

NOTIFICATION

Applications are invited from the local Entrepreneur (herein after called as Village Level Entrepreneur (VLE)) for setting-up of & running Common Service Centres (CSCs) in the location identified as per Annexure- IV for the various services to be provided in Lakshadweep under e-mode. An overview of the CSC scheme is enclosed as Annexure-I. CSC Service Profile is enclosed as Annexure-II.

The Administration has decided that the immediate task of CSC's shall be to make the whole population in Lakshadweep e-literate. The CSC Operator (VLE) shall get economic benefits on transactional mode, in proportion to the services provided by him and rates for each service including e-literacy shall be decided by the Administration through separate orders for separate services. Role of VLEs in this context is enclosed as Annexure-III.

Duly filled in application form in the prescribed format should be forwarded to the Director, Lakshadweep Information Technology Services Society (LITSS), Kavaratti Island, Lakshadweep on or before 31st October 2011.

General Instructions - Terms and conditions for the selection of VLEs

1. The minimum age of eligible entrepreneurs should be 20 years and above and the minimum educational qualification should be Graduation and a computer course for minimum one month.
2. Duly filled in application in the prescribed format should be forwarded to the Director, Lakshadweep Information Technology Services Society, Kavaratti Island, Lakshadweep along with non- refundable DD for Rs. 100/- in favour of Director, Lakshadweep Information Technology Services Society, Kavaratti on or before 31st October 2011 with all relevant document.
3. One applicant can give preferences for all proposed VLEs within his/ her own native Island as provided in the application form. The number of CSCs proposed in each Island is given in Annexure-IV. One VLE cannot be allotted more than one CSC.
4. Infrastructure required to be set up by each VLE is given Annexure-V.

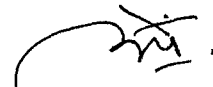
5. CSCs in Islands shall be provided internet connectivity through SWAN. CSCs in mainland shall have to arrange broadband internet connectivity of their own.
6. A Video conference pre-selection meeting of interested applicants shall be conducted at 11:00 am on 18th October 2011 through the video conference facility available in SDO office in all Islands except Kavaratti and NIC- Video conference room / conference hall at secretariat in Kavaratti
7. The last date of receipt of application to Director (IT), Lakshadweep Information Technology Service Society, Kavaratti Island, Lakshadweep along with a non- refundable DD for Rs. 100/- on or before 31st October 2011 with all relevant documents. The application format is enclosed as Annexure-VII

Selection Process

A two level process shall be undertaken for the selection process. The weightage for the levels are given below.

Sl.No	Level	Weightage
1	Screening of application based on the objective information about the applicant	50%
2	Test to measure social Entrepreneurship	50%

Screening will be done as per prefixed criteria in Annexure-VI. A minimum of 30 marks out of a total of 100 marks would be required for passing the screening. All candidates selected after screening will be called for the test at selected centres to assess their social entrepreneurship aptitude. Based on the total marks of screening and test, candidates shall be selected to be VLEs for operating CSCs. Director(Information Technology) shall publish the final list of selected candidates.



(Onkar Gopal Marathe)
Director (Information Technology)

Copy to,

- 1) The PA to the Administrator / CDC
- 2) The DC / SDO in islands for wide publicity by all available means (announcement, local cable network and notice boards at all prominent places).
- 3) Chairperson, VDP in all islands
- 4) The Assistant Executive, LITSS in Islands for publicize.
- 5) Director (Information and Public Relations) with request to publish in the immediate issue of Lakshadweep Times positively.
- 6) OSD, LDCL with request to publicize through LDCL Cable Network.
- 7) Office notice board.

(Annexure-I)

An overview of the Common Service Centres (CSC) scheme

Government of India is implementing Common Service Centres (CSC) scheme for setting up 100000+ rural Common Service Centres in the country. The scheme is proposed to be implemented on a PPP (Public Private Partnership) framework with a vision for providing all government and other value added services to rural citizens in an integrated manner at his doorstep at an affordable cost. The UTL has a pivotal role in implementation of this scheme. As per the guidelines for the Common Services Centre Scheme under National e-Governance Plan (NeGP) under the aegis of Government of India, Department of Information Technology (DIT), Ministry of Communications and Information Technology, New Delhi, and requested us to initiate the process for the selection of Village Level Entrepreneurs (VLEs) for implementing the Scheme in the Union Territory of Lakshadweep.

