Single Windows Services – Akshaya CSC Case Study

By

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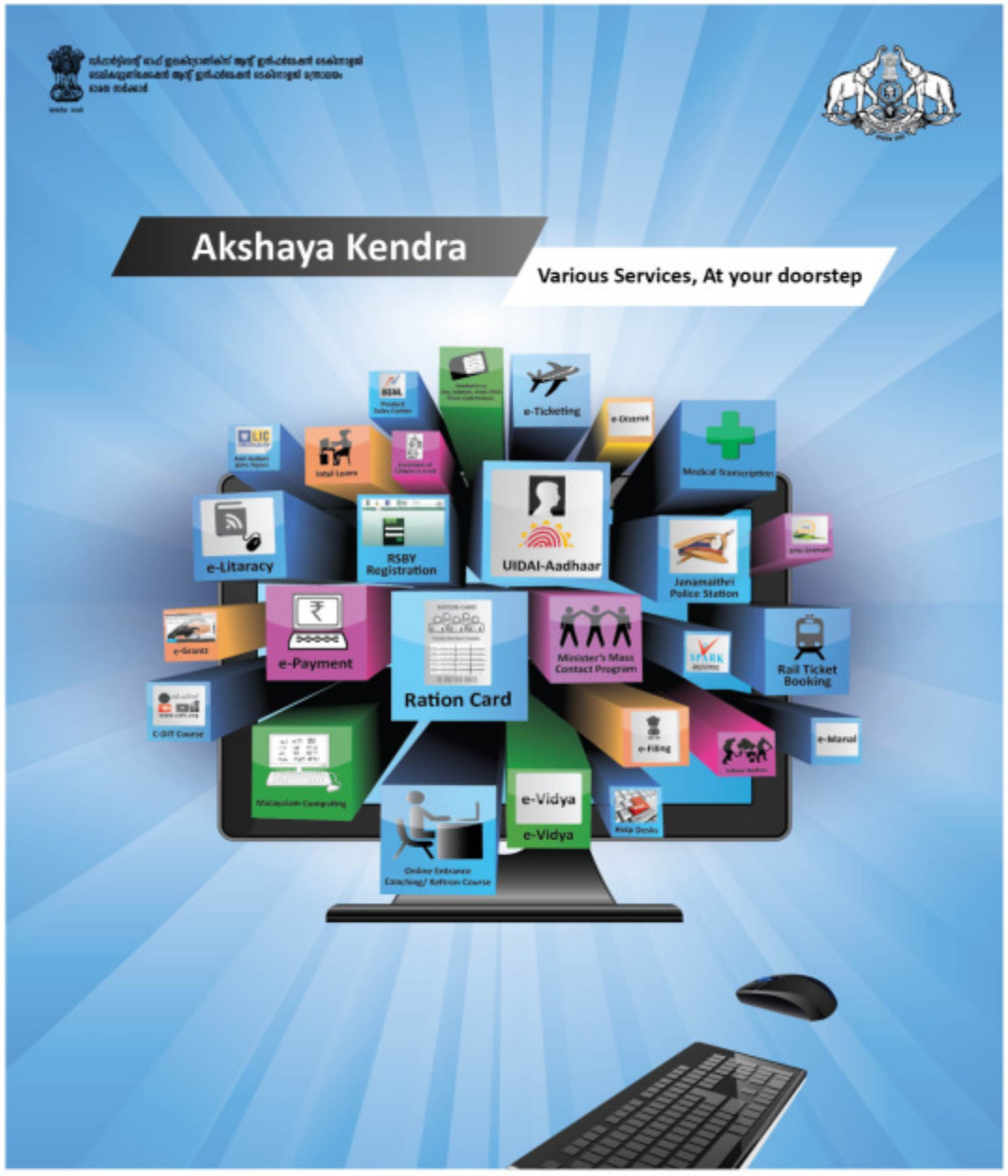

Akshaya
Gateway to Opportunities

Government of Kerala

Kerala State IT Mission

Breathe IT , Live easy

www.akshaya.kerala.gov.in

സർക്കാർ സേവനങ്ങൾ

ആധാർ
- ആധാർ എൻറോൾമെന്റ്

Aadhaar / UID enrolment

e-District

ഇ-ഡിസ്ട്രിക്ട്
- റവന്യൂ വകുപ്പ് സർട്ടിഫിക്കറ്റ് സേവനങ്ങൾ
- പേമെന്റ് സേവനങ്ങൾ
- എംജി/കോഴിക്കോട് സർവകലാശാലയുടെ സേവനങ്ങൾ
- ക്ഷേമ ബോർഡ് ഫീസ് പേമെന്റുകൾ
- മോട്ടോർ വാഹനവകുപ്പ് പേമെന്റുകൾ
- വിവരാവകാശ അപേക്ഷ സമർപ്പിക്കൽ

