Chinese whisper is a game often used by the personnel management trainers to demonstrate how ideas and concepts get lost while passed on from one level to another and one person to another. Safety warnings can turn into scares, jokes into facts and dramas into crisis.

As the findings of a rapid assessment review indicated, people who knew about the CSC scheme are far and few. As it pointed out, the image about the Common Services Centers quite resembled the story of the blind men and the elephant. Some thought it was a place for computer learning. Some suspected it was some trickster issuing forged government documents; some people used it to book rail tickets. Most people just avoided it as they could not link themselves to the concept. One thing is clear. Focused efforts have to be made to take the CSCs into the hearts of the people as well as into the middle of the community.

DIT has advised – rightly so – all state nodal agencies and SCAs to organize a CSC Day with this purpose in mind. This effort is praiseworthy for two reasons. First, more than half of the proposed 100,000 centers have been rolled out. Hence, it is time for the stakeholders to energize these units as a multi-purpose, single-window facility for a slew of services. Secondly, Government of India has scaled up the scope of the CSCs by bringing it in the ambitious Bharat Nirman project, where an incremental 150,000 centers would be set up.

The strategy of sensitization through CSC Day is simple. Entrust the VLE to organize a day-long event where the key personalities of the locality are to be invited. They will include the school headmaster, the postmaster, and the president of the Gram Panchayat, the Sarpanch or Mukhiya and the like. Members of the Self Help Groups, Anganwadi workers, and others would essentially constitute the gathering. And the rest, of course, is the public. The event is aimed at unveiling the CSC concept to the public, demonstrating the immense possibilities it can bring to the rural people. And finally, it will conclude with a community pledge to support and utilize this unique initiative.

If reports from the states are any indication, the advice from DIT has been well received. Assam, West Bengal, Uttar Pradesh and Madhya Pradesh all have initiated the CSC Day. Kerala, though signed up late for the scheme, was one of the front runners in organizing the CSC Day at various locations.

Yet, there is no slowing down on addition of new services, which have to emerge as the backbone of sustainability of the CSCs. Assam has opened a new avenue for the VLEs by allowing them to be licensed stamp vendors under the Indian Stamp Act, 1899. Ninety One VLEs have received the license in Kamrup district. If other states can follow this model quickly, VLEs are sure to add one more revenue stream – especially in regions like Uttar Pradesh, Haryana and Tamil Nadu where land transactions and other allied activities are at a heightened pace.

Wish all the readers a Happy and Peaceful Year ahead.
Common Services Centers Scheme
Newsletter

Total CSC Rollout (As on 31st Dec. 09) - 58954

Progress So Far (As on 31st December 2009)

- CSC rolled out - 58,954
- Implementation underway - 27 States (50,567 CSCs)

*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 135 CSCs are non operational

SCA Selected (2)
Chandigarh
Goa

The Latest in CSC.

<table>
<thead>
<tr>
<th>Item</th>
<th>Status</th>
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<tbody>
<tr>
<td>Total Tool Installation Completed</td>
<td>25072</td>
</tr>
<tr>
<td>CSC ID Created</td>
<td>39104</td>
</tr>
<tr>
<td>Tender issued for two zones in Andhra Pradesh</td>
<td>11th Dec. 2009</td>
</tr>
<tr>
<td>Awareness and Sensitization programme</td>
<td>15th – 27th Nov. 2009</td>
</tr>
<tr>
<td>AISECT State Conference held</td>
<td>22nd Dec. 2009</td>
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Letters issued by DIT to organize Awareness Programme

The CSC Awareness week is being organized to commemorate the spirit of rural entrepreneurship and reflect upon the ways and means to achieve success in telecentres. To this effect, a full day workshop is to be organized at all CSC centres. It was structured into several meaningful sessions of discussions, seminars, audio-visuals etc. To finance this programme SDAs released Rs500 to each CSC from the administrative expenses budget. This activity was proposed with a purpose to make the local stakeholders aware of the immense possibility for growth and development through the ICT medium. This left a good impact on the rural citizens. It built confidence in citizens that CSC project is supported fully by State Government & Central Government.
The Awareness Programme in Andhra Pradesh left a very good impact on the citizens by spreading the message and also by building in confidence in the CSC project. It was decided that CSC would be the one point of contact for all day-to-day needs of the rural citizens and a hub for local Government offices.

Awareness Programme in Himachal Pradesh
Participants in the meeting were district administration comprising of Deputy Commissioners and officers of line departments, BDOs, members of Zila Parishads, Panchayat Samitis and Panchayats. Commitments were made by them in speeding up the role of the existing centres. District administrations promised to initiate G2C services at the earliest.