1. ICT as the Driver for Rural Empowerment

- a. ICT can be a powerful enabler of developmental goals as its use can dramatically improve communication and exchange of information to strengthen and create new economic and social networks.
- b. ICT is pervasive and crosscutting as it can be applied to the full range of human activity from personal use to business and government. ICT is multifunctional and flexible, allowing for tailored solutions to meet diverse needs of the population. ICT facilitates disintermediation, as it makes it possible for users to acquire products and services directly from the original provider, reducing the need for intermediaries. ICT is also transparent - it does not differentiate on the basis of economic status, religion or castes of its users.
- c. Access to information, backed with relevant infrastructure and services, not only allows rural populace to improve its quality of life but also supports and supplements its existing incomes in a sustainable way. Access to information and services like e-Government, micro-credit, literacy, education, health, etc., can provide a solid foundation for the economic prosperity of rural India.
- d. Rural consumers are willing to pay for products and services that meet their needs and are offered at affordable prices. Therefore, what Rural India needs is a new social contract - in which there will be common access infrastructure, provided at commercial prices rather than given for free.

2. The National e-Governance Plan (NeGP)

- a. The Government of India has formulated the National e-Governance Plan (NeGP) 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 envisions 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 Networks (SWANs)/NICNET
 - ii National Data Bank/ State Data Centres (SDCs)
 - iii Common Service Centers (CSCs)
- b. The NeGP is 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 assumes great significance.

3. The Common Services Centers (CSC) Scheme

- a. Common Services Centers are 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.
- b. The aim of the Scheme is 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 has been designed to create a value proposition for all stakeholders and alignment of their economic interests.
- c. The CSC Scheme is 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.

- d. But beyond a delivery channel the CSC can play a role of an effective “change agent” that would provide a structured platform for socially inclusive community participation for collective developmental activities. Such change, it is proposed, would be undertaken through three important components:
- i A Public Private Partnership (PPP) Framework
 - ii Rural Entrepreneurship and Market Mechanisms
 - iii Government policy and support
- e. An ICT enabled CSC can:
- i Provide citizen centric services of the State and Central Government in a convenient and efficient manner through the CSCs across rural India.
 - ii Enhance the accountability, transparency and responsiveness of the Government to citizen’s needs.
 - iii Provide efficient and cost effective methods of service delivery to departments and agencies
 - iv Allow private and social sector to collaborate with the Government to offer world-class services in rural India
 - v Train village level entrepreneurs in business and IT management skills
 - vi Empower the rural citizen through information dissemination and market linkages

(Annexure- II)

CSC Service Profile

- a. The CSCs would offer a multitude of services ranging in the areas of e-literacy, transport, e-Government, education, health, agriculture, commercial, retail, etc. It is to be noted that delivery of Government services would be mandatory for the CSCs. To that effect, possible service areas are listed below:
- b. Key Government Services (G2C)
- i Ship Tickets
 - ii Land records
 - iii Issue of certificates/ Government schemes
 - iv Employment exchange
 - v Ration cards
 - vi Electoral services
 - vii Pension schemes
 - viii Transport
 - ix Public grievance
 - x Utility/Telephone Bills (Government undertakings)
- c. Business to Consumer (B2C) services
- i Education Services
 - IT Education
 - English Skills Training
 - Tuitions
 - ii Commercial Services
 - Digital Photos
 - Web surfing
 - Photocopy
 - DTP
 - Email/Chats
 - CD Burning
 - Typing
 - Printing
 - Games
 - Forms downloads/Estimates
 - Utility / Telephone bills (Private enterprises)
 - iii e-Commerce/online services
 - Railway Tickets
 - Matrimonial
 - Shopping
 - Resumes

- iv Entertainment
 - DTH - Community TV
- v Telemedicine
 - Primary Healthcare
- vi Agriculture Services
 - Agri-inputs
 - Agri-loans
 - Agri-consulting and training
- d. Business-to-Business services (B2B)
 - i Advertising & Promotion Services
 - Space marketing of CSC
 - Promotions
 - ii Data Collection Services
 - Research Data collection
 - Data Entry
 - iii Distribution Services
 - FMCG Products
 - iv Financial Services
 - Loans/Deposits
 - Referrals
 - Insurance, etc.

The economic benefits to VLEs coming from the Government shall be on transactional basis, and shall be declared by the Administration time to time.

(Annexure-III)

The Village Level Entrepreneur

The VLE is the key to the success of the CSC operations. While content and services are important, it is the VLEs entrepreneurial ability that would ensure CSC sustainability. A good VLE is expected to have some financial strength, entrepreneurial ability, strong social commitment as well as respect within the community. The quality of service at the CSCs would depend a great deal on the quality of the VLEs.

