elets

egov

ASIA'S FIRST MONTHLY
MAGAZINE ON E-GOVERNANCE

₹75 / US $10 / ISSN 0973-161X

NOVEMBER 2014 | VOLUME 10 | ISSUE 11

eGov Magazine

Tech Solutions that Deliver Speed & Garner Trust

Newgen Software's innovative technology products underpin the government's financial inclusion imperatives

Diwakar Nigam,
MD and CEO, Newgen Software Technologies Limited

10 eINDIA INDIA'S PREMIER ICT EVENT Years ANNIVERSARY

eINDIA 2014

14-16 November,
Kovalam, Kerala

elets

egov

ASIA'S FIRST MONTHLY
MAGAZINE ON E-GOVERNANCE

₹75 / US $10 / ISSN 0973-161X

NOVEMBER 2014 | VOLUME 10 | ISSUE 11

eGov Magazine

CELEBRATING

10

eINDIA

INDIA'S PREMIER ICT EVENT

Years ANNIVERSARY

Exclusive Interview

Oommen Chandy,
Chief Minister, Kerala

P K Kunhalikutty
Minister of Industries and IT
Govt of Kerala

God's Own Country Charts the IT Course

P H Kurian
Principal Secretary-IT,
Govt of Kerala

Dr Rajendra Kumar
Joint Secretary,
DeitY, Govt of India

Gaurav Dwivedi
CEO, MyGov, DeitY,
Govt of India

Chandraker Bharti
Development
Commissioner cum
Secretary-IT, Govt of
Puducherry

APM Mohammed Hanish,
Secretary (LSGD – Urban
Affairs), Govt of Kerala

K Mohammed Y Safirulla
Director, Kerala
State IT Mission (KSITM)

Department of Information Technology
Government of Kerala

Department of Science & Technology
Government of Kerala

KERALA STATE IT MISSION

OIL INDIA

Creating

OIL & GAS Assets

for India's Energy Security

Oil India Limited (OIL), India's leading Navratna National Oil & Gas Company with strong Pan-India presence and a share of 9.48% of the country's crude oil production and 6.4% of natural gas production.

OIL's **Mission** is to be *"The fastest growing energy company with global presence providing value to stakeholders."*

OIL has been **Conquering Newer Horizons** with:

Overseas E&P assets and business in Libya, Gabon, Nigeria, Yemen, Venezuala, USA, Mozambique, Myanmar, Bangladesh & Russia.

Foray into Renewable Energy - Wind Energy Plants of installed capacity of 67.6 MW and Solar Power Plant of 5 MW.

International credit ratings - Moody's "BAA2" (higher than sovereign rating) and Fitch Rating "BBB-" (Stable) (equivalent to sovereign rating)

www.chiranjn.com

ऑयल इंडिया लिमिटेड

(भारत सरकार का उद्यम)

Oil India Limited

(A Government of India Enterprise)

Corporate Office : OIL House, Plot Number 19, Sector 16A, Noida, District Gautam Budh Nagar, Uttar Pradesh 201301, India

Tel: 0120-2419000, 2419200. Website : www.oil-india.com

Solving the Local Language Puzzle

For All your IT Applications

Any Software Any Language Instantly!

Zero Source Code and Database Changes

LinguaNext is the market leader and redefining the application localisation space with it's new approach.

- Screens, Reports and Prints in multiple languages
- Used in many Nationalised (more than 70,000 branches), Regional Banks
- Multiple implementations of SAP in Indian languages
- Over 100 customers in Middle East, Africa, Asia Pacific, Europe for global languages
- Implemented in leading multinational companies & Public Sector Undertakings

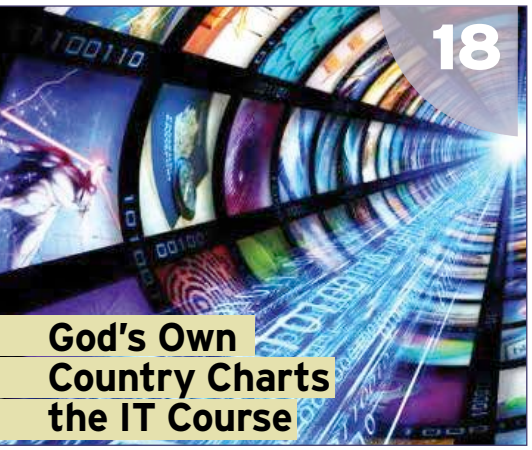
LinguaNext Technologies Pvt. Ltd.
401 Galore Tech Park, Bavdhan, Pune 411021.
Tel: +91 20 22953848
Email: mktg@linguanext.net
Website: www.linguanext.net

LinguaNext
www.linguanext.net

Contents

NOVEMBER 2014 VOLUME 10 ■ ISSUE 11

egov



God's Own Country Charts the IT Course

GOVERNMENT

08 **SHRI OOMMEN CHANDY**
Hon'ble Chief Minister of the State of Kerala

10 **SHRI P K KUNHALIKUTTY**
Hon'ble Minister for Industries and Information Technology, Government of Kerala

12 **P H KURIAN**
Principal Secretary - IT, Government of Kerala

14 **DR RAJENDRA KUMAR**
Joint Secretary (e-Gov), Department of Electronics and IT, Government of India

16 **APM MOHD HANISH**
Secretary (LSGD – Urban Affairs), Government of Kerala

20 **GAURAV DWIVEDI**
CEO, MyGov, DeitY, Government of India

22 **CHANDRAKER BHARTI**
Development Commissioner-cum-Secretary (IT), Government of Puducherry

24 **S JAGANNATHAN**
Commissioner of Civil Supplies, Kerala

26 **K MOHAMMED Y SAFIRULLA**
Director, Kerala State IT Mission (KSITM)

28 **DR ASHOK DALWAI**
Deputy Director General, UIDAI, Bangalore

34 **R SREELEKHA**
Transport Commissioner, Kerala

36 **DR A K BALYAN**
Managing Director & CEO, Petronet LNG Limited

38 **RAJESH AGGARWAL**
Principal Secretary - IT, Govt of Maharashtra

42 **RAMESH TENKIL**
Chief General Manager, NABARD, Thiruvananthapuram

44 **AJAY CHAGTI**
Additional Secretary-IT, Government of NCT, Delhi

46 **DR NEENA PAHUJA**
Director General, ERNET

CORPORATE

30 **DIWAKAR NIGAM**,
MD and CEO, Newgen Software Technologies Ltd

32 **PRASHANT CHAUDHARY**
Senior Director Sales - Government, CA Technologies

54 **BRAJESH NIGAM**
Managing Director, Iterate India Pvt Ltd

60 **ABHISHEK RASTOGI**
Head - Govt COE, Newgen Software Technologies Ltd

64 **JAGDISH SAHASRABUDHE**
CEO, LinguaNext Technologies

65 **ARPAN BANSAL**
Head - Center of Excellence for e-Governance, Newgen Software Technologies Ltd

66 **TARUN SETH**
MD, Hitachi Systems Micro Clinic Ltd

67 **NAGENDRAN SUNDERAJAN**
Executive Vice President, Solutions and Business Development, MeritTrac

70 **SHEKHAR AGRAWAL**
Senior Vice President, Vodafone India Ltd

72 **SRINI RAO**
Director - Pre-Sales and Solutions, Hitachi Data Systems

74 **AMIT CHOWDRY**
CEO, PeopleLink

75 **JASPREET SINGH**
Senior Manager, Sales and Marketing, IMS, Canon India

78 **SUNIL SHARMA**
VP Sales and Operations, India and SAARC, Cyberoam

50 **RAJENDRA NIMJE**
Managing Director, Solar Energy Corporation of India

52 **DR GOVIND**
Chief Executive Officer, National Internet Exchange of India (NIXI)

62 **DR RAMAKANT JHA**
MD & Group CEO, GIFT City

egov
ASIA'S FIRST MONTHLY MAGAZINE ON E-GOVERNANCE

NOVEMBER 2014
VOLUME 10 ■ ISSUE 11

Chairman: Dr M P Narayanan
Editor-in-Chief: Dr Ravi Gupta

PARTNER PUBLICATIONS
digitalLEARNING eHEALTH

EDITORIAL TEAM
GOVERNANCE
Sr. Assistant Editor: Nirmal Anshu Ranjan
Sr. Correspondent: Kartik Sharma, Nayana Singh, Souvik Goswami
Correspondent: Gautam Debroy, Ritika Bisht
Research Associate: Sunil Kumar
Copy Editor: Sahaj Palla

EDUCATION
Sr. Editor: K S Narayanan
Assistant Editor: Parimal Peeyush
Programme Manager: Seema Gupta

SALES & MARKETING TEAM: DIGITAL LEARNING
National Sales Manager: Fahimul Haque, (+91 - 8860651632)

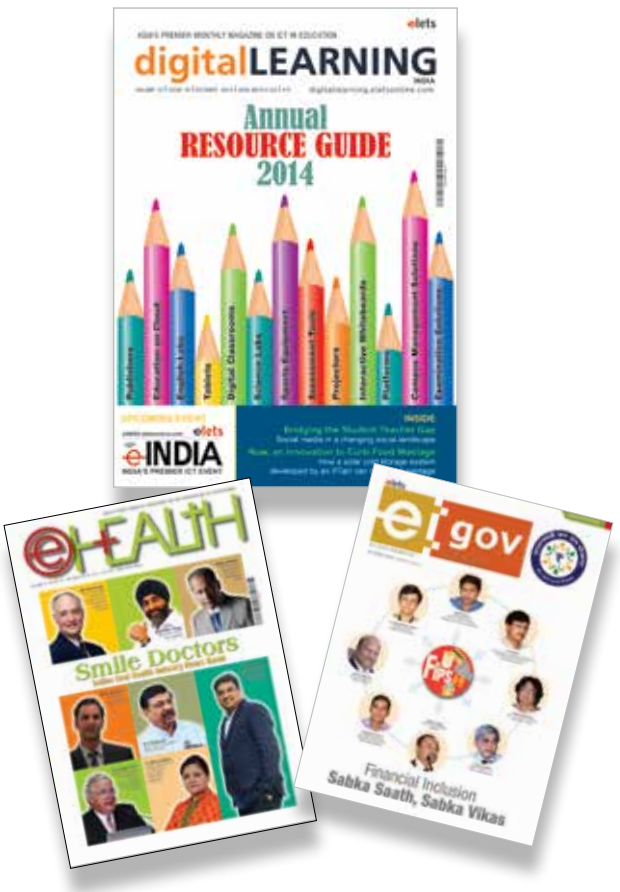
Manager: Gaurav Srivastava (+91-8527697685)

SUBSCRIPTION & CIRCULATION TEAM
Manager Subscriptions, +91-8860635832; subscription@elets.in

DESIGN TEAM
Creative Head: Pramod Gupta
Deputy Art Director: Priyankar Bhargava
Sr. Graphic Designer: Om Prakash Thakur
Sr. Web Designer: Shyam Kishor

WEB DEVELOPMENT & IT INFRASTRUCTURE
Team Lead - Web Development: Ishvinder Singh
Executive-IT Infrastructure: Zuber Ahmed

EVENT TEAM
Manager: Nagender Lal
Assistant Manager: Vishesh Jaiswal



EDITORIAL & MARKETING CORRESPONDENCE
eGov - Elets Technomedia Pvt Ltd
Stellar IT Park, Office No: 7A/7B, 5th Floor, Annexe Tower, C-25, Sector 62, Noida, Uttar Pradesh - 201309, Phone: +91-120-4812600,
Fax: +91-120-4812660, Email: info@egovonline.net

eGov does not neccesarily subscribe to the views expressed in this publication. All views expressed in the magazine are those of the contributors. The magazine is not responsible or accountable for any loss incurred, directly or indirectly as a result of the information provided.

eGov is published by Elets Technomedia Pvt. Ltd in technical collaboration with Centre for Science, Development and Media Studies (CSDMS).

Owner, Publisher, Printer: Dr Ravi Gupta, Printed at Vinayak Print Media, A-29, Sec-8, Noida, U.P. and published from 710 Vasto Mahagun Manor, F-30, Sector - 50 Noida, UP
Editor: Dr Ravi Gupta

© All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic and mechanical, including photocopy, or any information storage or retrieval system, without publisher's permission.

digitallearning.eletsonline.com | egov.eletsonline.com | ehealth.eletsonline.com | events.eletsonline.com

Write in your reactions to eGov news, interviews, features and articles. You can either comment on the individual webpage of a story, or drop us a mail: **editorial@elets.in**

The Domain Name of India

An Internet Country Code Top Level Domain

.in India's gateway to the Internet World

Be a part of India's global IT presence, subscribe to the unique Indian identity, own a .in Domain

log on to www.registry.in

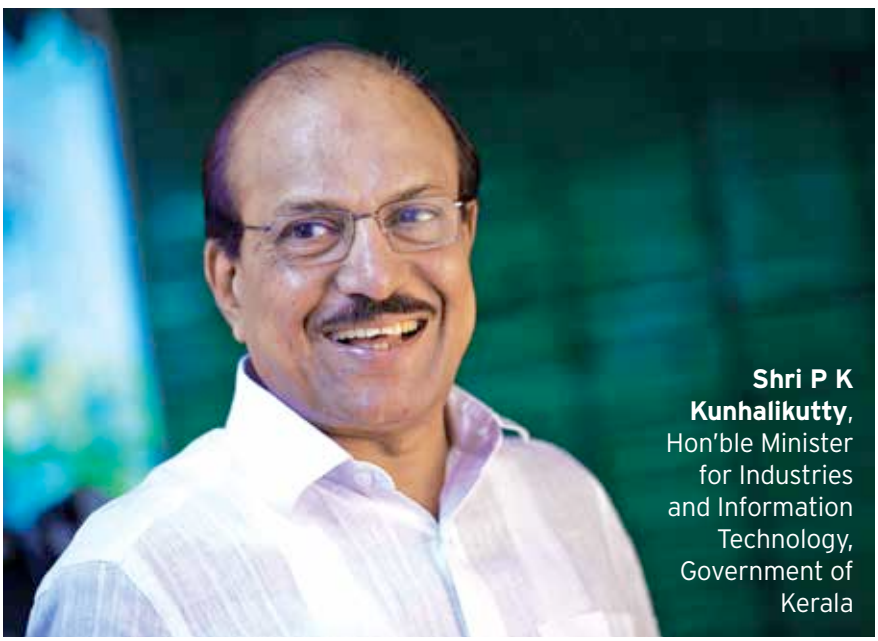
Over 17 Lacs registrations, and growing!

Kerala Beckons IT Investors

A six-time legislator and serving his sixth term as a minister, Hon'ble Minister for Industries and Information Technology, **Shri P K Kunhalikutty**, knows Kerala like the back of his hand. During a candid chat with ***Kartik Sharma*** and ***Nayana Singh*** of ENN, he talks about the finer nuances of the state, its IT climate and roadmap for future development...

