far as placement of hardware and arrangement of displays is concerned.



Development of CSC Website

AISECT Web Group designed a comprehensive website specialy for the AISECT CSC Project "www.aisectcsc.com". The website provides the overview of the project, its objectives, services, VLEs, success stories and govt. initiatives.



Establishment of Help Desk

To ensure better coordination and to avoid communication gap AISECT created a Help Desk at its Head Office at Bhopal. This Help Desk ensured troubleshooting of the VLEs in a time bound manner and to create a congenial atmosphere. AISECT has appointed service coordinators who motivate the VLE to take up various services and also help the VLEs to solve their technical problems to effectively and smoothly running of the services.



Revenue Support Distribution

AISECT has ensured that the CSCs are provided with the Revenue Support every month and thus fulfilled the stipulation of Master Service Agreement (MSA). AISECT has so far distributed Revenue Support aggregating to Rs 684 Lakhs to the VLEs.

Bouquet of Services

AISECT has provided to its CSCs a bouquet of various online and offline services which includes educational services, financial inclusion, online B2C services, telecom and insurance services.

Based on the **experience of Rural ICT interventions**, AISECT realized that there must be Services to ensure **minimum sustainability** of CSCs and hence **CORE SERVICES** were provided to all CSC. In addition, the opportunities were also provided to VLEs to constantly **raise income** through **AUXILIARY SERVICES**.

Services Provided by AISECT

CORE SERVICES: The essential and popular services at AISECT CSCs.

- a. Online Services - Through MPOnline and AISECTonline
- b. AISECT Courses (Educational)
 - AISECT COURSES
 - AISECT - NSDC partnership program.
 - CVRU Courses
- c. Financial Inclusion Services (BC & BF)- SBI and Bank of India
- d. UID Services
- e. Selected B2C - About 25 B2C services are delivered at AISECT CSCs. Some of the prominent B2C services are as follows:

B2C SERVICES AT AISECT CSCs:

Photocopy	Digital Photography	Audio Video Titling
DTP work	Internet & Email	Job Work
Computerized accounting	Screen Printing	Mobile related service

AUXILIARY SERVICES: The secondary and need based services at AISECT CSCs

- a. Life & General Insurance Products (LIC, SBI Life, United India Insurance)
- b. PAN Card
- c. PFRDA
- d. Telecom Services – IDEA & AIRTEL Mobile
- e. Entertainment (DTH Services)

Suvidhaa Online Utility Services - IRCTC Booking, Telecom Booking, Premium Payments etc

- AISECT CSCs provided various services under e-district Project in Sagar District.
- AISECT CSCs also undertook the work of data entry in national population register
- At present AISECT CSCs are involved in UID enrollment & AADHAR GENERATION.

A training manual on various services offered by AISECT has also been prepared



Innovative Ideas Implemented

IT Yatra

AISECT prepared a Mobile Van duly fitted with computers and other equipment. This Mobile Van has been extensively used to popularize the project in the far ranging areas of the state. Our VLEs and the public in general have been immensely benefited with this novel idea and have taken keen interest in the programs and displays organized through the Mobile Van.



Audio Video Material For CSC Project

An Audio CD containing songs for CSCs and a training film to facilitate training at District level was made at AISECT Studio and given to all VLEs and District Managers respectively which was extensively used by our VLEs.



Monthly News Letter “CSC KHABAR”

Most of the CSCs keep exploring various business avenues around the rural communities they are catering. To share the success stories among other VLEs and update them about the progress of entire project, AISECT CSC Project unit publishes a CSC News Bulletin entitled “CSC Khabar”. It is an appraisal of the monthly progress made in the project. The CSC Khabar is posted to all VLEs of AISECT, State Govt., Central Govt., the CSC Nodal of cers, MCIT, NLSA and SCAs for apprising them about the project and its progress.





