



While you were away

GUNS N' ROSES

I was a small boy when India liberated East Pakistan, and handed over the right to rule by themselves to Bangabandhu Sheikh Mujibur Rahman and his people. History was created along with Bangladesh. I distinctly remember the victory celebrations by the youth in my village who roamed around the place in jeeps shouting war cries – which we, kids, also recited without knowing the meaning. Valor and victory are celebrated any day, anywhere.

Kargill, however, is not history for majority of us. Just about a decade back in the broad daylight infiltration began from the difficult sides of the Himalayan ranges. India won the war – but not before paying a heavy price with the lives of hundreds of brave men who vowed to stay awake so that we could sleep in peace. The darker side of valor is that not everyone who fights the war is dead. Those who are maimed and crippled outnumber the dead. What is the future for them?

True to the tradition, the Armed Forces do several things to help them get back to Life in as many ways as they can. Directorate General of Resettlement (DGR) has a handbook of courses and training a person can pick from. However, privately many of them agree that there isn't much innovation or enterprise in the courses offered. This is where the story of a Lance Naik who wanted to sing stands out. By some effort by the director of the rehabilitation training centre at Pune, he was picked up by the organizers of Sa Re Ga Ma, a national talent search contest on television and today he sings tracks for several frontline artistes.

So, as we have been swearing by it again and again, the spirit of enterprise is the key. Common Services Centres have been on the lookout for people who are enterprising to run them. Several rounds of deliberations have taken place around the postmen and jawans for including them into the CSC Eco-system.

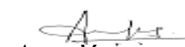


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Against this backdrop, it was a pleasant revelation that armed forces can offer one of the best pools of people who have the spirit of enterprise in abundance. After explaining the CSC Scheme, sixty five percent of the 130 deputees instantly signed up for taking up the VLE role. At the prestigious QMTI in Pune, jawans waited with bated breath outside the office of the director wondering how to proceed.

A soldier is a prized possession for the society. However, his role as a VLE becomes meaningful only if CSCs roll out many more services. In Faisabad, UP, a CSC has been set up in the cantonment. In this issue, we bring to you instances where services of different nature are being initiated through CSCs. Initiatives in Maharashtra, Kerala are two examples. However, what is likely to bring success to the scheme is to train the jawans for VLE-ship so that they can begin the centre on a successful note. Training on National Population Register (NPR), Training on courses offered by IGNOU and training for differently abled all that have happened in the recent past are directed towards this goal.



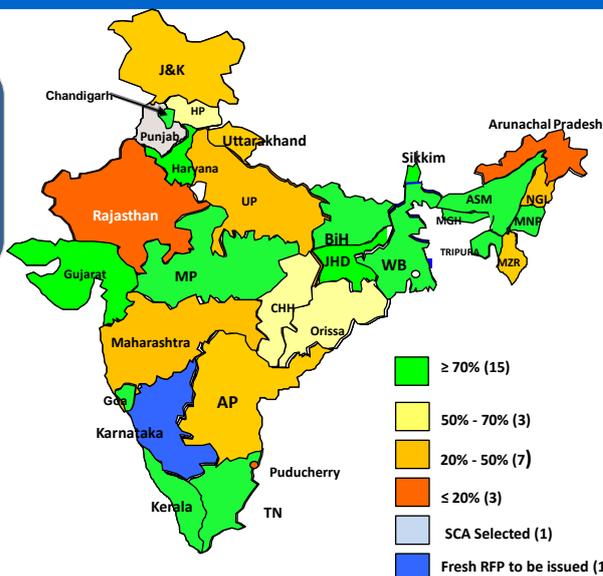
Arun Varma

CSC Implementation Status

Total CSC Rollout (As on 31st March 2010) - 76100

Progress So Far (As on 31st March 2010)

- CSC rolled out - 76,100 (29 States)
- Online Monitoring Tool Installed - 34,719 (26 States)
- Implementation underway - 47,081 CSCs (29 States)



*Jharkhand, Haryana reported 100% CSC rollout, however due to termination of SCA in Haryana, 561 out of 1159 CSCs are non operational. Similarly, in Tripura due to cancellation of contract 133 CSCs are non operational

The Latest in CSC.