Kerala is often looked upon as a role model for its use of IT in industries and education. People's standard of living is also much better than in other parts of the country. How do you observe the state's development story?

It is true that over a period of time, Kerala has made substantial achievements in areas like education and health, lifting the overall standard of living. To some extent, we owe this to our expatriates' community from the state, as no other state can be confident of overseas income like us. Besides, the state government has always been alert to the cause of people's welfare. The future challenge is to further push the economic growth of the state and take per capita income of people to the next levels. However, it is no less important to sustain the developments achieved by us. Finding greater opportunities within the state is one of the biggest challenges, so now we are re-orienting our policies to that end. Kerala stands out among the states as far as development is concerned, and we will do our best sustain and take that development forward.



Shri P K Kunhalikutty, Hon'ble Minister for Industries and Information Technology, Government of Kerala

You hold two important portfolios IT and Industries. Please recount your key achievements in these areas?

On the industries front, Kerala faces some issues relating to environment issues and pricing. Although Kerala has its own problems with regard to industrial growth, it also has its own model to counter those challenges. In the past, my growth-targeted efforts under successive governments have created an environment conducive for reasonable growth of industry in the state. We created industrial zones and parks called KINFRA parks over the years. In 1991, we revived the policy of creating parks and zones, as those had been banned by previous governments. Same year, we introduced an industrial policy facilitating acquisition of certain acres of land and then developing those into industrial zones and parks. The parks provided for special incentives to certain priorities segments like processing units, small scale industries and other SMEs. As for my individual achievements, I would say that much of the infrastructure development in the state that has happened over the years is my contribution.

Growth has been reasonably good in the small scale sector. Traditionally, the primary area of employment in Kerala has been agriculture, but in recent times, the focus has shifted to the SME sector. It is no less than an achievement that we are above the national average industrial growth rate. In IT sector, the big achievement is connectivity. Barring some villages, the entire state now enjoys wired connectivity, which no other state of India can boast of. Even the remaining villages will be connected shortly. Majority of the people will now be using computers. In case they do not have computers, they can go to one of nearby kiosks. e-literacy is coming to the people of the state in totality, as they are using digital technology in all its forms. We are proud of it. Improved IT connectivity will further improve transport

facilities, communications, industrial growth, etc. There is just no end to it. This will help in overall development of Kerala comparable with any developed country.

How do you think private sector investments in IT sector can be given a push in Kerala?

Private sector investment is destined to go up in Kerala, as there is no dearth of business opportunities in the state. Also, smart city projects with the help of the central government have already started taking shape here. So, inspired by the growth story of the state, we expect a large number of IT companies to come to Kerala. High digital literacy percentage and increased use of IT in the state will also work as drivers in this regard. We are geared up to provide them a conducive business environment and take good care of their requirements.

What about the education sector? Does it hold promise for prospective investors?

In the area of education, we offer top-class facilities. Not only from other states of the country, but students from even neighboring countries come to Kerala seeking admission in medical and engineering colleges of the state. This attracts investors to Kerala. We may have certain issues with regard to the manufacturing and chemical units, but it doesn't apply to other sectors. We welcome any other industry to come to state and we will provide them whatever support they require on case-to-case basis.

PSUs play a crucial role in a state's growth. What PSUs are operating in Kerala, and how do you plan to strengthen them?

Kerala is a state with a large number of PSUs. However, all the PSUs are not doing well. For example, textile sector public undertakings are facing challenges…but that is the story of textile industry in most parts of the country. Then, some industries are also facing problems due to poor market conditions. But industries like cement, titanium and others are doing well. Some of them, even are doing good business and making profits. In addition to business and profits, they also play an important social role by serving the poor. No matter whether they are doing good or bad, the government is supporting them and will keep supporting them in future as well.

Q Our all policies should be attuned to the environment issues of Kerala. Any investment that we plan should be environment-friendly, because greenery and climate are core competencies of Kerala

What policies do you have or you plan to adopt for generating employment through IT? Also, what is your strategy to generate employment opportunities in totality?

Yes, this is one of the top concerns…with increase in investments, there must be a proportionate increase in the opportunities of employment. We work with end in mind and that's why we encourage investments in the state. Even today, IT is the largest job providing sector in the state after the government sector. Our Techno Park is the largest in India in terms of the number of people employed; it's close to hitting one lakh figure. Apart from IT, tourism sector also holds great employment generation potential. Directly or indirectly, they are among the bulk employment providers.

You are a tall leader in Kerala today. What is your vision for the development of state in the coming years?

Our all policies should be attuned to the environment issues of Kerala. Any investment that we plan should be environment-friendly, because greenery and climate are core competencies of Kerala. Today, we have everything in Kerala, and this is so because of the green environment. This is a big challenge for us to effect policy changes keeping environmental requirements in mind…thoughts of green must pervade all our activities like planning and construction. Like any other state, we also cannot ignore development and investments, but nothing at the cost of environment.

In comparison to other states of India, Kerala has seen greater inclusive growth over decades, and to sustain that development is my vision for the state.

What is your message for eIndia 2014 Summit - being held in association with the Kerala Goverment?

Wish that eINDIA 2014 turns out to be a good opportunity for the people to understand our state and the country better, and visualise the future roadmap for development and find opportunities of participation in it. The state looks forward to good outcomes from the event.

Holding Aloft the IT Flag

As of September '14, more than 91 lakh e-certificates were processed through e-District and on average more than 5 lakh per month, says **P H Kurian** in conversation with ***Kartik Sharma*** and ***Nayana Singh*** of ENN

e-District project is a noticeable success in Kerala? Please tell us about the project.

We have introduced first-in and first-out system of service delivery in our e-District centres. This kind of system makes it mandatory for an official to clear the first application before he can proceed to the next. Unless the application that has arrived earlier is cleared, the next one cannot be handled. This insures that all the applications are dealt with in a fair manner. We have successfully delivered lakhs of certificates to the citizens of the state through our e-District centres. As on September'14, more than 91 lakh e-certificates were processed through e-District and on average more than 5 lakh per month. Along with the e-District public portal, the Government of Kerala had also launched the online Right to Information (RTI) and public grievance services.

What has been done in terms of delivering government services through CSCs in Kerala?

In Kerala, the Common Service Centres (CSCs) are doing reasonably well. We have developed an entrepreneurial mode of development in the state. Here the CSCs are allowed to provide various services like telephone bill payments, internet surfing for children, etc. With more than 2300 Akshaya centres in 978 panchayats, Akshaya CSCs are taking e-governance to the citizen's door step. e-District services are offered through CSCs. Comprehensive Health Insurance Agency of

P H Kurian,
Principal Secretary (IT), Government of Kerala

Kerala (CHIAK) Rashtryia Swasthya Bima Yojana (RSBY) online registrations were done for 35 lakh families in 35 days.

Akshaya is the only CSC in India to complete 1.7 crore Adhaar enrolments with largest accuracy. Last year, we had launched a payment service for university and colleges through an application services called "FRIENDS Re-Engineered and Enterprise Enabled Software" (FREES). This centralised web enabled system will help the citizens in paying utility bills, taxes, and other dues at any of the CSCs. The state payment gateway will be up within two months.

Please tell us about successful e-Governance initiatives in the state of Kerala.

Kerala has always been a pioneer state in the area of e-Governance. Almost every major government department that has to deal with the public has come up with some kind of e-Governance initiative. There are various e-Governance initiatives going on in Kerala, likewise, Akshaya, FRIENDS, KSWAN (Kerala State Wide Area Network), State Service Delivery Gateway (SSDG) project, e-District, etc. The e-District project has been conceptualised to improve the experience of governance and enhance the efficiencies of the various departments at the district-level. The idea is to enable seamless service delivery to the citizens in every part of the country. In Kerala, the eDistrict project has led to back-end computerisation on a massive scale, so that there can be delivery of citizen services through Akshaya Centres.

Government services are now migrating from e-Governance to m-Governance. What is the status of m-Governance in the state?

The Kerala m-Governance system is integrated to a mobile application which is so designed to include all the services and departments under Kerala Government. 190 SMS based services, IVR based services, and outbound dialler services are presently functional. More mobile applications which are in development stages shall be made available in play stores. The objective of m-Governance is to integrate the advancements in mobile technology with various government departments to create a cost-effective, efficient and round-the-clock government information system. Citizens can get the information about the status of their application through their mobile devices.

Securing Government data from cyber attacks is one of the major concerns today. What steps have been taken by your department to ensure safety of government data?

To ensure cyber security of Kerala the government in the state has set up a Computer Emergency Response Team-Kerala (CERT-Kerala or CERT-K) in line with CERT India (CERT-IN). The purpose of CERT-K is to coordinate security efforts and incident response for IT security problems on a state level in Kerala and to enhance the security of state government's communications and information infrastructure through proactive action and effective collaboration. CERT-K shall also oversee the implementation of crisis management plan of the Government of Kerala.

What is being done towards capacity building in the state of Kerala?

We are very effectively using latest IT technology to bring about improvements in the service delivery to the citizens. The employees in various government departments have been trained so that they are able to comfortably do their work in a modern IT environment. We have made it mandatory for all the departments to use ICT for delivering services to the common people. All the regulatory departments in the state machinery will have to adopt e-Governance in the next three to four years.

Based on recommendation of the Administrative Reforms Commission on promoting e-Governance, state government has commenced capacity building in the individual level and entrusted, Institute of Management in Government (IMG) and Indian Institute of Information Technology and Management - Kerala (IIITM-K) to jointly conduct 1-Year Post Graduate Diploma in e-Governance.

What steps have been taken to enhance IT infrastructure in government projects and schemes?

In Kerala, we have completed 90 percent of Aadhaar enrolment and our process for developing database for Aadhaar enrolment is about to finish. We want to create a system where payments are Aadhaar enabled. We have launched welfare pension scheme and welfare fund scheme. We are creating a digital data for all such funds. We will introduce Aadhaar enabled payment gateway by the end of this year. The enrolment charges for UIDAI registration is being made through banks. State IT mission pays money and transfers the money to the CSCs directly through Aadhaar enabled account system.

India's first step in taking ICT to the masses has been rolled-out in Kerala, Akshaya is the state's first district-wide e-Literacy project. It is one of the largest known Internet Protocol (IP) based wireless network in the world. As a part of Akshaya initiative, at least one person in each of the 65 lakh families in the state will be made IT literate.

The objective of m-Governance is to integrate the advancements in mobile technology with various government departments to create a cost-effective, efficient and round-the-clock government information system

Dr Rajendra Kumar, Joint Secretary (e-Gov),
Department of Electronics and IT, Government of India

Digital India Transcends NeGP

The aim of Digital India programme is to transform India into a digitally empowered society and knowledge economy. The scope and vision of Digital India is much higher than the NeGP, says **Dr Rajendra Kumar** in an exclusive tete-a-tete with eGov Editor-in-Chief ***Ravi Gupta*** and ENN's ***Gautam Debroy***

What are the key components of Digital India?

Digital India programme has been formulated to transform the country into a digitally empowered society and knowledge economy. The programme is to be implemented by the entire government with DeitY playing the coordinating role. The vision of Digital India is centred on three key areas, namely digital infrastructure as a utility to every citizen, Governance and Services on Demand and Digital Empowerment of Citizens. Each area has separate components to achieve the overall vision of the Digital India programme. The programme covers nine pillars of growth areas namely Broadband Highways, Universal Access to Mobile Connectivity, Electronics Manufacturing, e-Governance: Reforming Government through Technology, Public Internet Access Programme – National Rural Internet Mission, e-Kranti - Electronic Delivery of Services, IT for Jobs, Information for All and Early Harvest Projects.

How does the present National e-Governance Plan (NeGP) is different from the earlier initiatives?

NeGP was focused on e-Governance and one of its main goals was to create and provide core ICT infrastructure to all government departments to enable them in the delivery of e-Governance services. Digital India goes much beyond that. It aims at transformation of the country into a digitally empowered society and knowledge economy through application of ICTs. The three key vision areas include digital infrastructure as a utility to every citizen, providing governance and services on demand and digital empowerment of citizens. The scope and vision of Digital India is much wider and higher than the NeGP.

How do you see the prospect of e-Governance in the last one decade and what could be its future ahead?

The overall framework in India for e-Governance has been the National e-Governance Plan (NeGP) which was approved in 2006. For the last eight years of its implementation, 24 out of

the 31 Mission Mode Projects (MMPs) are live and operational and are delivering services.

In terms of number of transactions being delivered through these projects, over 11.5 crore transactions are being delivered every month through these MMPs. Out of the 253 planned services, 222 are operational.

In terms of going forward, we intend to bring e-Kranti orNeGP 2.0, which is also a part of the Digital India programme. The vision under e-Kranti is to expand the portfolio of Mission Mode Projects (MMPs) by bringing more government departments under the e-Kranti programme, ensure comprehensive Government Process Reengineering (GPR), leverage latest technologies, such as the cloud and mobile platforms, and ensure integration of services and compliance with standards and interoperability. We also propose to provide core ICT infra such as network connectivity and cloud platform to the government departments on demand, so that they don't have to create separate infrastructure of their own.

What is the significance of the new MMPs?

The new proposed Mission Mode Projects (MMPs) would cover more citizen-centric areas for service delivery. As mentioned before, eKranti proposes to leverage latest technologies such as the cloud and mobile platforms for all the MMPs. Some of the new domains proposed to be covered include financial services, social justice, women and child development among others. The MMPs are aimed at bringing the best citizen centric services.

Did you make any assessment or study on the impact of NeGP projects?

Impact assessment module is a key component of the NeGP framework. We have done assessment of several e-governance projects. Most recently we assessed our CSC scheme through the Centre for Innovation in Public Systems in Hyderabad. The study has revealed that CSCs are functioning well on the whole though there is scope for improvement in making them financially sustainable. The study revealed that the CSCs which are run by the women are relatively more successful. Similarly, CSCs which have good connectivity and provide good educational courses perform better. We have proposed to increase the number of CSCs to 2.5 lakhs, i.e. one CSC per Panchayat in the country.

Many of the MMPs are not doing well. Are you thinking to look into the functioning of those MMPs?

As I mentioned, most of the MMPs under the NeGP are live and delivering services. e-Kranti or NeGP 2.0 also aims at ensuring that current MMPs also undertake government process reengineering to take full advantage of e-governance and deliver citizen services more efficiently and effectively. It also aims at ensuring that they leverage the latest technologies such as the cloud and the mobile platforms.

Tell us about NII framework.

The National Information Infrastructure (NII) aims at providing the cloud and network infrastructure on demand to all government departments and agencies in the country. It will leverage the National Knowledge Network (NKN) and the National Optical Fibre Network (NOFN) to provide connectivity to government departments and agencies up to panchayat level. It will also leverage the Meghraj cloud platform to provide cloud based services.