റേഷൻ കാർഡിനുള്ള അപേക്ഷൻ

New Ration Card

Health Insurance

RSBY രജിസ്ട്രേഷൻ

ഇ-ഗ്രാന്റ്സ്

SC/ST Scholarship applications

Driving License Applications

മോട്ടോർ വാഹന വകുപ്പിന്റെ സേവനങ്ങൾ

ബാങ്കിംഗ്

Banking Services

Labour Welfare Pensions

തൊഴിലാളി ക്ഷേമ കമ്മീഷണറേറ്റിന്റെ
ഡാറ്റാ ഡിജിറ്റൈസേഷൻ

കെഎൻആർകെ വെൽഫയർ ബോർഡിന്റെ
സംഭാവന ശേഖരിക്കൽ

Digital Literacy
- ഇ-വിദ്യ
- ഇന്റർനെറ്റ് ലേണർ

ഇൻഷുറൻസ്

Insurance Products

Local language computing

മലയാളം കംപ്യൂട്ടിംഗ്

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Launch of Akshaya

Akshaya was launched in 2012 Nov 18 in the most backward district Malappuram with the following

Mission: Bridge the Digital Divide
Vision : Gate way to Opportunities

After a decade, Pilot of Malappuram has created revolution in Kerala when rolled out in other districts

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Rural Kerala - Akshaya's REACH

***ONE e-CENTRE covers about 2-4 sq.* KMs**

serving *1,500 -3000* households

Akshaya Centers - 2300

80% **Akshaya e-centre's are in <u>rural areas</u>**

Kerala: 14 districts, 63 taluks & 1453 villages

PHASE 1 –

E-LITERACY

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E- literacy

- Akshaya ‘s mandate - Train one member in each of the family in Malappuram
- Malappuram was declared 100% e-literate in 2005.
- Akshaya was rolled out across other districts `

✓Akshaya imparted e-literacy Training to **3.4** million People

Tool to Bridge the gap between information rich and information Poor

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Digital Literacy Programmes

Making leaders of tomorrow

✓ Intel Learn Program

Success of Malappuram soon replicated in other districts – 2007 to 2013

- State of the art curriculum from Intel.

IGNOU courses:

Akshaya enrolled more than 4000 students for various IGNOU Courses

✓NIELIT Courses -

Training 12 different courses through Akshaya.

Started in March 2009

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Imparting knowledge to ensure social security

E-vidya

- ✓ Govt certificate course in Office Management
- ✓ In-depth training on the different aspects of computer.
- ✓ Trained more than 6000 students so far

Computer Training for Jail Inmates

- ✓ Akshaya in association with department of prisons conduct computer training for open jail inmates.

Medical Transcription:

Developing skills among Rural youths

To compete in the global job market.

Malayalam Computing

eliminating language barrier from the world of ICT, and ensuring information to all

PHASE II:

G2C SERVICES

Evolution of AKSHAYA

Akshaya from e-Learning centre to Citizen Service Center (CSC)

Akshaya took a natural transition, necessitated by the needs of the society to impart various courses and to deliver G2C services.

Akshaya as "Friendly Face of Government"

Certificates & Govt services

- All Govt certificates
  - Income, Nativity, Possession certificates
  - Birth, death and marriage certificates
- Aadhaar/UID enrolment
- Ration card services
- Online Right To Information (RTI) services
- Public grievance applications
  - Jana sampark paripadi programme
- Digital signatures

Utility bill payments

- Electricity bills
- Water bills
- Driving license fee
- Motor vehicle taxes/license fee
- Police e-Challans and fines
- University fee
- E-Filing of VAT returns
- E-Ticketing

PHASE III:
BANKING & INSURANCE SERVICES

Akshaya into Banking & Insurance Sector

Banking and Insurance

- 1000 banking kiosks/micro ATMs in Akshaya centres
  - Opening bank accounts, Deposit and withdrawal of cash
- Insurance services – General insurance and life insurance
  - 600 insurance agents in Akshaya centres
  - IRDA licenses