Item	Status
Online Tool Installation Completed	35000
MSA signed in Arunachal Pradesh (SCA-Terasoftware) for 200 CSCs	9 th March 2010
Government Order issued in Maharashtra regarding ranking of districts based on performance	Maha e-Seva Kendra Scheme
DOEACC granted permission to offer CCC (Course on Computer Concepts) course through CSCs in	Sikkim

Training Sessions to District/ Block Coordinators of SCAs at Bhopal

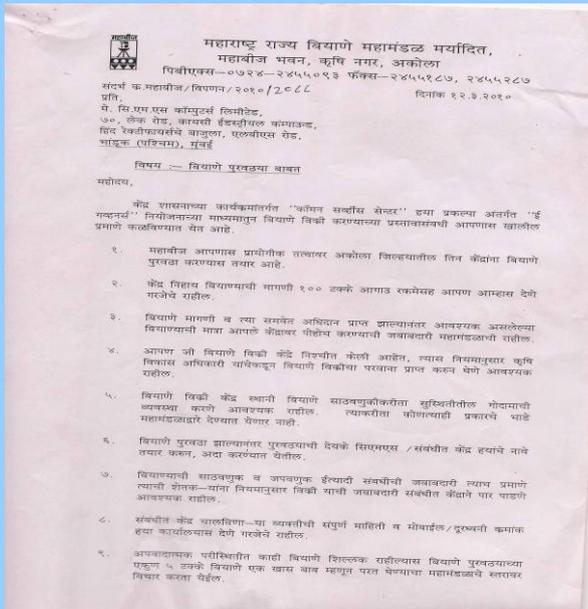
With an objective to improve the uptime of CSCs and to sensitize the field staff of SCAs, a training program was conducted on 10th March, 2010, at Bhopal. About 38 members of Reliance communications, AISECT and CMS Computers attended the session. Mr. Nilesh Khanokar, IL&FS Mumbai conducted the session. Similar training will be organized for NICT at Indore during the month.



MSSCL (MAHABEEJ) grants approval to CMS Computers for sale of 'hybrid seeds' on pilot basis through CSCs in Akola, Maharashtra

Maharashtra State Seeds Corporation Ltd. (MSSCL), popularly known by its brand name "MAHABEEJ", have given their approval to CMS Computers, the designated SCA for CSCs in Aurangabad and Amravati divisions of the state, to start sale of 'hybrid seeds' on pilot basis through three CSCs / Maha e-Sevakendras in the Akola District of Amravati Division.

MAHABEEJ is one of the largest and leading State Seeds Corporation among all State Seed Corporations in India. MAHABEEJ is primarily engaged in production, processing and marketing of seeds of more than 50 crops and 250 varieties and hybrids in almost all categories i.e. Cereals, Pulses, Oilseeds, Fibre Crops, Fodder, Green Manuring Crops & Hybrid Vegetables. MAHABEEJ is located at Akola in Western Vidarbha, which is known as the center for Seed Sector of Maharashtra.



उपरोक्त प्रमाणे आपण आवश्यक असणारी व्यवसायिक पुर्तता पूर्ण करून घ्यावी व आपली निचोडीत विद्याग्याची मागाणी महामंडळाकडे नोंदविण्यात यावी. जेणे करून सदर विद्याग्याचा पुरवठा आमचे जिल्हा कार्यालय, अकोला ह्याचे मार्फत आपणास करता येईल.

विद्याग्याची विक्री करण्यासाठी विद्याग्याच्या किमती, त्या संबंधी देय कमिशन इत्यादी बाबतची माहिती आपणास स्वतंत्रपणे कळविता आहोत. देय असलेल्या कमिशन मधून सिराग्यास याचा वाटा किती देवावयाचा याबाबत निर्णय घेऊन, आम्हास कळवावे.

धन्य व्हा द.

आपला स्नेहाकिन,
म.रा.वि.म.प्रेषदित (करीता,
(संजय झुंजळ)
महा व्यवस्थापक (निपणन)

प्रतिलिपी :-

(१) विभागीय व्यवस्थापक, महाबीज, अकोला
(२) जिल्हा व्यवस्थापक, महाबीज, अकोला

Godrej & Boyce tie-up with CMS Computers for promotion and sale of "Chotukool" in Maharashtra.