Q In the last eight years of its implementation, out of 31 projects, 24 are live and operational and are delivering services. The number of transactions being delivered through these projects stand at 11.5 crore per month. And, out of 253 planned services, 222 are being delivered

How does the Digital India framework look into the G2G and other businesses? And what is the open data initiative?

Digital India programme aims to cover G2G, G2B and G2C services. In G2G domain, applications like e-Office can be effectively deployed to handle both intra-office and inter-office communications.

Open Data is a key element of the e-Governance framework. It aims at providing the relevant data sets from the government in public domain. The government has notified the National Data Sharing and Accessibility Policy (NDSAP) that guides the provisioning of data sets in public domain through the Open Data platform created by DeitY.

What is the role of Aadhaar in the entire framework?

Aadhaar is a key element in the entire service delivery framework for unique identification and authentication of beneficiaries or service seekers. When Aadhaar is integrated within the service delivery mechanism of any service, then the entire authentication process can be done completely online. It will greatly facilitate completely end-to-end online delivery of services through both web and mobile platforms.

APM Mohammed Hanish,
Secretary (LSGD – Urban Affairs), Government of Kerala

Crafting an Urban Tomorrow

Kerala stands ahead of most other states, so far as literacy and overall development is concerned, and we aim to achieve the same level in urbanisation as well, says **APM Mohammed Hanish** in an interview with *Nayana Singh* and *Kartik Sharma* of ENN

Give us an overview of your department and how it intends to exploit the immense urbanisation opportunities in the state.

First of all, ours is perhaps the most urbanised state in the country, with 48 percent of the population residing in urban areas or urban agglomerations. We need to provide them with decent facilities to live as well as work. It calls for creation of a large number of satellite towns which provide one with proper opportunities to live, opportunities to work, social infrastructure, educational institutions, schools, colleges, hospitals, parks, etc. Main problem pertaining to urban development is non-availability of good road network, drainage system, water supply and adequate sanitation and cleanliness for healthy living of citizens. To this end, we are planning to seek lots of funding from various external agencies like World Bank, ADB and Government of India missions like JnNURM.

Now, there are various ways for proper utilisation of finances to create better infrastructure facilities and better execution of projects. One of the tested options is that of PPP (Public Private Partnership) model. PPP makes room for greater transparency and accountability on the part of the private operator.

Any specific project being implemented under the PPP model in Kerala?

In Kerala, we take up projects under the model off and on. We have the example of Kochin International Airport. It has 26 percent government participation and 74 percent private share, and it is working out very well. Today, it is one of the busiest airports in India. There are also some small and medium projects that have come up in various towns under the PPP model, and the "Partner Kerala Mission" is giving it a fillip. The Mission is a process within the government to look exclusively at PPP projects and recommend them to the government for implementation by the local bodies.

Various state governments and the Central Government are focussing on smart cities. What type of high-tech cities are you trying to raise in Kerala?

The basic problem in Kerala is acute scarcity of land. This is a small state with 38,863 square kilometre of land and a population of 3.5 crore.

Therefore, land is a scarce commodity here. Whenever you try to conceive of an idea like smart city, you face stumbling blocks. So, we are trying to create better facilities in less space in the upcoming satellite towns called smart. Unlike many other states, Kerala does not have much land where smart cities can be started from the scratch. So, instead of creating new smart cities, we will try to develop smaller cities into world-class high-tech cities.

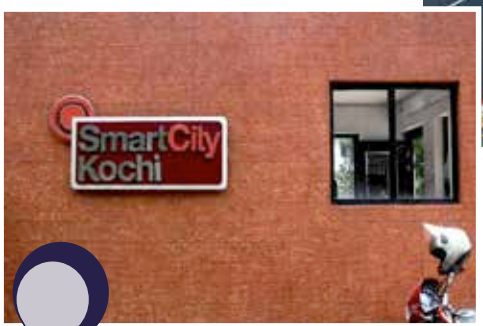
Coming to urban local bodies, how do you intend to strengthen institutions like municipalities?

An amount of Rs 30 crore has been kept aside as a dedicated corpus fund for creation of quality DPRs that are absolutely essential for seeking financing from external bodies. Getting funds is a major handicap for urban local bodies because of the lack of adequate capacity building. Of late, empanelment of consultancy has also been enforced and it is left for the government to decide whether to finance them or not. Based on a general mission of the Government of India to create capacity building, the Central Government has provided Rs 49 crore, which would be utilised for building capacity in urban institutions, municipal financial bodies, e-governance, waste management and social development. The programmes are operational in 14 districts.

Now, the urban local bodies' functionaries will be trained in different areas like service delivery, service benchmarking, municipality finance, city sanitation and finance management by various training institutes. Experts, seminars, workshops, and study material and support material will be made available for training.

Along with that, we also try to modernise the new scheme funded by the World Bank also known as Kerala Government Social Development Programme (KLGSDP).

Some projects aided by the World Bank and the Government of India will bring sea change in the way people perceive the functioning of urban local bodies (ULBs). Efforts will be made to access finance from the market. The various credit rating agencies can rate services offered by respective municipalities. Tomorrow, the major towns and cities can go for infrastructure bond on their own and this will change the way local bodies work and make them free from the clutches of the government. This way, Nagar



Unlike many other states, Kerala does not have much land where smart cities can be developed. So, instead of creating new smart cities, we will try to develop smaller cities into world-class high-tech cities

Palika Act would be practised in the true sense.

How are you using technology in e-Governance initiatives?

e-Governance is a critical component of administrative service delivery. Using general fund for e-Governance, we have gone great length in governance initiatives in Kochin and Thiruvananthapuram. The initiatives taken up in Kochi are complete and will be rolled out soon. The move is aimed at promoting use of cutting-edge technologies for straight interface with public in 14 districts.

The Town Planning Department, which is also under my control, will also see introduction of software to know the nature of land. This will help one in making decisions with regard to the purchase of property. Other important urban initiative is e-filing of building plan application. This is a major initiative from a common man's viewpoint.

Do you think this initiative will curtail corrupt practices?

What was the impact of RTI? It did not eliminate corruption completely, but made people aware about the processes in government offices. It has made things transparent and instilled fear among authorities that they might be caught. Similarly, accessibility to the information will become keyword for e-Governance.

Any challenge you are facing in overcoming the barriers to IT initiatives?

The biggest challenge that I am facing is about the morale of the staff. All these years they have been confined to their tiny worlds, simply oblivious to the travails and miseries of the common man. The challenge before me today is to shore up their morale to bring them face to face with modern techniques and practices. Their capacity building to enable them to face the challenges of technology is the need of the hour.

What is your vision for tomorrow's Kerala?

The State of Kerala is well known for the beautiful mountains, lakes and greenery, and people come here for holidaying. Besides being a destination for tourist activities, Kerala is also a place where clean cities, better civic facilities and a great deal of transparency in terms of working of the system is role model for the whole country. Infant mortality rate, maternity mortality rate and life expectancy rate here is at par with western countries. To sustain those and ultimately follow the models of e-Governance is the biggest task in the coming times. With an effective e-governance system, we would like to add another feather to our cap.

God's Own Country Charts the IT Course

Kerala has made several strides towards ensuring efficient delivery of citizen services and bringing about transparent and accountable governance in the state. *Sunil Kumar* of Elets News Network (ENN) takes a closer look

As the traditional way of administration becomes a bane in the process of development due to its bureaucratic hierarchies and associated problems, e-Governance has become a buzzword in new-age public administration. There is an increasing expectation that ICT will be utilised in national and local governments both for providing more efficient governance and better public services. Even states are vying to harness e-Governance for better delivery of citizen services. And, Kerala is not an exception to it.

Over the years, Kerala IT Mission, the apex agency for implementing e-Governance at the local level, has executed several programmes to serve citizens in a speedy and transparent manner. Kerala State Information Technology Mission (KSITM) was formed as a nodal agency under the state IT Department for implementation of various e-Governance initiatives.

The Mission has been piloting various IT-enabled services/ projects in the state since its inception in 1999. It has successfully undertaken the e-Governance initiatives in the state and has kept the state at par with other states in India. The most prominent of the project undertaken by KSITM over the years are the State Data Centre, Kerala State Wide Area Network (KSWAN), e-Krishi, e-Procurement, State Service Delivery Gateway (SSDG), Mobile Service Delivery Platform, Sutharya Keralam, Digital Workflow System, Entegramam – My Village, Fast Reliable Instant Effective Network for Disbursement of Services (FRIENDS), Service and Payroll Administrative Repository for Kerala (SPARK), etc. Though the efforts made in e-enabling the government departments have resulted in the creation of standalone back-ends, digital work flows and service delivery channels, the expectations of the citizens, connected with e-Government ask for more.

The state today focusses on consolidating and integrating the various applications and systems across the government to ensure a seamless delivery of services to the citizen. The ultimate target is to create an integrated e-Gov platform wherein the services provided by various government departments and agencies will get integrated into a unified system. The aim is to make all government interactions, information and transaction services available electronically through a single access point, for all the users, including citizens, CSC operators, government employees, residents and non resident Keralites, visitors and businesses). This in turn will lead to increased availability, accessibility, productivity and effectiveness of electronic delivery of public services, increase the efficiency of the government and also trustworthiness, transparency, traceability, security and privacy of data.

Joining the global move to adopt ICT, the State Government announced its first IT Policy in 1998. It was followed up by fresh ones in 2001 and 2007. As per the guidelines, the basic ICT infrastructure—including State Data Center, Kerala State Wide Area Network, Mobile Service Delivery Platform and Common Services Centres (CSCs)—has already been raised to help bridge the digital divide. The overall ICT adoption in the state across sectors is being brought around by government agencies and private sector alike.

Information infrastructure

The Kerala State IT mission has tried to cover all aspects of IT Infrastructure required for seamless rollout of e-Governance initiatives, viz. connectivity, data centres and citizen service centres. To host various e-Gov applications of the government safely and securely, two state data centers (SDCs) have been established. It provides the e-Infrastructure backbone for various e-Governance initiatives for the Kerala Government. The SDCs with the state-of-the-art technology and having 1 Gbps NKN connectivity house multiple software applications. The Kerala State Wide Area Network (KSWAN) is one of the top SWANs in the country reaching out to the remotest field offices. This gov-

ernment network acts as the backbone for the state's e-Governance applications.

Service delivery framework

Once the infrastructure is in place, the next critical factor for successful rollout of e-Governance is the service delivery frameworks. The ongoing e-District project is fast turning to be a window for all G2C services. State Service Delivery Gateway (SSDG) project, formulated under the National e-Governance Plan (NeGP), is to fulfill the vision of providing easy and convenient services to the citizens through CSCs. One of the earliest attempts in citizen service delivery is FRIENDS - a single-window facility where citizens can deposit their bills and taxes without any hassle. This was later followed up with an entrepreneur-driven model called Akshaya, which is one of its kinds, and is considered a model worth emulating nationally and internationally.

Common applications for government

Various initiatives like the e-Procurement, SPARK, IDEAS – a file tracking system, Secretariat Workflow Automation System, etc. which are common applications created for usage by all departments under the government. e-Procurement enhances transparency and efficiency in public procurement activities and helps monitor the same on a real-time basis. KSITM is the implementing agency for e-Procurement System across the state, while NIC is the service provider.

SPARK is an integrated personnel, payroll and accounts information system. This web-based application has been implemented for all the employees in Kerala. The system has been developed with a view of catering to the administration, payroll and other accounts activities of the government establishments. Every employee is allotted with a unique Permanent Employee Number (PEN) through the system.

Mobile governance

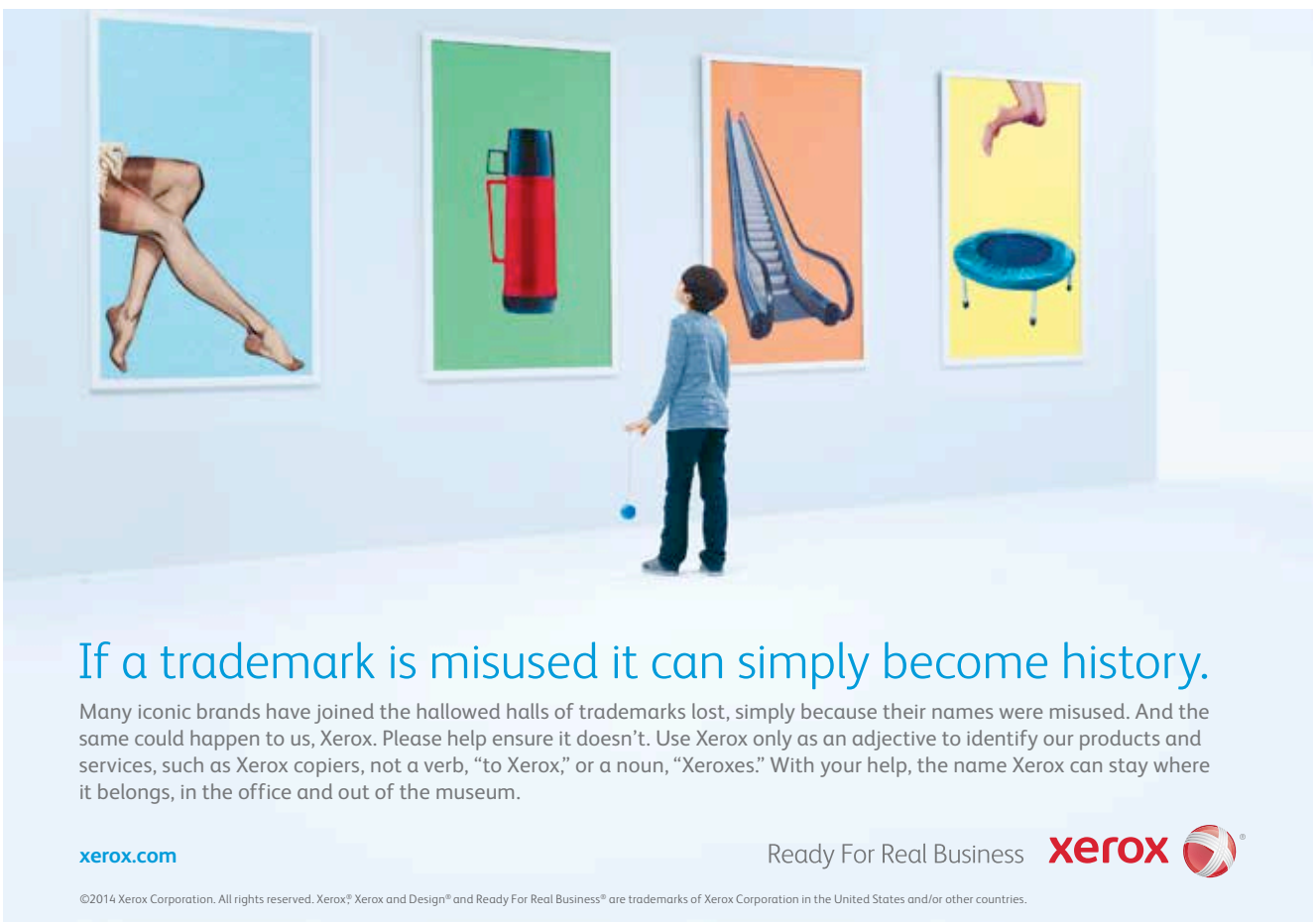
Going a step ahead, the state has pioneered the m-Gov initiatives in the country, and today text- and voice-based messages are supplementing the various e-Governance initiatives by the state government. An encapsulated and comprehensive integrated Service Delivery Platform was created and integrated with the e-Governance infrastructure, for enabling m-Services of various departments in a 'Plug and Play' fashion.