USP OF AKSHAYA

USP of Akshaya contd

a. ***Proactive citizen services of Akshaya Entrepreneurs***

- ✓ ***Citizen can avail the service 24/7 basis .***
- ✓ ***Flexible working hours. Citizen may contact AEs over phone .***

b. At least 2 Akshaya centres in every Panchayat/local body

- ✓ ***Panchayat selection***
- ✓ ***Son of the soil***
- ✓ ***Total control of the panchayat***

USP of Akshaya (Contd)

c. Government face with corporate heart

- ✓ *Govt Services*
- ✓ *Provides bouquet of services through e-Governance*

d. Viable Business Model with Government support

- ✓ *Invested around Rs.2lacs/- by the Entrepreneurs*
- ✓ *Creation of Microenterprises*

e. One Stop Shop for Citizens

Win-win situation for Citizens, Governments and Entrepreneurs

USP of Akshaya (Contd.)

To the Citizens:

- *One stop shop*
- *Flexible office time to avail services*

To the Govt:

- *A credible delivery channel monitored by the Govt*
- *No investment required to set up service delivery centers and human resources*

To the Entrepreneur

- *Means of livelihood*
- *Social Recognition*

Professional Set up

- **Legal agreements**
- **Fixed Service charges & Receipts**
- **End to end Automated system**
  - **Online Exams for selection**
  - **Bio-metric attendance and**
  - **an Integrated MIS**
  - **GIS Mapping of Akshaya centres**
  - **Aadhaar enabled payments**

ROLE IN RURAL TRANSFORMATION

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Role of Akshaya in Rural India

- ***Akshaya as a CSC Network is delivering multitude of G2C,B2C services at the door step of the common man***
- Digital Empowerment in the state
- Generation of 15000+ employment opportunities
- Women Empowerment (55%) - of Akshaya centers are run by women
- ***Single window for all services***
- ***Empowering citizen through IC***

- One stop shop for citizen services
- Touched the lives of more than 75% of Population

Role of Akshaya in Rural India

- ***Akshaya as Information Hub***

✓ Akshaya's rural penetration & contacts of Akshaya Entrepreneurs among the local people helps to disseminate the information in no time.

✓ G2CServices like RSBY, e-grantz, AABY etc. reached to the deserving only due to the local awareness that created by Akshaya.

- ***Akshaya to enhance transparency & Efficiency***

✓ Akshaya put an end to the cumbersome exercise of common man to obtain copies of public records, submitting applications or to seek information regarding the day to day affairs .

✓ Services like e-district, e-manal, through Akshaya made the lives of citizens easier.

Role of Akshaya in Rural India

- ***Akshaya as a platform to bind the community***

✓ **Citizens can use Entegramam Portal as a tool to reach to others share their creative ideas and upload any useful informations to the public.**

- ***Akshaya to bridge the digital divide***

✓ Online community Labour portal launched by IT Mission through Akshaya. Has registered more than 9000 Laborers

✓ Website: www.labourbank.entegramam.gov.in

✓ **Over 75% of the customers visiting Akshaya are from the rural areas**

ACHIEVEMENTS

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Achievements

- ***Aadhaar: 1.67 Crore*** ***citizens enrolled under UID through Akshaya Centers***
- **G2C Services: More than 62 lakh G2C transactions done under e-district project – Certificates, utility bill payments etc**
- **Registration of RSBY policy for the year 2012 is going on already covered 35 lakh families in 30 days (covering 1.7 crore people)**
- **Trained 32.5 lakh families under e-literacy campaign.**
- **Digitized 18 lakh Welfare boards data and aadhaar seeding done**
- **Digitized 15 lakh farmers data**

ACHIEVEMENTS

- Filed 830 thousand online applications for Ration Cards
- Partnership between Akshaya &Commercial Taxes helped Kerala to achieve 100% VAT Returns
- Over 500 thousand online applications filed under e-grantz application for SC / ST scholarships.
- Intel Learn Program covered 100 thousand school children
- **Income earned**
  - Total amount transacted in the last year 2012-13 is cumulatively about Rs. **48 crore.**
  - In January 2014 alone, Akshaya has completed **3.2 million** transactions worth of **Rs. 36.7 million**.
  - **Monthly income – 20,000 to 1,00,000**

The Way Ahead

- Kerala to become 1st state with 100 % Aadhaar/UID Coverage
- Govt services through Akshaya – 100 Services of 26 departments
- FREES application : Any centre Any payment Any Bill Any District (1000 Bills of 20 agencies)
- 2000 Micro ATMs & BC for Aadhaar enabled payments
- Transparency Measures
- Maintain Standards in QoS
- Offer Expertise to other states

THANK YOU

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