The roles & responsibilities of VLE would include the following:

- a. The first task of VLE should be to achieve 100% e-literacy within its jurisdiction/ territory within the stipulated time period.
- b. **Effective Service Delivery:** The VLE, through his CSC, should act as a service delivery point where he delivers services through which the population of the catchment area benefits. This delivery of services should lead to saving cost, time and manpower. It is the responsibility of the VLE to efficiently deliver Government services through the CSC.
- c. **Sales and Promotion:** The VLE should be actively involved in sales process of the given products and services and devise innovative methods for attracting more and more customers to the CSC.
- e. **Feedback:** The VLE should provide feedback at a regular interval to the LITSS (Department of Information Technology) on enhancing services and also to improve processes for better delivery.
- f. **Catalyst for change:** The VLE is an entity that has to bring about a change in his environment by using ICT as a tool. VLE as an entrepreneur will run the business by using the network VLE should try to impart knowledge and educate the population.
- g. The VLE will endeavour without any prejudice to provide the services to the rural citizens.
- h. **Relation with Government functionaries:** The VLE shall maintain cordial relationship with Government and panchayat functionaries at the local level .

(Annexure- IV)

Locations identified for setup CSC at various Island

Sl. No.	Island	Location	Ward numbers of the proposed area(as on 2001 census)
1	AMINI	North	1,2,3,4 &5
2		South	6,7,8,9&10
3	BITRA	Central	1,2&3
4	CHETLAT	Central	1,2,3,4,5&6
5	KILTAN	Central	1,2,3,4,5,6,7&8
6	KADMAT	Central	1,2,3,4,5,6,7&8
7	KAVARATTI	North	1,2,3&4
8		Central	5,6&7
9		South	8,9,10&11
10	AGATTI	North	1,2,3,4&5
11		South	6,7,8,9&10
12	ANDROTT	West	1,2,3&4
13		Central	5,6&7
14		East	8,9,10&11
15	KALPENI	Central	1,2,3,4,5,6,7&8
16	MINICOY	North	1,2&3
17		Central	4,5&6
18		South	7,8,9&10

Proposed locations for CSCs at Mainland.

1	Kochi	Gandhi Nagar
2		Wellington Island
3	Kozhikode	Beypore

(Annexure- V)

INFRASTRUCTURE REQUIRED TO SET UP AT CSC by VLE

BUILDING :- Minimum 200 Sq.ft floor area

HARDWARE SPECIFICATIONS

<i>Sl. No.</i>	<i>Description - Minimum Specification</i>	<i>Minimum Qty</i>	<i>Remarks</i>
1	Desktop Computer: CPU Intel Core i5-650, 3.2 GHz or better or equivalent, 2 GB DDR3- RAM minimum, 320 GB Hard disk, 52 x or better CD-ROM/DVD drive, 17" high resolution colour screen, 10/100/1000 Mbps Ethernet Card, 56 kbps DATA/FAX Internal Modem, PS2 Keyboard and Optical Scroll Mouse, Front panel high speed USB 2.0 ports and Audio ports, 1 serial and parallel port at rear, Localized power cords, Multimedia with Headphone & Mike, Preloaded GUI OS (MS Windows 7 Professional)	3	Mandatory
2	Antivirus software	1	Mandatory
3	Printer – Laser Printer, Mono 600x600. Paper Size:A4, Network Card 10/100, Duplexing, USB	1	Mandatory
4	Switch – 16 Port 10/100 MBPS – Unmanaged	1	Mandatory
5	Web CAM	1	Mandatory
6	Individual UPS or single UPS for all PCs and accessories can be used. In case of single UPS load is to be calculated based on number of PC used. 500 VA per PC is recommended.	1	Mandatory
7	Network – Enhanced Cat 5 cabling with Information outlets, patch chords and casing & capping conduit.	1	Mandatory
8	Digital Camera		Optional
9	A4, Flatbed Scanner with USB interfaces and drivers – 1200/2400 DPI		Optional
10	Lamination Equipment – 4" variable temperature controlled		Optional
11	AC – Windows or Split Unit with capacity to suit the room dimension and antistatic mat for floor		Optional