Aadhaar-enabled services

KSITM is the nodal agency in Kerala for UID enrolment. KSITM, in turn, appointed Akshaya centres and Keltron as the two enrolment agencies for accomplishing the field work. The government is planning to utilise the Aadhaar authentication for the Rajiv Avas Yojana (RAY) schemes, PDS, NREGS, LPG subsidy, etc.

Citizen's Call Centre

The Citizen's Call Centre (CCC) is a single window, IT-enabled, facility of the government that enables citizens and government to interact effectively. Envisaged as a Government to Citizen (G2C) interface, the call centre enables quick delivery of critical information, which is otherwise either inaccessible or difficult for the citizens to trace. The relevance of a government/public call centre is more important in the context of increased focus on e-Governance.



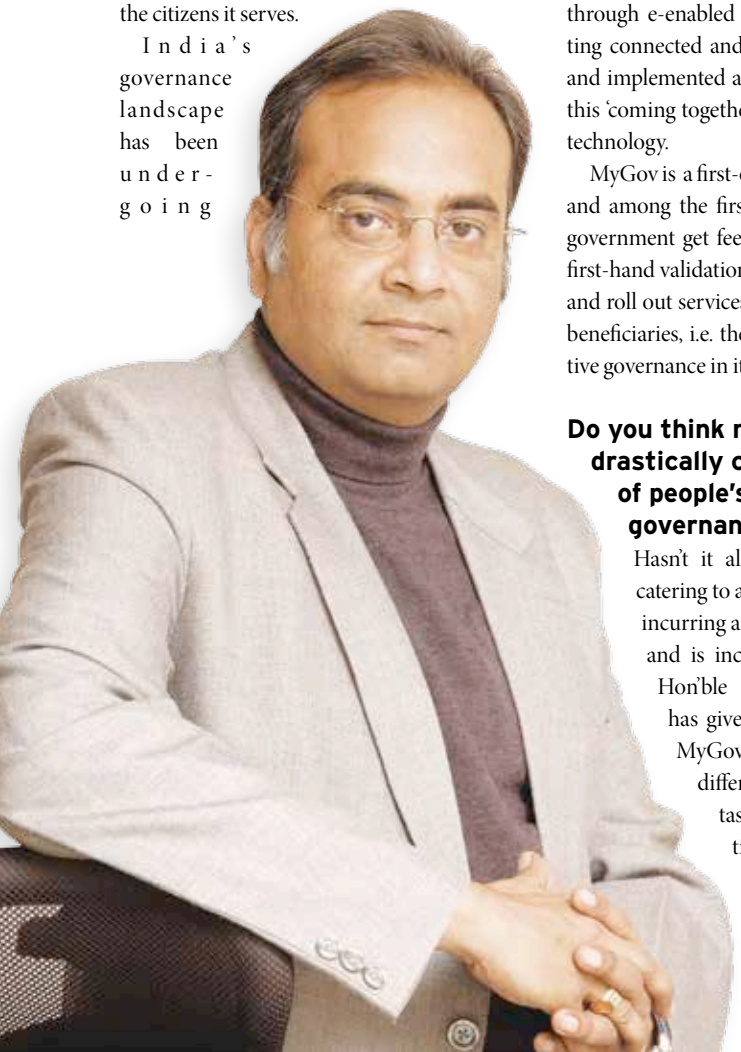
Gaurav Dwivedi, CEO, MyGov, DeitY, Government of India

Ushering in Participative Governance

'MyGov' initiative helps citizens connect and share their ideas with various ministries and departments, says **Gaurav Dwivedi** in conversation with ***Souvik Goswami*** of Elets News Network (ENN)

Tell us about the importance of the portal like 'MyGov'.

MyGov is a platform aimed at facilitating a dialogue between citizens and government — bringing citizens closer to the government and bringing the government closer to the citizens it serves.



India's governance landscape has been undergoing a radical transformation with adoption of technology to improve transparency and efficiency. MyGov adds a new dimension to this transformation. Taking a bird's eye view now, you would unfailingly notice a level of IT maturity on the part of the government, gradually bringing all citizen services to digital media and digital empowerment of the citizens through e-enabled services. The dots are getting connected and MyGov is conceptualised and implemented at the right time to leverage this 'coming together' of people, processes and technology.

MyGov is a first-of-a-kind platform in India, and among the first few globally, to help the government get feedback on its decisions, get first-hand validation, make immediate changes and roll out services as desired by the ultimate beneficiaries, i.e. the citizens. This is participative governance in its true form.

Do you think myGov will drastically change the scenario of people's participation in governance process?

Hasn't it already? MyGov is already catering to almost 6 lakh users, without incurring any advertising expenditure, and is increasing continuously. Our Hon'ble Prime Minister's support has given us a massive head-start. MyGov has already crossed 100 different topics of discussions, tasks and contests, participated by citizens from all corners of the country and abroad. We have received numerous papers authored by experts on a wide array of topics ranging from Clean Ganga, Digital India and Swachch Bharat, among others, along with lakhs of comments and recommendations from citizens, which we have duly forwarded to the concerned departments for analysis and necessary action. All citizen posts relevant to the discussions are being scanned and forwarded to the relevant departments.

Please elaborate on the key aspects of MyGov.

Key aspects of MyGov include:

- Discuss – To discuss and deliberate on various topical/cause-based groups such as Swachah Bharat, Digital India, Caring for Specially-abled etc.
- Do – To do tasks (both online and on-ground) and collaborate on key areas of development and governance.
- Disseminate – For the Government to reciprocate on the ideas, topics, suggestions etc., received from citizens and inform citizens on the follow-up action.
- Creative Corner – To facilitate ministries to organise various contests for crowd-sourcing creative ideas, such as logo designs and taglines. To mention a few, the logos and taglines / slogans of Swachah Bharat and Pradhaan Mantri Jan Dhan Yojna have been crowd-sourced through MyGov.
- The Open Forum is a platform where citizens can share views on issues of national importance such as Prime Min-

ister's upcoming visit to Australia, Pravasi Bharatiya Diwas, etc.

The Prime Minister himself has welcomed ideas from MyGov for his radio address 'Mann Ki Baat' and acknowledged the names of the contributors of some of the ideas in his address.

How the e-Governance process has transformed India in the last a few years and what more needs to be done for bringing transparency in the system and for better delivery of government services?

To me, e-Governance is about combining Information and Communications Technology with administrative reforms to make the government more efficient, cost-effective and transparent. While IT use in government began as a tool for enhancement of internal operations, it has now transformed into an enabler for fast and effective service delivery to citizens. The list of successful initiatives is too big to recount.

Huge IT infrastructure has been created in the last few years, with many services rolled out. Many departments have streamlined their internal service delivery functions and have benefitted from the power of ICT tools and technology. Many more initiatives are on the anvil in Digital India and e-Kranti. MyGov is one such innovation bringing transparency and participation in the system.

We need to continuously upgrade digital infrastructure and create citizen awareness about eGovernance initiatives. By connecting every citizen with a better digital infrastructure, we can improve the delivery mechanism.

How use of social media can be leveraged for better service delivery?

Social media has ushered in the era of citizen-generated sentiment and content, and has emerged as a cost-effective channel for government departments to extend their outreach. A number of government departments have led the way, most notable being the police in Delhi, Mumbai and Bangalore, and municipal corporations of the country's many Tier-I cities that are extending their functions on social media. In view of the social media and citizen engagement frameworks issued by the government, and with MyGov now leading the way, use of social media for governance is here to stay.

What are the challenges to spread of e-Governance in the country?

e-Governance today faces several challenges:

1. **Infrastructural:** To develop and extend ICT infrastructure to all 2.5 lakh panchayats and continuously upgrade the speed and reliability of networks.
2. **Human:** To leverage internet, especially through mobile devices for digital literacy, and factoring in and managing user expectations.
3. **Administrative will:** Need for government executives to view e-Governance as an enabler not as a threat for their position and power.
4. **Organisational:** Need for organisational skills and effective communication to maintain the visions and values of all the stakeholders in an e-Government initiative.

Each of these issues is interlinked. Success in maximising e-governance will depend on the combination of all these factors.

Key aspects of MyGov are 'Discuss', 'Do', 'Disseminate' and creative corner that ensures rich participation from citizens on different aspects touching their lives on a day to day basis

How m-Governance can transform the entire system in India?

m-Governance is not only the extension of e-Governance solution to mobile devices but also using the mobile devices for effective delivery of government services. With an estimated 96.5 percent mobile penetration, mobile technology is the future of service delivery in the country. In spite of the great progress made in the Mobile Seva initiative, I believe m-Governance is still at a nascent stage with a huge opportunity ahead of us to provide services and information to citizens.

A recent example of its effective usage is disaster management activity by Odisha and Andhra governments. SMS alert for the cyclone 'Hudhud' was delivered to every citizen of the state and hence helped in mitigating the incidents of disaster. Similarly, farmers get alerts and information on crop rates in Mandi, weather information and use fertilisers and pesticides.

Mobile-governance will bring the power literally in the hands of the citizens enabling them to become a part of the governance mechanism.

How much important is the 'Digital India' programme?

Digital India programme has been conceived as the backbone of all ICT-related initiatives in the country. It will act as an umbrella programme covering nine broad categories:

1. Broadband Highways
2. Universal Access to Mobile Connectivity
3. Public Internet Access Programmes
4. e-Governance: Reforming Government through Technology
5. e-Kranti - Electronic Delivery of Services
6. Information for All
7. Electronics Manufacturing
8. IT for Jobs
9. Early Harvest Programmes

The vision of the programme is focused on three key ideas:

- Creation of Digital Infrastructure and Electronic Manufacturing in India
- Delivery of all Government Services electronically (e-Governance)
- Digital Empowerment of Indian Citizens

Digital India programme in true sense defines a holistic approach towards making India a self-sufficient and digitally-empowered knowledge economy.

Chandraker Bharti
Development Commissioner-cum-Secretary (IT), Government of Puducherry

Puducherry
Well on eGov Course

Capacity building of employees and minor changes in working style will go a long way towards ensuring effective e-Governance in the Union Territory, says **Chandraker Bharti**, in an interview with ***Nirav Soni*** of ENN

Provide a brief about your department and its functioning.

The Directorate of Information Technology was created in year 2002 in order to give fillip to IT-related activities in the Union Territory of Puducherry. It is presently involved and acting as a Nodal Office for providing technical assistance to all IT activities of the government departments and is involved in implementing Mission Mode Projects (MMPs) envisaged under the National e-Governance Plan (NeGP) of the Ministry of Communication and Information Technology, New Delhi. We are also involved in training government officials and managing Puducherry e-Governance Society.

List out the five best e-Governance practices adopted by the IT Department in Puducherry.

We have implemented following e-Governance Projects in Puducherry:

- Transparency in procurement process through e-Tender for tender amount greater than Rs 5 lakh;
- Online collection of taxes in Commercial Tax Department; and
- Creating infrastructure as SDC for hosing e-Governance applications and SWAN as an efficient backbone for running these applications.

What, according to you, has been the major impact of ICT initiatives on the efficiency of government departments?

Implementation of Information and Communications Technology initiatives has reduced delays in decision making and helped in major IT initiatives in various departments. It has helped avoid redundancy in data collection and become a powerful MIS tool for effective monitoring.

Brief us about the major citizen-centric e-Governance initiatives

that the department has undertaken over the years.

Apart from a number of other initiatives, we have implemented 'Puduvaikural', a public grievance portal, and Common Services Centers (CSC) – one-stop centres for some of the citizen services.

Has the implementation of e-Governance related ICT services led to a transformation of bureaucracy, administrative structures and the way departments function?

The e-Governance has enabled automation of repetitive tasks and made communication very easy and effective. The most important usage is transparency in procurement process in all government departments. It has led to confidence-building among our vendors and departments at large.

What have been the major challenges, so far in implementation of e-Governance projects in state and how has the departments overcome those?

The biggest challenge that we face is the lack of e-Literacy among some of the staff members, which affects the process of transition from the traditional style of functioning to the efficient one. And, we realised this at a very early stage. So, we have formulated an action plan that involves training and effective communication among our staff members.

What all futuristic ICT initiatives the department is taking to bring in more transparency and provide better platform for G2C services delivery?

I strongly believe in guarantee of delivery of services to the citizens, who are major stakeholders in the entire decision-receiving chain, and perform our tasks accordingly. Implementation of e-District, Aadhaar card-based authentication and linking Aadhaar with beneficiary data for release of subsidies to the PMJDY (Pradhan Mantri Jan Dhan Yojana) accounts are major projects under implementation stage.

For successful implementation of any e-governance project, capacity building and working style of employees play a key part. How has your Union Territory planned to achieve the same?

For implementing e-Governance projects successfully in our UT, capacity building and a major change in the working pattern of our employees will go a long way. So, we have set up an ICT training academy for capacity building of government officials, have established Finishing School for Engineering, and Art and Science students, and have effective Faculty Development Programmes.

The Centre has approved ₹1.13 lakh crore for the Digital India project. How, according to you, will it benefit the population at large in your UT?

This is a very ambitious plan from the Central Government. Through National Optical Fibre Network (NOFN), there will be connectivity to all Gram Panchayats up to the last mile, enabling effective delivery of citizen services even up to the rural areas. 4G cable is already being laid for speedier connectivity. And, we feel proud that Puducherry is identified as a Brownfield Cluster under the Government of India scheme where the existing infrastructure of the IT companies operating in the UT can become state-of-the-art. Our administration is also committed to setting up an Electronic Manufacturing Cluster as a move to complement another initiative of the Central Government, 'Make in India'. The NeGP 2.0, i.e. e-Kranti, will be implemented with full commitment in the UT in the near future.