Massive Surveys of CSCs

AISECT conducted two massive surveys of CSCs. During surveys detailed information was collected on various points like hardware, connectivity, services delivered through CSCs etc. The surveyors during the course of survey informed VLEs about the various services offered by AISECT, its income potentials and motivated the VLEs to start these services at their CSCs.

District/Block and Panchayat Level Conventions

AISECT also organized conventions at District, Block and Panchayat level ensuring active participation of VLEs, general public and various officials of local administration. Apart from this, AISECT in collaboration with MPSEDC organized CSC conventions in all the fifteen Districts of 3 zones and District collectors, senior officers of MPSEDC, Regional / District level administrative officials and our Project Team actively participated in all these conventions.



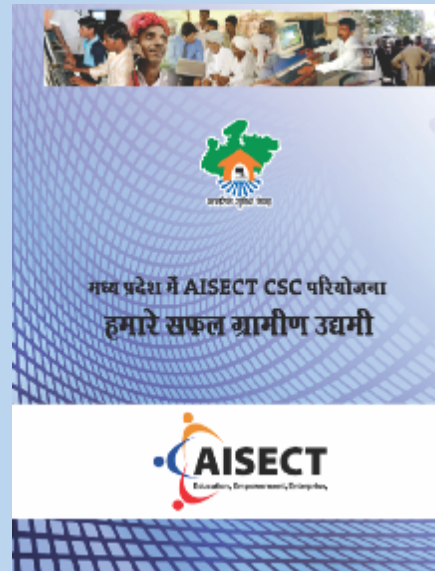
VLE Training at Damoh, Madhya Pradesh



State Level VLE Convention

Case Studies on Successful VLEs

AISECT has published a book on successful VLEs selected on the basis of available infrastructure, services rendered and income derived. AISECT has published this book to recognize the performance of excellent VLEs and to motivate others to put up a better performance.



Campaign For Installation of OMT

In compliance with the directives of the Govt. of India, AISECT rigorously launched a campaign to ensure that OMT is installed at every CSC. AISECT also monitors the up time on OMT and our field staff also visits CSCs from time to time.

Awards to VLEs for Motivation

AISECT provides awards under different categories to the successful VLEs. The awards are given for different services based up on the various parameters like: Commission earned, transactions made and presence on OMT etc.

Our VLE's were also awarded by the govrnment of MP for best performance across the state.



Centre for E-governance

AISECT has established a Centre for E-Governance at its Head Of ce at Bhopal. The Centre for E-Governance demonstrates the technologies and various services from all over the country suitable for dissemination in rural areas. The Centre for E-Governance is tted with the latest computers and other equipment to demonstrate various services to VLEs. In addition to this a SOLAR powered computer is also installed at the centre.



A special purpose vehicle **named CSC-SPV** was formed in 2009 for the purpose of monitoring the CSC Project. The key roles of CSC-SPV were:

- Lay down operating and nancial guidelines within the CSC system
- Providing a framework for collaborative decision making process
- Catalyzing and maintaining content aggregation on an on-going basis
- Build a common "Identify", logo etc.

AISECT is one of the selected SCAs which is the board member of SPV.

SUCCESS STORY



Shri Ram Kishore Yadav
Village Kesla (Hoshangabad M.P.)

Shri Ram Kishore Yadav was working as a compounder in a private Hospital at a salary of Rs.2500/- per month before joining AISECT in January 2011 by setting up a Common Service Centre in village Kesla (Hoshangabad M.P.). He was a successful CSC owner but wanted to diversify his services. Soon Kiosk banking services were started at the location to serve rural Adivasi population of the area. Around 1 1500 new customers were enrolled at the Kiosk and on an average 150 to 200 customers visit the kiosk for their banking needs from 8 am to 8 pm every day.

Shri Ram Kishore Yadav is earning commission of ₹ 20000-25000 per month by providing banking and CSC services in the area and has provided employment to 4 unemployed youths of the village. This has enhanced his creditworthiness in the area and now Shri Yadav commands respect from the population of his village and nearby villages.



Mandvi Sahu
Village Chandra (Tikamgarh, M.P.)