Consumer durables major Godrej&Boyce has tied up with CMS Computers for marketing and sale of its innovative "Chotukool" cooling box. Looking at the potential and tremendous market response received till date, M/s Godrej and Boyce has expressed interest to go for a national level tie-up with the CSC project.



The idea is to address the basic daily cooling needs of the people at an affordable cost and is inspired by the concepts of Disruptive Innovation. The larger vision behind this initiative is to make the lives of the people at the bottom of the pyramid Brighter!

Chotukool uses advanced solid state technology to cool instead of traditional compressors. It operates on 12 V DC. The current prototype has a small foot print (less than 592 X 418 X 472 mm) and storage volume of 43L/30L in two variants. Light weight fully plastic body makes it highly mobile! It keeps the basic needs of water, milk, vegetables and fruits fresh and cool for a typical family of four or five. It works best in typical ambient upto 35° C. It is priced at around half the current entry level direct cool refrigerators (Rs. 3250- Rs 3750 depending on specific variant).

Designed and manufactured by Godrej in its own factory in India, Chotukool is a new category by itself. It also serves a new segment of potential consumers. Hence, it needs personalized demonstrations to communicate and deliver its distinct value proposition. The plan is to reach out to the potential consumers through a community entrepreneurial network that also improves the livelihood of the participating members of the community as they canvass and demonstrate the product. Besides, Chotukool has a tremendous potential as an earning asset in the hands of small entrepreneurs in their business of selling products and offering services that needs some cooling, M/s Godrej and Boyce plans to come out with a range of sizes and models in Chotukool category.

Srei Sahaj and State Bank of India Financial Inclusion Initiative to the rural population of India

SREI Sahaj e-Village Limited, a subsidiary of SREI Infrastructure Finance Limited, has joined hands with the State Bank of India (SBI) on the 15th of March 2010 to ensure financial inclusion of the rural areas by offering SBI banking services through Sahaj Rural Development Foundation (SRDF) through its Common Services Centres (CSCs) that Sahaj is setting up in the States of West Bengal, Bihar, Assam, Uttar Pradesh, Orissa and Tamil Nadu. Through this initiative Sahaj will bring the biggest bank of the country to the doorsteps of the rural people.

Reserve Bank of India data shows that many districts suffer from massive financial exclusion, on an all India basis, 59 percent of the adult population in the country has bank accounts. 41 percent of the population is, therefore, unbanked. In rural areas the coverage is 39 percent against 60 percent in urban areas. The unbanked population is higher in the poorer regions of the country, and is the worst in the North-Eastern and Eastern regions. Access to affordable financial services – especially credit and insurance – enlarges livelihood opportunities and empowers the poor to take charge of their lives. At close to a quarter of the population, the official headcount figures in India are already worrying, yet, the actual proportion of population which is not growing with the mainstream economy is even larger. Financial Inclusion is both a crucial link and a substantial first step towards achieving inclusive growth. The liberalized, increasingly global, market driven economy of India today, has failed to facilitate inclusive growth. In recognition of this, the government and the Reserve Bank of India, have initiated steps to create enabling conditions for inclusive growth.

SREI Sahaj is committed to the task of eliminating the rural urban divide and to make it happen it has joined hands with State Bank of India to assist in financial inclusion by helping the rural population to enter the formal financial system by extending to them SBI banking services. Sahaj will make available its technology platform and its network to State Bank of India's for Banking Correspondent, SRDF. Sahaj will also provide other services like, Insurance , Mutual Funds and other financial products including mobilization of deposits/Micro Deposits outreach directly through its channel within the laid down guidelines by the Reserve Bank of India, IRDA, SEBI and other regulatory body or authority.

Welcoming the partnership, Dr Sabahat Azim, Chief Executive, Srei-Sahaj e-Village said, "We are much more than a business. Our mission is to bring to rural India, what Urban India takes for granted. Sahaj's mission is to help transform rural India. This partnership with SBI will hopefully bring succor to millions who cannot access credit and who have never been able to make it to the system. A poor farmer with a bank account and credit history can access much needed capital and receive disbursements from the Government directly, without intermediaries. This partnership has the potential to give economic freedom to the common man of the village. The immense support of the Government will make this entire process very viable".