Electronic transactions have been dealt with through e-Taal in Puducherry. What steps your department has taken to implement and integrate the same, and how has been the progress to date?

We have many applications that are getting migrated to the State Data Center and are getting integrated with e-Taal. The work is under progress and will be completed soon.

A successful e-Governance plan has clearly defined objectives to be met. Is your UT doing any post-project analysis for understanding the progress of e-Governance projects?

Yes, we do Third Party Audit for the infrastructure projects and we have established a Finishing School, so as to achieve some well-defined objectives.

The role of CSCs is very important in providing key services to citizens at large. What is the status of CSCs in your Union Territory?

We have in total 66 functional CSCs in Puducherry, out of which 22 are in urban areas and the remaining in rural areas. At present, we deliver service requests for birth and death certificates and Patta copy. However, with the soon-to-be-implemented e-District project, these services will see a quantum jump in terms of numbers and efficiency.

Digitisation for Better Food Supplies

S Jagannathan,
Commissioner of Civil Supplies, Kerala

Using end-to-end computerisation can help transform the way a department works by providing efficient work flow system. **S Jagannathan** tells in an interaction with *Nayana Singh* and *Kartik Sharma* of ENN.

What are the operations undertaken by your department?

The Civil Supplies Department looks after two major issues; one is the administration of the public distribution system, which largely ensures that food grain is made available at subsidised rates based on categorisation of the beneficiaries.

Our second major function is to look after the entire umbrella of activities under the Consumer Protection Act 1986 and ensure consumer empowerment throughout the state.

What various IT initiatives have you implemented in-order to smoothen your work?

When it comes to IT initiatives, I would start with the Public Distribution System (PDS), in which the beneficiary list is close to around 82.5 lakh households and the entire list has been digitised. We have digitally bar-coded laminated ration cards and the entire thing is live on the Ration Card Management System.

Under the Right to Services Act, Kerala is the only state which has ensured that once applied for ration card, the respective individual will be handed over his ration card within 24 official working hours.

So, one can apply for a ration card in Kerala on the internet.

Under the Right to Services Act, Kerala is the only state which has ensured that once applied for ration card, the respective individual will be handed over his ration card within 24 official working hours.

For consumer empowerment, we have the state level Consumer Dispute Redressal Council and at the district level Consumer Dispute Resolution Forums. The progress of all the grievances posted and the final orders on those cases are put on an online system that is assisted by the National Informatics Centre, i.e., the CONFONET.

Also, there are SMS alerts that help track grain movements from the Food Corporation of India to the storage point of wholesale dealers, the alerts also indicate the truck number and grain quantity. The alerts are available to anybody who logs in and registers himself for the e-Services on the website.

Are you planning to adopt IT initiatives into your services?

We have undertaken an end-to-end computerisation project, the half of which is supported by the Government of India. The government has certain jurisdictional areas where it works. The commercial taxes area for instance is an area which is a revenue earning area for the government, and it comes under its jurisdiction.

Computerisation of the tax collection system is easy as the number of stakeholders is much lower and the number of registered dealers having a turnover of Rs 10 lakh will definitely be lesser than the state population. Since there is a statutory system backing, directions on filing returns in a particular manner can also be given. Tools such as—business intelligence software, drill down software or comparative software which can index your team with the pan of the registered dealers and find out wherever tax evasion is happening—can always be added.

In the PDS, the stakeholder is almost everyone in the state government. For instance, in Kerala the entire state population exceeds three crores and we have to reach out to everybody. Giving them ration cards would give access to all the details which would be stored into a database.

Mobile technology is moving ahead in terms of penetration and now it has become very much easier to reach out to any stakeholder. Then, you also have the social media, like Facebook and Twitter, which our Honourable Prime Minister uses to keep the citizens informed and involved.

The issue of real time tracking of the food grain can also be tackled using the end-to-end computerisation system. The department, through biometric validation, can ascertain whether the food grain is reaching out to the right person. The SMS alerts will be sent on a timely basis.

There are 69 Taluk Supply Offices (TSOs) but one cannot register on all the 69 as it is not a realistic manner of evaluation. For this purpose, we have Decision Support System, which is spatially geo-indexed. For instance, a person who is non-departmental, will log on to the website wherein through the Decision Support System he would be able to clarify the queries regarding food grain allocation to districts, talukas, farkas and retail shops through a colour coded map.

Q In Kerala, one major issue is the storage space and the other is the cost of labour which is exorbitantly high compared to other states of India. In order to counter the challenges, we use geo-spatially indexed logistic management system to check out the lowest cost to deliver the food grains to ration shops

Similarly, you can also query for the price indexes. We monitor the prices of around 27 commodities on a regular basis. If there is gross variation, the Decision Support System will highlight it in red colour and thus we can ascertain the problem areas. To tackle this problem, we immediately ensure more availability of that commodity in those retail outlets through a Dynamic Stock Management Mechanism.

In Kerala, one major issue is the storage space and the other is the cost of labour which is exorbitantly high compared to other states of India. As per the National Food Security Act, we are also supposed to do door-to-door delivery. In order to counter the challenges, we use geo-spatially indexed logistic management system to check out the lowest cost to deliver the food grains to ration shops.

To conclude, we will need a secondary validation module which is also an offline module, so that even when there is no connectivity you can still validate without the biometrics. The second thing is probably a smart card. Smart card is a better option but UIDAI has got a policy where they will never share biometric data with any other external agency. It's a very substantial exercise and it is expensive, because I need to capture the biometrics, I need to invest in that, create this infrastructure in every Taluka to issue the smart card.

It is a complex project and we always miss out on the human element. At present, the commission that we pay to Authorised Ration Dealer (ARD) is Rs 60/quintal of grain handled. If you compute, it all ration shops should actually be making loss based on this present commission. Then how come they are still functioning? It is a non-said agreement where certain amount of food grain is definitely being diverted from the PDS and they are making ends meet. So that kind of a diversion is actually a leakage, it's a leakage of subsidy and it needs to be plugged.

To plug you can use technology but by purely inserting technology you are rendering these people economically unviable; so the viability thresholds have to be identified and the commissions have to be revised accordingly.

K Mohammed Y Safirulla,
Director, Kerala State IT Mission (KSITM)

Shaping Digital Future for Kerala

In an interaction with Elets News Network, **K Mohammed Y Safirulla** talks about the numerous steps initiated by the government to further strengthen the e-Governance mechanism in the state

What is your strategy to increase IT investment in the state of Kerala.

The government is focussed to encourage investment in IT sector making it a preferred destination by creating IT parks and rural IT hubs, innovation zones and incubation centres, civil infrastructure and better connectivity among IT hubs, removal of infrastructural and policy bottlenecks etc. To boost investment in IT, various incentive schemes and subsidies are being offered. Our IT policy reiterates government's commitment for transforming Kerala into a cent-per-cent e-literate and digital state.

How is the government ensuring robust delivery of services in the state of Kerala?

A number of schemes and projects are successfully running in the state. State Service Delivery Gateway (SSDG) project, formulated under the National e-Governance Plan (NeGP), is meant to fulfill the vision of providing easy and convenient services to the citizens through remote access primarily through Common Service Centres (CSCs). Some other services are also being executed through the State Portal, including e-Forms.

Citizen Call Centre (CCC) is a Kerala State IT Mission initiative, which functions as the first point of contact for citizens to obtain and disseminate information about department functions and services on a 24x7 basis. The centre provides information for around 55 government departments/projects. It also supports operations like Sutharya Keralam, check post complaints, Akshaya, state consumer helpline, Kerala women's helpline and Aadhaar (UID)-related queries.

Please throw some light on the status of schemes like Akshaya and Aadhaar in the state.

With more than 2,300 Akshaya centres in 978 panchayats, Akshaya CSCs are taking e-governance to the citizen's doorstep. e-District services are offered through CSCs. CHIAK-RSBY online registration done for 35 lakh families in 35 days flat. Akshaya is the only CSC in India to complete 1.7 cr Adhaar enrollments with largest accuracy in India. 1000 Akshaya centres become the banking Kiosks/micro ATMs of the state. Successfully delivering services such as entrance examination, ration card, election ID, CM's Public grievance etc.

Kerala had touched more than 96 percent Aadhaar enrollment through CSC (Akshaya) centres. Around 6,800 bedridden people are enrolled at their homes. The government had set up more than 500 permanent enrolment centres for UID updation and enrolment. 74 percent of 72 lakh LPG consumers' data and 96 percent of the 35 lakh school students' data was seeded. Also, 18 lakh labour welfare members'

data seeding and 15 lakh NSAP pensioners' data seeding was done by LSGD.

e-Office and IDEAS have been two initiatives that has really transformed the style of work in state government offices. Please share some details about these schemes.

e-Office is a Digital Workplace Solution, which comprises various modules like File Management System (eFile), Knowledge Management System (KMS), Collaboration and Messaging Services (CAMS). It is a workflow-based system that replaces the existing manual handling of files and documents with an efficient electronic system. The Government of Kerala is introducing the e-Office system in 17 departments in Phase I and 22 departments in Phase II.

IDEAS is a web-based online file, petition and government order tracking system implemented by KSITM with technical support of NIC. The system also serves as a mechanism for reminding the government departments about the pending status of files and also provides a real-time status of government files/ petitions. It is developed using open source technology. 21 office of ministers and 53 government organisations are online with 1560614 petitions, 8358255 Tapals and 1611802 files online.

What have been the initiatives for the development of IT infrastructure in the state?

The Government of Kerala has established two State Data Centers (SDCs) for providing common secure IT infrastructure and is created to host state-level e-Governance applications/ data to enable seamless delivery of G2G, G2C and G2B services duly supported by State Wide Area Network. Both facilities offers various services to government departments, like Server co-hosting, server co-location, application load balancing and caching, SAN-based mass storage, automated back-up, Internet connectivity, mail services, data base administration service, web server administration service, mail server administration service, network management services.

The state has implemented KSWAN for establishing a backbone network connecting all district headquarters, block headquarters, Government offices and Taluka offices under one network, in a vertical and hierarchical structure with three Network Operating Centres (NOC) at Thiruvananthapuram, Kochi and Kozhikode, 14 district headquarters & 152 block headquarters. The government offices are connected to the nearest DHQ/BHQ to achieve KSWAN connectivity. The last mile connectivity to government offices are achieved through wireless, LAN, Leased Lines and Fiber based on the feasibility.

Kerala has established two State Data Centers to provide common secure IT infrastructure and to enable seamless delivery of G2G, G2C and G2B services

What has been done in terms of video conferencing infrastructure?

Video conferencing infrastructure was established in 2005 and started being extensively used by more than 25 departments starting in 2006. The VC sessions are being managed with the support of C-DIT as total solutions provider. VC facility is available in Secretariat, all 14 District Collectorates, Advocate General's Office, Kerala House, KSITM, Public Office and Vikas Bhavan, Thiruvananthapuram. An average of 300 VCs of various departments is being conducted each year using this infrastructure.

Kerala is successfully running e-District project for delivering various government services. How much has it expanded in the state?

The government, in accordance with the guidelines from DeitY, Government of India, made e-District services available across all the 14 districts spanning 1,700+ Village/Taluk Offices from 26th March 2013. Currently, 24 certificate services mainly from revenue department, and 500+ utility/fee payment services of the Government of Kerala can be availed online through 2,200+ Akshaya centres spread across the state or through portal. As in September '14, more than 91 lakh e-certificates were processed through e-District and on average, more than 5 lakh per month. Besides, online RTI and Public Grievance services have also been launched.

Mobility is in thing in today's governance scenario. Where does Kerala stand in terms of m-Governance?

Kerala is proactively embracing mobility. m-Governance or mobile governance involves the utilisation of all kinds of wireless and mobile technology services, applications and devices for Governance. m-Governance, initiated by Kerala, has started with the aim to utilise the strengths of mobile penetration in the state using the concept of 'always-on' connection for the delivery of government services to common people. It offers various government department services through mobile phones accessible to the citizens in the field, in the street, at home or other convenient locations on a 24x7 basis. 190 SMS-based services, IVR-based services and Outbound dialer services are presently functional. More mobile applications are in development stages which shall be made available in play stores.

What is your vision for e-Governance in Kerala in the near future?

We envision to make Kerala a 100 percent e-literate digital state. We will ensure our core IT infrastructure is equipped for the state's exploding requirements by implementing Cloud and DR, provide connectivity to all government offices up to panchayat level through OFC by 2015, video conference penetration till taluk level, civil station WANs and OFC across hubs. We will also ensure that citizens have access to these electronic services either directly through the internet or though CSCs. We will focus on interoperability of government databases and open data for greater collaboration. We will re-engineer the government business practices and rules to suit the delivery of electronic services. egov

Dr Ashok Dalwai, Deputy Director General, UIDAI, Bangalore

Aadhaar: Propeller of Citizen Services

Adoption of IT in service delivery works as a panacea in improving implementation of various programmes and thus it has been the game-changer and inevitably the way forward, believes **Dr Ashok Dalwai.** Excerpts from an interview with ***Poulami Chakraborty*** of ENN

How has ICT been implemented in day to day operations and functioning of UIDAI?

The technology architecture of UIDAI has been built around open architecture, vendor neutrality, horizontal scalability, security and privacy by design, layer-wise platform based approach, analytics based decision making and interoperability and manageability.

Aadhaar technology ecosystem is basically instituted using the open source components leveraging on internationally acclaimed open standards on security, messaging, biometrics, data representation and so on. Widely adopted open source components like Hadoop, MySQL, RabbitMQ and Java form the backbone of Aadhaar technology stack.

Entire application is deployed on open commodity hardware using Blade/Rack servers running on 64-bit Linux. Adoption of such open scale-out technology architecture allows UIDAI to procure storage and servers from any vendor at a competitive price. The privacy and security of resident data, which forms the substance of Aadhaar strategy, is ensured using mechanisms like PKI-2048 encryption, HSM modules, access control, intrusion prevention systems and rigorous audit mechanisms.

Please elaborate on the growth strategy of UIDAI?

The Unique Identification Authority of India (UIDAI) was established in January 2009, as an attached office to the Planning Commission. The purpose of the UIDAI is to issue a unique identification number to all Indian residents with enough robustness to eliminate duplicate and fake identities, and can be verified and authenticated in an easy, cost-effective way.

Transparency and objectivity have been key indicators in service delivery. Implementation of schemes in the Indian context has been an elephantine challenge as the services have to be provided to a very large population. This challenge has been compounded by the lack of reliable connectivity. As a result, quality metrics of implementation has been poor

In addition, UIDAI will partner with agencies such as central and state departments and private sector agencies who will be 'Registrars' for the UIDAI. Registrars will process UID enrolment applications, and connect to the Central Identities Data Repository (CIDR) to de-duplicate resident information and receive UID numbers. The authority is also partnering with service providers for authentication.