(Annexure- VI)
Entrepreneur Selection Criteria – Scoring Guidelines

	PART A Profile	% of marks in each part	Total Marks out of 100 for screening
A	Applicant:/Sub Division		40
1	Name of Applicant		
2	Address		
3	Permanent Resident / Native of the island/	25	10
3A	Resident of the island for the past two years-Yes	17.5	7
4	Gender		
	Female	12.5	5
	Male	0	
5	Age		
6	Date of birth		
	25-40 years	25	10
	Greater than 40 years	15	
	20-25 years	10	
7	Reservations		
	SC/ST	20	8
	Others	0	
	Total Scoring Under A		40
	Part B Educational Qualification		20
8	Formal Education		
	MCA/BE(Computer/electronics/IT)/PGDCA	50	20
	Computer Education		
	Diploma in computer Application(at least 6 months)	35	
	Certificate Course in computer Application(at least 3 months)	20	
	Basic Computer Awareness(At least 1 month)	10	
	Total Score Under B		20
	Part C Entrepreneurship		20
9	Employment Status		
	Self Employed	50	10
	Unemployed	0	
	Employment in Private Firms	40	
10	If you are Self Employed/employed in other firms Years of experience		
	More than 5 years	25	5
	3-5 years	15	
	1-3 years	10	
	Less than 1 year	0	
11	Do you own	25	5
	An internet café/computer Center. If Yes		
	Other business		
	Total Score Under part C		20
	Part D Building Success Status		20
	Do you own a building/ premises in the proposed location having an	100	20

	area of equal to or more than 200Sq Ft		
	Total Score Under Part D		20

(Annexure- VII)

APPLICATION FORM FOR THE SELECTION OF ENTREPRENEURS

Name of Location

Choice 1:	<input style="width: 85%;" type="text"/>
Choice 2:	<input style="width: 85%;" type="text"/>
Choice 3:	<input style="width: 85%;" type="text"/>

Details of Demand Draft

DD No.	<input style="width: 85%;" type="text"/>
Date	<input style="width: 85%;" type="text"/>
Bank	<input style="width: 85%;" type="text"/>

PART A - PROFILE

1. Name of Applicant :.....
2. Address for communication
House Name :.....
Street :.....
Post office :.....Pin code.....
3. Panchayat/ sub division :.....
4. State whether you are a permanent resident of this particular locality for the last two years? : Yes No
5. E-mail :.....
6. Phone No. & Mobile No. :.....
7. Gender : Male Female
8. Age & Date of Birth (DD/MM/YYYY) :.....
9. Do you belong to SC/ST category? :Yes No

PART B – EDUCATION

10. Your Formal Education
Post Graduate Graduate
Diploma
11. Do you have any Professional Degrees? Yes No
(Engineering/Medicine/MBA/MCA/LLB etc.)
If yes, specify :.....

12. Computer Education (Government approved programmes)

- a. Post Graduate Diploma in computer Application.....
- b. Graduate.....
- c. Certificate Course.....
- d. Basic Computer Awareness.....
- e. Others.....

13. Do you undergone any Entrepreneurship Development Program

Yes No

If yes,

- a. Name of the Agency.....
- b. Duration of programme.....

PART C – EMPLOYMENT STATUS

14. Employment status

- a. Self employed
- b. Un employed
- c. Employed in private firms

15. If you are self-employed/employed indicate your years of experience.....

16. Do you own Internet cafe/Computer Centre? Yes No

a. If yes,

- (1) Year of commencement.....
- (2) No. of Computers with prescribed specification available.....
- (3) Total Space available in Sq.ft.....
- (4) No. of employees.....
- (5) Is your Computer Centre or Internet Cafe in the proposed location?
Yes No
- (6) Turn over..... List Last 3 years turn over.....
- (7) Services offers

17. Do you own any other business?

Yes No

a. If yes,

- (1) Description of primary activity.....
- (2) No. of Employees.....
- (3) Turn over..... List Last 3 years turn over.....
- (4) Services offers

PART D – BUILDING STATUS

18. Status of building proposed for starting Akshaya Centre in the proposed location?

Own Rented To be rented

(Proof of which has to be produced at the time of interview)

19. Details of proposed building

a) Location of the Building.....

b) Built up space available for centre, Area in Sq.ft.....

c) Which Floor? Ground Floor First Floor Higher

d) Any lift facility available.....

e) Any Parking space is there.....

f) Electricity connection Yes No

g) Telephone connection Yes No

PART E – ASSIGNMENTS

A. Briefly explain why you want to be an entrepreneur (not exceeding 200 words)

B. Please provide the details of the project cost (for new units) in Rs.

1. Cost of computers, printer, scanner, UPS Etc
2. Cost of furniture and fixtures
3. Cost of electrification
4. Cost of telephone connection
5. Preliminary expenses
6. Miscellaneous expenses
7. Working capital
8. Your proposed project cost in Rs.

- C. What are the activities you are planning to do through similar common service centres in other state? Please consider the advantages and limitations of your locality in making your centre socially relevant and economically sustainable when answering this question.

Declaration

I hereby declare that the above given information are true and correct to the best of my knowledge

Place :

Date :

Name & Signature

***N.B.** If the information furnished above is found to be false at the time of Verification, your application is liable to be rejected.*