Ms. Mandavi Shahu age 29 years was an unemployed Graduate. She is a resident of village Chandra, which is a part of Block Jatara in the district of Tikamgarh. This village and block, comes under the backward category of Bundelkhand. The literacy percentage of block is very less. The block /district did not have any industry. The livelihood of the people is based on agriculture only. As an eldest child, and her father not having any major source of income, she had to look after the educational requirement of her two younger brothers. She started AISECT CSC with the motive to earn on her own and support her family financially. Later she came to know about the activity of AISECT Financial Inclusion and Kiosk Banking services. As she was already working with AISECT and had people's faith in her, she was able to open 3050 accounts and as on date has deposits of ₹ 25.76 Lacs in these accounts. Her constant efforts for the financial literacy among the people especially women yielded good results. She was also able to convince people to opt for "Pradhan Mantri Jivan Joyti Yojna" and "Pradhan Mantri Surksha Bima Yojna". She also extended the support to educate people about use of "Rupay Debit Cards with its benefits.

SUCCESS STORY



Kamlesh Kumar Jhali

Baniyagaon (Kondagaon, CG)

Kamlesh Kumar Jhali is located in Kondagaon district which predominantly is a backward and Naxelite area. This area was totally devoid of government and Banking facilities and has a very poor internet connectivity. He started his CSC to provide G2C & B2C Services at the doorstep of the citizens. Later State Bank of India in collaboration with AISECT indentified the village to provide kiosk banking facilities at the location and selected Shri Kamlesh Kumar Jhali as a Customer Service provider. Shri Kamlesh Kumar Jhali is now a self employed young man and fully motivated to serve the population by providing them government and banking facilities at their door step.

The Kiosk was started in July 2013 and he opened more than 5000 accounts till date and earning BC Commission of ₹ 20,000 to Rs.25,000 per month.

The Kiosk serves the population of 10 to 12 nearby villages. Several camps were organized under PMJDY and State Bank of India distributed Rupee debit cards customers.



Mrs. Mamta Vastrakar

Village Durg Kondal (Kanker, C.G.)

Mrs. Mamta Vastrakar a VLE of village Durg Kondal which is in the District Kanker of Chhattisgarh, resided in a Naxal affected area and wanted to start something of her own. She was got to know about AISECT CSC and opened one in her village to serve the natives. After a few years she wanted to diversify the services and therefore opened SBI-banking kiosk in the area. This is a tribal area and also affected with the Naxal activity the awareness about the banking services among the people is very low.

As on date she has 4000 accounts and earns BC Commission of ₹ 20,000 to Rs. 25,000 per month by providing CSC and banking services and, also supports the branch to source the insurance business. She has also mobilized over 100 cases of Pradhan Mantri Jivan Jyoti Bima Yojna and also uploaded over 200 cases of Pradhan Mantri Surksha Bima Yojna.

Photo Gallery



District Level CSC Centre Opening at MP



TOT session for CSC VLE's



CSC Centre in panchayat level



CSC Banking Kiosk, Bhopal



Pamphlet distribution for CSC awareness camp



IT yatra being flagged at AISECT HO Bhopal



VLE's of CSC attending a TOT session



TOT session for CSC VLE's

Photo Gallery



District Level VLE Convention Gramin Choice Centre, Chhattisgarh



IT Yatras in Punjab for awareness generation of CSC Project



CSC Centre at panchayat level



CSC Campaign at Common Wealth Express



Account opening at CSC Banking Kiosk Centre



The TOT training sessions at AISECT H.O., Bhopal



Students in CSC Centre



IT Yatra closing at AISECT H.O., Bhopal

Photo Gallery



AISECT HO Team running IT Yatra



IT Van used during



AISECT CSC Centre at Block level



VLE convention at District level



VLE Convention



District Level VLE Convention Gramin Choice Centre, Chhattisgarh



VLE Convention at Morena



CSC VLE's at VLE Convention

Media Coverage

ਸੀ. ਐੱਸ. ਸੀ. ਸੰਚਾਲਕਾਂ ਨੂੰ ਕੰਪਿਊਟਰ ਭੇਟ ਕੀਤੇ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਪੰਜਾਬ ਸਟੇਟ ਵਿਦਿਅਕ ਸੰਸਥਾ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।