Another key feature of Aadhaar is that it can serve as the key factor for linking technology, service delivery and inclusive growth by way of 'seeding'. The objective is not to replace the currently used unique identifier of the customers/ residents/beneficiaries with Aadhaar but to seamlessly enable Aadhaar authentication without impacting any other interface that the service providers maintain with their customers.

What are your strategies for operations in Tier II cities? What measures have you taken to connect these cities with metros and ensuring at par operational facilities?

The main purpose of the Aadhaar project is to achieve financial inclusion that can be a stepping stone to social inclusion. UIDAI is mandated by the Government of India to provide Aadhaar to 1.2 billion residents who live in places where basic infrastructure

may be far less than what is available in Tier II cities.

Enrolment is taking place all over the country through a federated model that provides flexibility and ensures maximum reach. Our model is one where enrolments are conducted offline (suitable for locations with poor connectivity) and data is encrypted and uploaded in a completely secure manner.

Like-wise authentication services have also been provided in remote areas by addressing issues related to connectivity. This will further facilitate our aim of reaching the doorstep of every resident.

What further plans does UIDAI have in the pipeline for expansion in the next five years?

Apart from the generation of Aadhaar, UIDAI is also mandated to provide online authentication services. These services are crucial to the usage of Aadhaar in service delivery at a transactional level.

The Prime Minister has taken a decision to integrate Aadhaar with the databases of major schemes (such as LPG, PDS, MGNREGA, Scholarships, NSAP Pensions), issue of passports and SIM cards etc. Hence, there is a critical need for us to ramp up our capacity to provide these services. We are working towards achieving a volume of 100 million authentication transactions and 10 million e-KYC transactions per day.

Tell us about the new initiatives and innovations that UIDAI has come up with or plans to introduce soon.

UIDAI was incubated under Planning Commission in the mould of a start-up company and innovation has been in the DNA of our organisation. There have been many "firsts" in the organisation since its inception. Aadhaar is arguably the first identification system in the world that is based upon comprehensive biometrics and demographics. The size, speed and spread of the Aadhaar programme make it one-of-a-kind.

Further, the eKYC service has been custom-designed so as to simplify and speed-up the process of bank accounts creation. This innovation has been the need of the hour for financial inclusion. The idea of Aadhaar-as-a-financial-address, envisaged by UIDAI, has been fructified via the Aadhaar based financial services platform provided by NPCI (National Payments Corporation of India).

Challenges before UIDAI

UIDAI is required to provide a unique identity to more than a billion people within a short time span of 5 years. The sheer effort involved in enrolment alone was mind-boggling considering the need for time bound mobilisation of manpower and machinery. The major technology challenges faced by UIDAI are as follows:

- The ability to onboard Registrars from different sectors
- The legal framework of contracts needs to support the variety and spread of stakeholders as their numbers grow exponentially across the country
- The biometric de-duplication algorithm needs to scale towards checking biometric modalities against every one of 1.2 billion people to ensure uniqueness
- No single biometric modality is sufficient for uniqueness guarantee. A comprehensive approach was envisaged that includes all 10 fingerprints, 2 Iris and photo

Capturing biometrics accurately is a challenge for some sections of the population. Special processes, operational efforts (including operator training) and sophisticated technology was put in place to ensure that the quality was not compromised.

What is your outlook on IT implementation and it's taking over of several sectors in India?

Transparency and objectivity have been key indicators in service delivery. Implementation of schemes in the Indian context has been an elephantine challenge as the services have to be provided to a very large population. This challenge has been compounded by the lack of reliable connectivity. As a result, quality metrics of implementation has been poor.

Adoption of IT in service delivery has a panacea in improving implementation of various programmes. There are the shining examples of railway reservation and banking industry that have embraced technology to provide high quality service to their customers.

IT has been the game-changer in these areas and it is inevitably the way forward. Aadhaar is a technology driven programme that provides state-of-the-art identity infrastructure. This is being leveraged by various government departments to radically improve their service delivery.

The present government's focus on Digital India will further catalyse the adoption of IT and Aadhaar across the country and will provide much-awaited relief to the beneficiaries. It is imperative that we make most of this positive environment so that India is not left out of the global economy. egov

Tech Solutions that Deliver Speed & Garner Trust

Newgen Software Ltd has a wide range of products to foster the government's ambitious Financial Inclusion programme, says **Diwakar Nigam**, MD and CEO- Newgen Software, in an interaction with ENN

Give us an overview of your company's operations in India and beyond.

Newgen Software Technologies Limited is a leading innovator in Business Process Management (BPM), Enterprise Content Management (ECM), Customer Communications Management (CCM) and Adaptive Case Management (ACM) solutions with a global footprint in over 58 countries. We have partnered with world's leading banks, insurance firms, governments, BPOs, healthcare organisations, telecom companies and Shared Service Centers (SSC) to automate and streamline their large and mission critical processes.

We have Newgen Software Inc, United States, and Newgen Software Technologies Pte Ltd, Singapore as our subsidiaries. In India, we have presence in all the regions with offices in Delhi, Mumbai, Chennai and Bangalore. We also have development centres in Noida and Chennai.

As an IT firm, how do you see your role in the government's e-Governance mission?

As a pioneer in the Indian IT product industry, Newgen is committed to facilitating the e-Governance initiative through its innovative and scalable products and solutions. Our e-gov solution suite automates day-to-day functions at all levels of administrative hierarchy. It combines BPM and Enterprise Content Management (ECM) to deliver a unified platform for Government to Citizen (G2C), Government to Business (G2B) and Government to Government (G2G) processes. By leveraging the power of SMAC (Social, Mobile, Analytics and Cloud), we empower governments at all levels to roll out initiatives faster, better and in a cost-effective manner.

Diwakar Nigam,
MD and CEO-Newgen Software

Newgen has solutions for BFSI sector. Can you tell us more about that?

Newgen solutions facilitate leaner business processes, allowing faster time to market. By leveraging these solutions, banks can design and deliver innovative and unified offerings, while ensuring the highest level of compliance adherence.

Our Banking and Finance sector offerings include:

- **Account opening:** The Newgen Account Opening and KYC solution combines Newgen's expertise in BPM, ECM and CCM platforms to create a process that is fast, smooth and cost-effective. Through this software, managers can effectively monitor the entire function with the help of dynamic activity dashboards and comprehensive transaction reports.
- **Loan origination:** Newgen's Loan Origination solution helps mitigate challenges caused by the factors of time and space, making inter-departmental coordination easy. Newgen loan processing solution helps managers and business leaders design process flows spanning from the application to the loan sanction and disbursal transactions.
- **FATCA Compliance Solutions:** Newgen solution for Foreign Account Tax Compliance Act (FATCA) facilitates banks and financial institutions across the globe to take this complex regulation head-on. Newgen drives end-to-end FATCA readiness for its clients.
- **Mortgage lending:** Newgen offers a smart mortgage lending solution that steers a fast and systematic mortgage process. The solution ensures adherence to regulatory and compliance requirements.
- **Credit card processing:** Newgen solution for Credit Card processing and maintenance, speeds up the on-boarding process and enhances customer experience while minimising exposure to risks.
- **Trade finance:** Newgen drives smoother trade finance processes for banks. Transactions are well governed and rules based,

streamlining the document and process centricity of the function.

- **Wealth management:** Newgen Wealth Management Reporting Solution eases maintaining complex relations with clients through contextualised customer interactions and communications.
- **Commercial lending:** Newgen solution for commercial lending allows banks to respond quickly to new opportunities, maintain transparency, lower exposure to risks and also keep a firm tab on its processes.

Which all banking/financial institution projects, Newgen is associated with?

Apart from providing the BFSI players the core ECM and BPM infrastructure of image capture, document management (DM), records management (RM), workflow, etc., we also offer composite content applications like customer on-boarding, loan origination and servicing, claims processing, CRM for Customer Contact Centers and CCM.

Some of our prestigious banking/financial services customers who are reaping the benefits of our point solutions for different banking processes include Abu Dhabi Commercial Bank, NIC Bank, Citibank, East West Bank, ICICI Bank, ECO Bank, Bank Muscat, United Arab Bank, Bank Dhofar, Diamond Bank and Arab National Bank.

The government has launched a major financial inclusion programme – Prime Minister's Jan Dhan Yojana. Any plans to play a part there?

PMJDY is a good initiative towards achieving 100 percent financial inclusion in India. But extending banking services to the remotest places cannot be achieved without effective use of IT. To assist governments and financial institutions in delivering basic financial services to the unbanked, Newgen has come up with a range of innovative products to catalyse Financial Inclusion (FI) like never before.

Our mobile banking solution 'ZapIn' is one such offering. It helps Business Correspondents (BCs) reach up to the frontiers and introduce the benefits of FI to the side-tracked. Mobile capture allows BCs to capture physical application forms and supporting documents, along with key metadata, and initiate the process of customer on-boarding, instantly.

The country is moving firm on way to become a 'Digital India'. How does Newgen relate with it?

Newgen has nurtured the dream of "Making India Digital" since its inception. We have empowered organisations in India and across the globe to go paperless and automate key processes by offering them our innovative and scalable BPM, ECM, CCM and Adaptive Case Management (ACM) products and solutions.

NEWGEN
One world. One workplace.

Our mobile banking solution 'ZapIn' can simplify financial inclusion... It helps Business Correspondents reach up to the frontiers and introduce the benefits of financial inclusion to the side-tracked

Anticipating the potential of technology enablers such as SMAC in shaping the future of business, Newgen has recently upgraded its product portfolio to include innovative enterprise software platforms and solutions. A key milestone in this direction has been the launch of our Intelligent Business Process Management Suite, with active, on-demand and predictive analytics, support for social media interactions and complex event processing capabilities.

How do your OmniDocs and OmniFlow products help clients transform their businesses?

OmniDocs Enterprise Content Management suite and OmniFlow Intelligent Business Process Management (iBPM) suite are our two flagship product suites that have helped leading global enterprises transform their businesses.

OmniDocs product addresses end-to-end customer content life-cycle management needs of enterprises. Creating, capturing, managing, delivering and archiving large volumes of documents become easy and hassle-free using OmniDocs. It simplifies storage of enterprise content through a highly scalable, secure and unified repository. OmniDocs supports centralised enterprise content storage along with rights based archival.

iBPM suite strategically orchestrates advanced technological tools to model, deploy and manage mission-critical business processes. This product has seamless integration capabilities, allowing it to be introduced to any existing IT infrastructure.

Do you think there's need for some regulatory changes in India for greater ease of operation for IT companies?

India is one of our most important markets and we will continue to launch new products and services here to maintain our leadership position. One feels need for some regulatory changes and government interventions in favour of the Indian IT companies. The government needs to establish stricter IPR protection laws in IT product industry for safeguarding innovations. Piracy is certainly another major cause of concern and should be dealt with strictly.

What is your vision for growth in India?

To support our growth plans and strategy in India, we have concocted several levels of strategy. We have increased our marketing budget significantly and are enhancing our visibility and mindshare by participating in all major trade events and through focused social media marketing. Campaign-based approaches have been adopted for promotion of our products in different verticals. Going forward, we will continue to build futuristic products and solutions. egov

We have been in the forefront in providing solutions for setting up IT infrastructure in the country, claims **Prashant Chaudhary,** Sr Director, Sales-Government, CA Technologies, in a candid conversation with ***Sahaj Palla*** of ENN

Changing with Dynamics of Time

Give us an overview of CA Technologies and its operations across India.

CA Technologies is a software technology provider and our focus area has been enterprise management which takes care of complete end-to-end IT infrastructure requirements. We also have security solutions like identity and access management services and Application Programming Interface (API) management.

CA has been in India for the last 17 years and our focus has been government and enterprise businesses. We are very strongly into BFSI and these are our primary focus areas.

Brief us about your best-selling products.

The government today has moved away from the physical infrastructure to Cloud-based infrastructure for delivery of G2C services and the hosting of e-Governance applications. CA Technologies looks into the health of servers in the state data centres, apart from looking into the performance of its services.

Security is another aspect while setting up an IT infrastructure. We provide end-to-end security solutions to state governments from identity perspective. Providing secure and seamless access to government services to both departments and citizens remain our focal area.

The government is out on a Digital India mission. How does CA Technologies connect with it?

Digital India is aimed at making India a digitally-empowered society. It is an umbrella programme which will cover multiple ministries and departments. From a vision perspective, it stands for providing digital infrastructure as a service to the citizens, which means seamless internet connectivity and faster access to online services.

Through this initiative, a lot of infrastructure will also come up, and in that case our role will also be there in enabling the government to sustain and provide high-level services to the IT infrastructure. So, we at CA Technologies ensure that the government has the IT infrastructure that is always available and reliable.

The government is moving towards m-Governance wherein it seeks to provide all services on a mobile platform. The concerns relating to the mobile platform are about manageability and security of the device as the services will be accessed by citizens and officers on mobile. Our products like mobile device management would provide the government with a comprehensive solution and give them end-to-end management of a user's device, whenever connected.

As a global company, what challenges do you find unique to India and how do you counter them?

Initially, we had a learning experience with the government, as we had to make them understand the pros and cons of setting up a huge IT infrastructure. We did many workshops with the government and IT secretaries so as to tell them why they must go for CA Technologies solutions.

Today the biggest challenge facing the government is rolling out of projects in a faster manner, and we are working very closely with them on this issue. The problem today is not about the technologies, but their implementation on the existing projects.

What strategies and plans do you have for consolidating your position in the Indian market?

In the government sector, we have a huge market share when it comes to core projects like SWAN, SDC and other mission mode projects. These projects cater to multiple ministries, central ministry projects, state govt projects, etc. As an organisation our focus has been on regularly improving solutions that we have and also looking at the right solution which is the need of the hour.

Our latest acquisitions like API management and our solutions for mobile device management are some of the key initiatives that keep us ahead.

Realise. More

EPSON
EXCEED YOUR VISION

IT'S TIME FOR PROGRESS.
ARE YOU READY?

Epson is the registered trademark of Seiko Epson Corporation, Japan

World-leading solutions for India's leap ahead, engineered by Epson.

As India takes a leap into tomorrow, the need for innovative technology solutions that are reliable, future-ready and quick to implement are essential to helping deliver progress. Solutions that mean real-time efficiency and reduced costs, ensuring that decision-makers can focus on what's most important today - development.

MULTIMEDIA PROJECTORS

OFFICE INKTANK PRINTERS

WORKGROUP PRINTERS

DOT MATRIX PRINTERS

PASSBOOK PRINTERS

BILL PRINTERS

CAD/LARGE FORMAT PRINTERS

DOCUMENT SCANNERS

CONTACT EPSON TODAY!