Awareness Programme in Bihar
Mr. Kant Rajak, Mrs. Babita Devi, Mr. Pramod Mandal were the Chief participants of the awareness programme. Commitments were made there to have more G2C Services at the CSC centres. The Local Zila Parishad gave assurance to the interested VLEs to join CSC programme and also assured them that it is a government scheme and will not hurt their interest and their money would be secured. NGOs showed rampant interest in the scheme.

Awareness Programme in Jharkhand
With the launch of the E-nagarik sewa at a number of CSCs in Jharkhand it was felt that campaigns and awareness programmes would create the presence of the pragya kendras in panchayat and also promote about its services. The Awareness campaign brought a zeal in the local people of how CSC can help them earn and have their money secured. The discussions at the CSC camps made the local people feel the need to explore and identify the need of new services. Project orientation discussions were also done. It was decided that there are various government websites which are a source of information. All VLEs present were very satisfied as their queries and doubts were addressed and solved. It was decided that the gram sabhas would be repeated after elections for service identifications.
Awareness Programme in Maharashtra

Public awareness and sensitization is well created in Maharashtra by different press meets, VLE meets, participations in Krishi Mela, also by advertisements and press releases in all major newspapers. Government officials and local community members were all present in the programme. Issues were addressed regarding G2C services, its process of service delivery, future plans in service roll out, viability of a VLE, a toll free helpline requirement etc. It was decided that to ensure greater involvement of VLE a panel is to be formed to assess services before launch and deploy trainers at district level.

Awareness Programme in Kerala

Akshaya–Kerala State Information Technology Mission did the awareness programme with a prime objective to bridge the gap between the information rich and the information poor. Akshaya works on a Public Private Partnership. They have already rolled out many e–services through the e–centres. The basic approach is to bring all collection disbursed among a large number of people to a common platform.

Awareness Programme in Meghalaya

The Awareness and Sensitization programme was very well performed in Meghalaya. It was addressed there that the SCAs need to be very aggressive in the promotion of the scheme and also the services that can be availed. It was highlighted during the celebration that telephone, electricity bill clearance, internet connectivity should be made available to all CSCs. G2C service, specially Bill Payments is the need of the hour. The VLEs took a pledge to respect the spirit of the CSCs. In Mairang, during the CSC awareness programme, one customer from Mylliem CSC who was hospitalized for 5 days was paid Rs2000 from Health Insurance.

Awareness Programme in Orissa

In Orissa Awareness programme was planned with the objective of widening the community participation in the CSC eco-system. It also planned to organize the VLEs cluster wise to develop a state level federation. Emphasis was laid on the availability of more and more B2C service to empower the community and also delivery of government services in phased manner. Stress was laid on how to make the existing CSCs sustainable. It was resolved and decided that various steps would be taken to strengthen the CSCs and develop a mechanism to empower the rural and urban users.
The awareness programme mainly talked of the different services offered/ to be offered through CSC (B2C, G2C, Social Services) and also of the demand of the G2C services by the rural community. The programme highlighted the different services delivered through CSCs – railway reservation, mobile top-ups, e-Shiksha, offline services like photography, DTP and also B2C and G2C services at the e-District locations. Commitment was made the local government authorities to provide basic data entry/ DTP work to the CSCs.

Sahaj CSC centre adopted a novel route to celebrate CSC Awareness by organizing programmes in schools. At Avathuvadi, Krishnagiri District, the VLE organized programmes at the Government High School, Nedungal to sensitize people about the benefits of e-Siksha and awareness about Computer learning.
AISECT organized the State Conference inviting almost 1000 VLEs from their 15 districts (three divisions i.e. Chambal, Rewa & Sagar) of Madhya Pradesh. The purpose was to facilitate VLEs a one on one interaction with GoI, GoMP and service providers. The event had an inaugural session each on G2C and B2C services. It had a briefing session on NeGP, status of business related services(by IL&FS), state e-Governance initiatives, work done by AISECT, giving mementos to divisions/districts/ VLEs who have performed exceedingly well in rollout and revenue earning. The G2C session was chaired by Mr. Shankar Aggarwal, Joint Secretary GoI and speakers were MP Online, BSNL, NABARD, WIPRO (e-district). VLEs were assured that shortly e-district services, land records will be made operational through MP Online. Joint Secretary also briefed about the national level initiatives such as Health/ P&RD Data Entry work for CSCs, Pilot work of National Population Register through CSCs, and also making VLEs as BCs. The B2C session was chaired by Mr. Santosh Choubey and speakers were from SBI, LIC, IGNOU, AISECT. IGNOU appraised the members about their tie-ups with AISECT for their educational programme, rural BPO programme launched with Accenture and also talked of the potential there is from the rural areas as majority of FMCG companies, banks, insurance companies are eying business in rural areas. SBI appraised the members about their kiosk banking solution and progress they made with AISECT.Hughes briefed on their supply of VSATs to CSCs at cost price and also about their online training courses they have for rural youth.