ਸੀ. ਐੱਸ. ਸੀ. ਸੰਚਾਲਕਾਂ ਨੂੰ ਕੰਪਿਊਟਰ ਭੇਟ ਕੀਤੀ ਗਈ। ਸੀ. ਐੱਸ. ਸੀ. ਸੰਚਾਲਕਾਂ ਨੂੰ ਕੰਪਿਊਟਰ ਭੇਟ ਕੀਤੀ ਗਈ।

ਆਲ ਇੰਡੀਆ ਸਿੱਖ ਗਰੈਜੂਏਟ ਕਾਨਫਰੰਸ ਸਭਾ ਪਰਮਕੋਟ ਬੰਗਾ ਦੀ ਮੀਟਿੰਗ 8 ਮਈ ਨੂੰ

ਬਟਾਲਾ, 29 ਅਪ੍ਰੈਲ (ਸਿੱਖੀ)। ਆਲ ਇੰਡੀਆ ਸਿੱਖ ਗਰੈਜੂਏਟ ਕਾਨਫਰੰਸ ਸਭਾ ਪਰਮਕੋਟ ਬੰਗਾ ਦੀ ਮੀਟਿੰਗ 8 ਮਈ ਨੂੰ ਹੋਵੇਗੀ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

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ਆਈਸੈਕਟ ਜਾੱਗੀਰ ਕੋ ਮਿਲਾई-ਗਵਰਨੈਂਸ ਸਮਮਾਨ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਆਈਸੈਕਟ ਜਾੱਗੀਰ ਕੋ ਮਿਲਾई-ਗਵਰਨੈਂਸ ਸਮਮਾਨ ਮਿਲਾਈ ਗਈ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਦੀਨਿਕ ਸਮਾਜਕ ਸੰਚਾਲਕ, ਗੁਰਦਾਸਪੁਰ 15 ਅਕਤੂਬਰ 2014

ਆਈਸੈਕਟ ਵਿਠਿ ਕੇ ਤੀਨ ਕਾੱਮਨ ਸਰਵਿਸ ਸੈਂਟਰ ਸੰਚਾਲਕ ਸਟੇਟ ਆਈਟੀ ਅਵਾਰਡ ਸੇ ਸਮਮਾਨਿਤ

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ਗਾੱਵ-ਗਾੱਵ ਮੇਂ ਸਿਲੇਗਾ ਸਰਕਾਰੀ ਸੁਵਿਠਾਅੋਂ ਕਾ ਲਾਮ

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ਆਈਸੈਕਟ ਪਰ ਕਾਰਯਸ਼ਾਲਾ ਆਯੋਜਿਤ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਆਈਸੈਕਟ ਪਰ ਕਾਰਯਸ਼ਾਲਾ ਆਯੋਜਿਤ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

585 service centres to come up in Punjab

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। 585 service centres to come up in Punjab. ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਸੁਵਿਠਾ ਕੇਂਦਰੋਂ ਪ੍ਰਤਿ ਜਾਗਰੂਕ ਕਰੇਗੀ ਤਕਨੀਕੀ ਧੈਨ