Regional Offices: **Ahmedabad** 2640 7176/77 **Bangalore** 3051 5000 **Chennai** 3027 7500/11 **Cochin** 401 2315 **Coimbatore** 98942 19200 **Indore** 470 1830 **Kolkata** 6500 9370/77 **Mumbai** 3079 8200 **New Delhi** 3312 0300/01 **Pune** 3028 6000 **Secunderabad** 6463 9640/41

eClean e-Waste to e-Clean
call . clear . clean

EPSON SERVICE

Email: sales@eid.epson.co.in
Epson Helpline: For product info, service or to order a consumable - 1800 425 0011
For service - 1860 3000 1600 (9AM - 6PM) (Mon - Sat) **www.epson.co.in**

SMS EPSON TO 58558

R Sreelekha, Transport Commissioner, Kerala

IT Way to Disciplined Traffic

IT has been of immense help in curbing traffic violations, though it is the internal implementation of IT which is really challenging, says **R Sreelekha** in an interview with *Kartik Sharma* and *Nayana Singh* of ENN

Please tell us about the major initiatives being taken by the Transport Department in Kerala?

The two primary objectives of Transport Department are to enforce the Motor Vehicle Act with discipline and earn valuable revenue for the department. The Motor Vehicle Department is one of the major revenue producers for Kerala with a yearly turnover of around ₹3000 crores. However along with being a major revenue earner, our major concern is enforcing proper road vehicle rules to save lives on the streets and roads, which is a difficult task with just 800 Assistant Motor Vehicle Inspectors (AMVI) looking after the various needs of Transport Department in the state.

In a major step to improve the working of Motor Transport Department, we have introduced mobile enforcement squads and two to three of these squads are active in each district. Each squad has speed detection cameras, interceptors, digital recording devices and video cameras. The introduction of the mobile enforcement squads has led to revenue earnings in tune of ₹220 crore per year for various motor vehicle violations.

Red light jumping is a huge problem which causes majority of the 13,000 accidents and 4,200 deaths every year, and this is a big figure for a state like Kerala. To curb this menace, we have installed devices to observe the violation.

'Third Eye' is a public involvement initiative to report traffic violation. Any person can take a picture of traffic violation and inform the authorities, through a special mobile number. In addition, we have purchased interceptors — vehicle mounted surveillance system to check the over speeding vehicle at the section of the road.

Based on my past experiences in the CBI and anti-corruption department, I am planning to employ a system to put a curb on corruption in the Kerala Transport Department. There are about 19 border check posts in Kerala equipped with digital and electronic gadgets but people are overriding traffic rules over there as well. Other type of problem related to corruption related traffic violation is the use of expired vehicle licenses over time and unfair means to renew it.

To prevent this, I am planning a proposal to modernise the entire RTO office and border posts, we will install cameras over all RTO offices and border posts and then that feed will be sent to all the senior officials through a central server.

The introduction of eSystem, which offers online services from the Regional Transport Office (RTO), is in plans to become a cash free system. Its purpose is to offer RTO services online in various application formats. Through the eSystem, a car dealer while selling a car to customer for getting a registration number, can fill the necessary forms on RTO site and can pay the tax online and then by a obtained slip can go to RTO office and after the inspection of the vehicle, the required registration number can be provided to the car owner.

The cash free system will look into the aspect of card swapping for the payment of penalties and fees in the RTO offices. We are into discussion with government and ICICI bank, for this system.

Under New Motor Vehicle act many things like tests for driving licenses and inspection of vehicles are proposed to be outsourced. Checking at workshops can be given to selected vendors having adequate and appropriate equipment and infrastructure. However, we will have a full control and regulation on them.

To do all these activities in real time, we have introduced an application that is known to be as Smart Race Application. Violations like drunk-driving, pollution etc., can be checked out after taking picture and sent to the system, after three regular offences the driving licenses can be cancelled. The application is developed by us and is provided to the traffic police on demand. We are also planning to introduce RFID (Radio Frequency Identity Card) at check posts for an integrated system for existing separate payments for Forests Departments, Excise Departments, Commercial Departments and Motor Vehicle Departments.

There is a discussion going on that RTOs should be banned and the role of the private sector should be increased? According to you what would be the role of private sector and Information Technology in this respect?

The RTO offices cannot be banished. The passport offices can work as a facilitation centre. You go to different facilitation centres to get your passport issued, and passport office there works as a Nodal Agency for monitoring over the different facilitation centres. In the same manner RTO offices can also work in an outsourced manner. The facilitation centre of RTO can do tasks like issuing licenses, testing of vehicles.

At present, we have three digital car testing centres where the driving is observed by cameras and clearance is given in computerised manner. This ensures the minimum malpractices in issuing driving licenses. Any facilitation centre found indulged in corrupt practices is legible for their license to be cancelled. In this scenario, RTO can work as a Nodal agency. The RTO officers cannot be ruled out from the system, however, their work structure will be more sophisticated and monitoring oriented with new system put in order.

When implementing technology what kind of challenges do you face?

Within the department itself there are associations in Kerala that are strongly opposing the digitisation beyond a certain limit. They want to keep the authority with them that they are enjoying. Under the new, Motor Vehicle Act, the compounding fees are very high. For helmet less driving it is ₹500 and driving without licenses it is ₹25,000. Corruption according to me is directly proportional to quantum of penalty. Even with heavier penalty, court will be reluctant to punish the guilty.

Q **Red light jumping is a huge problem which causes majority of the 13,000 accidents and 4,200 deaths every year, and this is a big figure for a state like Kerala**

According to me, the major challenge is digital monitoring of the entire operations Vehicle security can be observed through and by embedding the chip into the car as it can be used for taxation, licensing, toll collection while connected to Aadhaar Card. With a vehicle identity there will be no issues of any accident, theft and any vehicle related crime. egov

Dr A K Balyan,
Managing Director & CEO, Petronet LNG Limited

Petronet LNG Eyes Global Role

We have to play an important role in the energy security of the country, so we are focusing on creating world-class infrastructure, says **Dr A K Balyan** during an interaction with ***Souvik Goswami*** of Elets News Network (ENN)

Give us an overview of the Petronet LNG.

Petronet LNG Limited is a company, uniquely structured and incorporated in tune with the long-term perspectives of the Government looking for ways to meet the increasing demand of energy. I must compliment the Government of India for visualising that country would remain a net and big importer of energy for long and Liquefied Natural Gas (LNG) would be required in future. Bringing together four major oil PSUs – ONGC, Indian Oil, GAIL and Bharat Petroleum – the company was formed to hold 50 percent equity. We also have with us Gaz de France, an MNC of repute and leader in LNG technology, with 10 percent equity stake as the strategic partner.

As per the Companies Act, Petronet LNG Ltd is not a PSU but draws support and strength from its PSU promoters. The Secretary, Union Ministry of Petroleum & Natural Gas, is the Chairman of the company. It is a great example of a successful PPP model. We, therefore, have the speed and flexibility to take decisions. Starting our business transactions in 2004, we have continued to be leader in LNG business in the country for 10th year.

What are the major initiatives of Petronet LNG?

We have to play an important role in the energy security of the country. We realise that larger volumes of gas will have to be imported in the form of LNG. We have focused on creating world class infrastructure so that we can import large volumes of LNG.

We have two projects which are operational. One is Dahej terminal in Gujarat and another is situated in Kochi, Kerala. Dahej Terminal (10 MMTPA) is perhaps the biggest terminal in this part of the world. The infrastructure was developed in the shortest possible time and at a competitive cost. The capacity of the terminal is being further expanded to 15 MMTPA. The company had set a strategic goal of creating a storage capacity of 30 MMTPA by 2020. The 5 MMTPA Kochi Terminal was inaugurated by the then Prime Minister on January, 2014.

Unfortunately this terminal is not able to operate at high capacity due to non-completion of pipeline network in Kerala.

What are your future expansion plans?

Now two projects have caught our undivided attention. First, we want to leave a footprint in the East Coast, looking at the new 5 MMTPA terminal at Gangavaram in Andhra Pradesh. We have got all the approvals after revalidating our commercial commitments pertaining to gas consumers and pipeline connectivity and other allied issues. We hope to start the construction work soon. As our second project, we are expanding Dahej terminal's capacity to 15 MMTPA. All these efforts will take us to the level of 25 MMTPA capacity by 2017 - 18.

As an important stakeholder in the energy sector of the country, what steps do you think are needed to ensure energy security in India?

Since India will remain a net importer of energy, we should have the world class facility to import, store and transport energy. In the gas field, we are creating world class facilities of our terminals with the option of further expansions. On the other hand, we are entering into long-term contracts of supply with countries like Qatar, Australia and we are increasing our portfolios of supplies. We need good pipeline network – a gas grid, so that gas can be transported to customers on a pan India basis.

We are a networked company with maximum working on e-mode. This has brought in lots of transparency, speed and objectivity in our overall working

It is often said that the use of ICT brings transparency and accountability into the system. What is your opinion with reference to the overall management system in your organisation?

In the modern corporate management system, transparency and objectivity are very important. All our operations of the company are on ERP platform. I can get the latest status of operations of Dahej or Kochi terminal, sitting in my Delhi office and can communicate and intervene, if necessary. We are a networked company with maximum working on e-mode. This has brought in lots of transparency, speed and objectivity in our overall working. We strongly promote e-mode communication with our employees and create systems for keeping all data on ICT platform. This will help us manage our knowledge.

Share your vision for Petronet LNG Limited.

Being the leader of LNG business in the country, I would like to see Petronet LNG Ltd leave International foot prints. I am sure the company will achieve this in next five years.

Rajesh Aggarwal, Principal Secretary-IT, Government of Maharashtra

Escaping the Dementors

If I can get a pizza delivered at home, then I should also get a Government2Citizen service delivered at home, maybe at a premium, writes **Rajesh Aggarwal**

Dementors are among the foulest creatures that walk this earth. They infest the darkest, filthiest places, they glory in decay and despair, they drain peace, hope and happiness out of the air around them... Get too near a dementor and every good feeling, every happy memory will be sucked out of you. If it can, the dementor will feed on you long enough to reduce you to something like itself... soulless and evil. You will be left with nothing but the worst experiences of your life.
— Remus Lupin (from 'Harry Potter' series of books)

In Harry Potter books, there are creatures called dementors, who suck the happy memories out of you. Whenever a dementor is nearby, you feel hollow. All of us have experienced the same feeling whenever we visit a government office to get something done. As citizens, we feel hollow and helpless, staring at real prospects of humiliation along with waste of time, money and effort.

How can we escape the dementors? Are they real, or is it our own fears which wipe out the happy memories? e-Governance can be the Patronus charm for the citizens in escaping the dementors, that feeling of utter helplessness which a visit (or an ensuing visit) to a government office causes. How? By eliminating the visit to the government office altogether!

I and my team at Maharashtra DIT (Department of IT) have been pioneering many experiments with UID (Aadhaar)-based eKYC (Electronic KYC) mechanism to achieve this objective of eliminating visits to the government offices. We are the only state to build our own AUA/ASA and KUA/KSA infrastructure which talks to CIDR servers of UIDAI to have anywhere, anytime, anyhow biometric authentication of any individual. The APIs working across multiple platforms and devices allow this. We have also issued GR (Government Resolution) enabling all departments to do eKYC for PoI (Proof of Identity) and PoA (Proof of Address).

"Bureaucracy is expanding to meet the needs of the expanding bureaucracy" said Oscar Wilde.

What steps do you take to minimise Government?

- First, try eliminating departments (If the Planning Commission goes out at the Centre, should Planning Departments in the State Governments also follow the suit?). I ask many officials whether the citizens will stand to benefit or suffer if your department/office is shut down tomorrow. Guess the answer!
- Eliminate outdated Laws, Acts and Rules.
- Eliminate many requirements (Why have Tahsildars and Collectors been giving Non-Agricultural NA permissions when the State Cabinet has already approved a development plan? Why have kids given domicile certificate for admissions in colleges if they have passed matriculation from the State?)
- Shift onus of paperwork from citizen to government (rather than giving attested copy of marks-sheet, student should just indicate his roll number, and the Education Department server should pass on the detailed, authentic result info to the organisation needing this info. Why should the farmer run around to get a copy of his land title? He should just indicate his land survey number, and the bank or the organisation needing this info should just get it from the server of the Land Department, and so on.)
- Trust the citizen. Ban affidavits. Trust self-declaration.
- Simplify forms, reduce annexure, allow multiple payment options, allow easy application process (online, at CSCs, at cybercafés, at privately set up front desks like passport office etc.) and easier delivery (at home like passport/driving licence or digitally-signed certificate in emails, or easy pick up at private counters etc.)
- Massive decentralisation, delegation and reducing touch points in file handling/

Usage of eKYC can result in freedom from location, liberating the citizen from being tied to a particular ration shop, voting booth, sub-registrar office, hospital, and so on

decision making.

- In all my discussions with various departments on the roll-out of eGovernance projects, I tell them e-Transaction should stand for "Eliminated Transaction" rather than "Electronic Transaction". This thinking results in full elimination or drastic simplification of the processes, rather than just blindly trying to computerise existing processes without any BPR (Business Process Re-engineering).

Even after all these steps to minimize the government, citizens will still need physical visits to many places to prove "I am Me". Driving licence, property registration, voter card photography, pensioners' life certificate, opening bank account etc., all require a physical visit. Can this be eliminated? Yes!

Many departments have seen massive computerisation (property registration, driving licence etc.). It has made process smoother, faster. But has it reduced or eliminated the bribes? Not fully, because the physical contact between citizen and government is not eliminated.

If I can get a pizza delivered at home, then I should also get a G2C service delivered at home, maybe at a premium.