SBI "We are extremely hopeful of our association with Srei Sahaj. With over 15,000 Common Service Centers, Srei Sahaj is uniquely positioned to extend the reach of our services to the millions of rural population in India.



Workshop on 'NPR for Data Digitization & Multimodal Biometric Enrolment of Citizens under the CSC Scheme' organized by IL&FS

With the objective of sustaining CSCs and extending G2C Services through CSCs, DIT had directed IL&FS for undertaking pilot for developing National Population Register (NPR) for the census operations. The objective is:

- (i) Digitizing the demographic data with the data entry software modules
- (ii) Capturing photographs, IRIS and biometrics of population above the age of 15 years and merging it with the NPR database

In line with the above, a Workshop was organized by the NLSA (IL&FS) with DIT support for the VLEs of select pilot locations considered, which was held from 19th March 2010 to 21st March 2010 at the NSIC Conference Room, Okhla, Delhi.

The workshop was designed to provide training about the NPR data digitization and their significance for the Census to be undertaken in 2011. About 25 participants of VLEs and SCA representatives gathered for the workshop with the aim to provide hands on experience in data entry operations and biometric data capturing.

The 3-day workshop imparted knowledge, information and skills for NPR data digitization and multi modal biometric enrolment of citizens. The opening day began with a brief introduction to the gathering by Dr. Dinesh Tyagi, MD & CEO CSC Scheme, IL&FS, where the objective, purpose and design of the training programme was highlighted to the participants. The technical session provided brief overview of the NPR and its significance, and subsequently the preliminary steps towards biometric capturing along with dos and don'ts such as liaising with local government officials, local publicity, finalizing schedule for collection of biometric data and control and management of queue and such other exigencies during the data collection etc.

On day 2, experts presented knowledge and information about the application software and the detailed hardware for photograph capturing, background setting and also selecting the data storage techniques. In another session, biometric capturing and trouble shooting of the general problems were addressed.

On the final day of the training, all the participants were grouped in a five-member team and actual data entry operation was done for all the given 43 fields of NPR data.

Certificate of Participation, DIT Authorization letter (for collection of raw data/ scanned schedules) were also issued to those who took part in the workshop as a token of appreciation to the VLEs and SCA representatives.

Announcement of the Electoral List Enumeration process in Tamil Nadu

Common service centres to update electoral rolls

Pilot project planned in Tiruvannamalai, Krishnagiri districts

Special Correspondent

CHENNAI: A pilot project of updating electoral rolls through common service centres (CSCs) will soon be launched in rural areas of Tiruvannamalai and Krishnagiri districts.

Apart from printing of Forms 6/8A and 8, the CSCs, Web-enabled kiosks to provide access to government services and information, will take up data entry, inclusion or transposition of names and correction of entries in the electoral rolls. They will scan photographs of voters or capture their images digitally.

A memorandum of understanding on the project was

signed on Wednesday by Chief Electoral Officer Naresh Gupta and Head Operations (Tamil Nadu) of SREI Sahaj e-Village K. Vijay Iyer. In the two districts, the agency is operating the kiosks.

Noting that the CSCs were being managed by village-level entrepreneurs (VLEs), Mr. Gupta said their training would begin shortly. In a month, the project would be inaugurated.

To a query, the CEO replied that the idea of tapping the services of kiosks originated with the Election Commission, a few years ago, intimating the West Bengal Chief Electoral Officer, of its approval to provide voter service

through the CSCs.

By entrusting the function with the kiosks, there would be no additional financial burden on the State government. The amount that would otherwise be spent (by adopting the conventional method) would be earmarked.

Asked whether the conventional method of updating the rolls would be replaced completely, he replied that this depended upon the success of the functioning of the CSCs. The expansion of the project would be dependent upon the kiosks becoming fully operational.

Mr. Iyer said that for every three villages, one kiosk had been opened.

Online Monitoring Tool Workshop at Raipur

Attended by SCAs, district and block coordinators