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ਆਈ. ਟੀ. ਵੈਨ ਵਲੋਂ ਸਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਸ਼ੁਰੂ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਆਈ. ਟੀ. ਵੈਨ ਵਲੋਂ ਸਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਸ਼ੁਰੂ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਆਈ. ਟੀ. ਵੈਨ ਵਲੋਂ ਸਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਸ਼ੁਰੂ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਗ੍ਰਾਮੀਣ ਚਾਇੰਸ ਏਜੇਂਟ ਨਿਯੁਕਤ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਗ੍ਰਾਮੀਣ ਚਾਇੰਸ ਏਜੇਂਟ ਨਿਯੁਕਤ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਆਈਸੈਕਟ ਵੱਲੋਂ ਗੁਰਦਾਸਪੁਰ 'ਚ ਆਮਨ ਸਰਵਿਸ ਸੈਂਟਰ ਖੋਲ੍ਹਣ ਸਬੰਧੀ ਸਾਫਲਤਾਵਾਂ ਵਿਠੇ ਵੇਰੋ ਸ਼੍ਰੀ ਅਨੁਭਵ ਗੁਰਦਾਸਪੁਰ ਅਤੇ ਵੇਰੋ।

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਆਈਸੈਕਟ ਵੱਲੋਂ ਗੁਰਦਾਸਪੁਰ 'ਚ ਆਮਨ ਸਰਵਿਸ ਸੈਂਟਰ ਖੋਲ੍ਹਣ ਸਬੰਧੀ ਸਾਫਲਤਾਵਾਂ ਵਿਠੇ ਵੇਰੋ ਸ਼੍ਰੀ ਅਨੁਭਵ ਗੁਰਦਾਸਪੁਰ ਅਤੇ ਵੇਰੋ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਸੁਵਿਠਾ ਕੇਂਦਰੋਂ ਪ੍ਰਤਿ ਜਾਗਰੂਕ ਕਰੇਗੀ ਤਕਨੀਕੀ ਧੈਨ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਸੁਵਿਠਾ ਕੇਂਦਰੋਂ ਪ੍ਰਤਿ ਜਾਗਰੂਕ ਕਰੇਗੀ ਤਕਨੀਕੀ ਧੈਨ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਸੁਵਿਠਾ ਕੇਂਦਰੋਂ ਪ੍ਰਤਿ ਜਾਗਰੂਕ ਕਰੇਗੀ ਤਕਨੀਕੀ ਧੈਨ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਪੰਚੋਂ-ਸਰਪੰਚੋਂ ਕੋ ਸਰਵਿਸ ਸੈਂਟਰ ਪਰਿਯੋਜਨਾ ਕੀ ਜਾਨਕਾਰੀ ਫੀ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਪੰਚੋਂ-ਸਰਪੰਚੋਂ ਕੋ ਸਰਵਿਸ ਸੈਂਟਰ ਪਰਿਯੋਜਨਾ ਕੀ ਜਾਨਕਾਰੀ ਫੀ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।

ਸੀ. ਐੱਸ. ਆਰਥ ਕਰਨ ਦਾ ਐਲਾਨ

ਗੁਰਦਾਸਪੁਰ, 29 ਅਪ੍ਰੈਲ (ਵਿਨੋਦ)। ਸੀ. ਐੱਸ. ਆਰਥ ਕਰਨ ਦਾ ਐਲਾਨ। ਇਸ ਮੌਕੇ ਮੁੱਖ ਦਫ਼ਤਰ ਵਿਖੇ ਕੰਪਿਊਟਰ ਸੰਬੰਧਿਤ ਸਮੱਗਰੀ ਦੀ ਭੇਟ ਕੀਤੀ ਗਈ।



ਸੀ. ਐੱਸ. ਆਰਥ ਕਰਨ ਦਾ ਐਲਾਨ। ਸੀ. ਐੱਸ. ਆਰਥ ਕਰਨ ਦਾ ਐਲਾਨ।



ਪੰਚੋਂ-ਸਰਪੰਚੋਂ ਕੋ ਸਰਵਿਸ ਸੈਂਟਰ ਪਰਿਯੋਜਨਾ ਕੀ ਜਾਨਕਾਰੀ ਫੀ।



ਸੀ. ਐੱਸ. ਆਰਥ ਕਰਨ ਦਾ ਐਲਾਨ। ਸੀ. ਐੱਸ. ਆਰਥ ਕਰਨ ਦਾ ਐਲਾਨ।