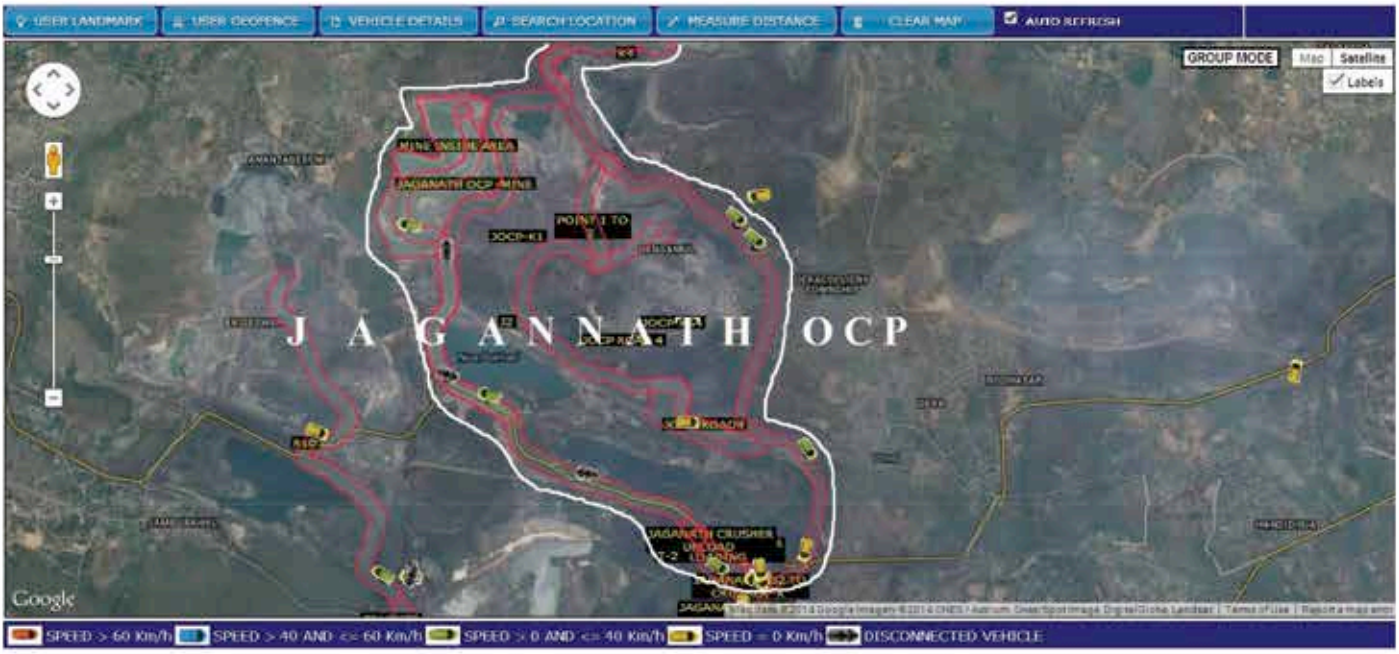
I often say that my department DIT stands for "Do It Together", with various stakeholders pitching in for start-up kind of solutions – start with a clean slate, and design a user-friendly, elegant, scalable solution. Property registration department in Maharashtra has done a path-breaking project with help of my department, DIT. We have set up a "virtual sub-registrar" office in the cloud. Landowner and Tenant can sit at home, or cybercafé, or with property broker, and do UID based eKYC, pay government fees online, and print the rental lease agreement digitally signed by "virtual sub-registrar". Property registration department in Maharashtra has done a path breaking project with help of my department, DIT.

eKYC also makes paperless and instantaneous transactions possible. One can walk paperless into a bank branch, do eKYC and walk out in seconds with an active bank account! Coming next: One can even sit at home, do eKYC and open a bank account. For SIM card, no need to give attested copies of papers, and wait for some guy to physically verify your residence, and then wait for 24 hours to get SIM card activated. Do eKYC, and your SIM card should get activated instantly without submitting any papers. Think of 80 crore mobiles. Calculate the cost to Telcos of storing physical copies of documents submitted by SIM subscribers with DOT/TRAI defined strict retrieval SLAs, and cost of third party physical address verification, and we are here talking about ₹10,000 crores worth of national savings!

Further, usage of eKYC can result in freedom from location, liberating the citizen from being tied to a particular ration shop, voting booth, sub-registrar office, hospital, and so on, as he/she would be able to get services from a location convenient to her, and which is more courteous and transparent.

And think of it! eKYC is such a great class-leveler. Earlier, only the illiterate would put a thumb impression on documents while literate would take out a pen for signature. Now even the literate are resorting to thumb impressions (on biometric machines)! egov

(The author is a B.Tech in Computer Science from IIT Delhi and then joined the Indian Administrative Service in 1989. He has served in various positions in Maharashtra and Delhi. He has written a number of papers on e-Governance and handled a large number of e-Governance projects.)



A satellite image of Geo-Fencing of an Area under Talcher Coalfields in Odisha.

BRINGING OPERATIONAL TRANSPERENCY THROUGH TECHNOLOGY

- Auto-refund of EMDs to unsuccessful bidders
- In-motion road weigh bridges with RFID and its connectivity to COALNET
- Online bill payment system
- Installation of GPS-based vehicle tracking system
- Geo-fencing of mines to prevent coal pilferage
- Coal stock measurement with SURPAC
- Monitoring of HEMMs through OITDS

Mahanadi Coalfields Limited (MCL), a 'Mini-Ratna' Category–I CPSE and subsidiary of 'Maharatna' Coal India Limited, is the second highest coal-producing and profit-making coal company of India. Carved out of South Eastern Coalfields Limited (SECL) in 1992 as eighth subsidary company of Coal India, MCL is headquartered at Sambalpur in the coastal state of Odisha. The company enjoys a special status in the hearts and minds of people in Odisha, particularly the population in and around its Command Area spread over in four districts – Sambalpur, Angul, Jharsuguda and Sundergarh.

Beginning with mere 23 million tonnes production in 1992-93, MCL registered over 110 million tonnes of coal production during the financial year ended March 31, 2014. It is playing a major role in reducing the widening energy demand and supply gap in India by consistently registering increase in the production and supply of dry fuel.

With an aim to become a complete energy solution provider, MCL is diversifying operations into other segments of energy sector. This subsidiary of Coal India is unique in having its own subsidiary companies for power generation and distribution besides developing centers of excellence in research, training and education in Odisha.

In the arena of sports, MCL is playing key a role, particularly in Odisha, by providing financial support to the talented sports persons. MCL is also a co-owner of a Hockey India League (HIL) franchisee, named idco-MCL Kalinga Lancers.

(ISO 9001-14001; OHSAS 18001)

Mahanadi Coalfields Limited
(A Govt of India Undertaking & Subsidiary of Coal India)

Corporate Office: At/PO Jagriti Vihar, Burla, Sambalpur (Odisha) 768020 website: www.mcl.gov.in

Proactive Vigilance for Growth in Mahanadi Coalfields Limited

Proactive stand of Vigilance setup in Mahanadi Coalfields Limited has a distinct role in furthering transparency in the work culture as well as to the profitability of the coal producer. The Vigilance in MCL has proactively involved itself in making systemic improvements in the company through new technologies.

The public procurement which is considered a powerful drive of any organisation requires open and transparent procurement process. In order to address this, e-Procurement was started way back in the year 2009 on the e-portal (https://mcltenders.gov.in) designed by the National Informatics Centre, Chennai.

"It is the vigilance set-up that keeps watch and secures the company from any loss through unlawful means"

Shri A N Sahay
Chairman-cum-Managing Director,
Mahanadi Coalfields Limited

"Proactive vigilance plays a greater role in bringing transperancy and good governance in the system by catalysing induction of new technologies in an organisation"

Shri Deepak Srivastava
IFS, Chief Vigilance Officer,
Mahanadi Coalfields Limited

Shri Deepak Srivastava, IFS, Chief Vigilance Officer, Mahanadi Coalfields Limited receiving PSU Award for IT implementations in MCL

Helping Institutions Serve You Better

Fulfilling the mandate prescribed for NABARD, it has aided financial and non-financial institutions in Kerala enabling them to help contribute to the overall development of the state, writes **Ramesh Tenkil**, Chief General Manager, NABARD, Thiruvananthapuram

At the National level NABARD was set up as an Apex Development Bank with a mandate for facilitating credit flow for the promotion and development of agriculture, small scale and cottage industries, handicrafts and other rural crafts as well as to promote sustainable and equitable agriculture and rural prosperity through effective credit support, related services, institution development and other innovations in the rural milieu. This mandate is uniformly spread across the nation and implemented through the various offices of NABARD in each State.

NABARD in Kerala

Kerala has an area of 38.86 lakh hectares and has the Highest Human Development Index in India, comparable to some of the developed countries. The state has the highest literacy rate in India at 94 percent. Almost 52 percent of the 333.87 lakh population live in rural areas.

Kerala's agriculture is characterised by small land holdings that is one of the lowest in the country. Around 90 percent of the net cropped area is dominated by plantation crops like rubber, coconut, tea and spices. The share of agriculture and allied sectors in the Gross State Domestic Product is declining rapidly in Kerala. The state's agriculture economy has undergone a structural transformation by switching over a large proportion of its traditional crop area devoted to subsistence crops like rice and tapioca to more remunerative cash crops like rubber.

Fulfilling the mandate prescribed for NABARD its regional office in Kerala prepares a base document called the State Focus Paper that contains the annual plan for the state as well as credit planning for banks operating in Kerala. This is an aggregation of the Potential Linked Credit Plan (PLP) prepared by NABARD for all the 14 districts of Kerala.

Based on the credit and non-credit potential available in the State NABARD supplements, the Annual Action Plan by providing refinance to Commercial Banks, Regional Rural Banks and State Cooperative Bank on behalf of the District Central Cooperative banks.

For the year 2013-14 NABARD provided ₹2460 crore as investment credit to the above financial institutions. This assists in capital formation in agriculture. For the current financial year, NABARD has committed to release refinance to the extent of ₹2583 crore as long term refinance. Additionally, ₹1860 crore was provided as production credit (Short Term) during 2013-14 and ₹2000 crore has been committed for 2014-15.

Infrastructure and Linkage Support

The Government of India had instituted a Rural Infrastructure Development Fund (RIDF) in NABARD as a dedicated source

of fund for the completion of various infrastructure projects in rural sector that were abandoned for want of fund constraints. The RIDF funds the state government for creating rural infrastructure projects that have relevance to the overall development of the rural economy. Thirty-one activities like rural roads, bridges, schools, irrigation systems, warehouses, etc. are eligible for funding under the project. NABARD, Kerala, had sanctioned ₹1004 crore and ₹1000 crore during 2013-14 for projects under RIDF.

Support to Cooperatives

The importance of Primary Agriculture Credit Societies (PACS) and the imperative to strengthen these institutions cannot be undermined as they provide the last mile connectivity to the farmers. NABARD supports business diversification efforts of the PACS in Kerala by extending financial assistance to them. As on date loans amounting to ₹37 crore has been sanctioned to 15 PACS in the state for the purpose.

NABARD has also extended financial support to set up PACS Development Cells (PDC) in District Central Cooperative Banks. The PDCs shall act as friend, philosopher and guide to selected PACS under the DCCBs.

Natural Resources Management

The importance of community participation in natural resource management has been the hallmark of NABARD's intervention in the sector. The participatory approach to watershed development is a model that is being adopted by the state government in their watershed projects. NABARD has through its Watershed Development Fund supported several watershed projects in the state. Under the Umbrella Programme for Natural Resources Management (UPNRM) a large spice processing unit has been financed by NABARD in Wayanad district.

NABARD is also involved in the development of tribals and provides grant support to NGOs under its Tribal Development Fund (TDF). Ten projects with a total outlay of ₹24.30 crore have been sanctioned for the welfare of tribals in the state.

Self Help Groups

As in the rest of the country, in Kerala too NABARD had pioneered the concept of Self Help Groups (SHGs) and nurtured its growth. It is one of the founding members of the Kudumbashree which is considered as a model for development. The concept of SHGs has gained ground and is the backbone for many of the interventions of the state government. As a corollary to the SHG movement NABARD supports the promotion and financing of Joint Liability Groups (JLGs).

NABARD facilitated the introduction of Core Banking Solutions (CBS), which forms the backbone for banking operations in Cooperative banks. Eight banks together with the Kerala State Cooperative Bank are being assisted by NABARD for bringing these banks on the CBS platform.

Prime Minister's Jan Dhan Yojana

Financial Inclusion has been the major plank on which NABARD has been continuously working for the past decade. With the launch of PMJDY NABARD is involved in financing banks to set up Financial Literacy Centers (FLC) through the Financial Inclusion Fund across the state. With this support the State Level Bankers Committee (SLBC) has now declared coverage of 100 percent FLCs in the state. The Cooperative banks and the RRBs have also been financially assisted for issue of Rupay Cards. For creating awareness camps in all the Panchayaths Kudumbashree was provided financial assistance by NABARD. Some of the initiatives under FI include radio and TV jingles on Financial Literacy, jingles in select railway stations etc.

Core Banking Solutions (CBS)

The cooperatives in Kerala are known for their financial strength and robust structure. Mainstreaming cooperatives and making them more competitive by enabling them to provide all services that are being offered by other commercial banks. NABARD facilitated the introduction of Core Banking Solutions (CBS), which forms the backbone for banking operations in Cooperative banks. Eight banks together with the Kerala State Cooperative Bank are being assisted by NABARD for bringing these banks on the CBS platform.

Vision

To promote sustainable and equitable agriculture and rural prosperity in the state through effective credit support, related services, institution development and other initiatives. To drive technological innovation in all cooperative banks including PACS and to form and support producers organisations in the State.

Ajay Chagti, Additional Secretary-IT, Government of NCT of Delhi

Digital India will Bring Govt to Doorstep

Digital India programme will help in making governance and delivery of government services efficient, says **Ajay Chagti** during a conversation with ***Souvik Goswami*** of Elets News Network (ENN)

What are the best five e-Governance programmes in your state?

These are e-district, e-procurement, online property tax, content management system and GIS applications for planning.

What, according to you, has been the major impact of ICT initiatives on increasing effectiveness and efficiency of functioning of government departments?

The outcome of various IT initiatives are development of an IT culture amongst public servants, enhanced satisfaction (survey by IIPA Delhi), reduced number of visits to government offices, 24x7 service availability of many services, reduced time taken for delivery, reduction in uncertainty in delivery, increase in transparency and accountability, and reduction in traffic congestion as well as pollution. Total savings for citizens are estimated at about Rs 300 crore just because of reduced number of visits for availing services.

How has a common man come to see a government committed to delivering the services?

The Delhi Right of Citizen to Time Bound Delivery of Services Act, 2011 has been enforced from 15th September 2011. 361 Services of 37 departments/organisations have been notified under the Act till now. Legal framework for electronic delivery of services has been provided through National Capital Territory of Delhi Information Technology (Electronic Service Delivery) Rules in Dec 2012. Initially, 32 services of four departments were notified. Another 140-odd services are expected to be notified shortly.

All utility services are available online, including e-payment for bills and applying for new connection, disconnection, mutation etc.

Municipal Corporation of Delhi was one of the pioneers in introducing online property tax filing facility. Building plans are given online approval. Various licences and common services like birth and death certificates are processed online.

e-Gov projects are at various stages of implementation. Trade and Taxes Department introduced online registration w.e.f. 01.04.2013 (PAN verification through NSDL as pre-requisite and now link registration to UID). Online filing of all returns is encouraged. Online payment of tax is facilitated through 22 authorised banks. All statutory forms, i.e. C, F, E, H, are issued online. TDS certificates are available in demat form. Selection of dealers for enforcement and audit is done by automated system.

The Excise Supply Chain Information Management System, which was declared go-live last year, has facilitated automated data capture at vends, real-time inventory visibility resulting in better inventory management, any time order/payment, online permit approval resulting in faster permit availability and online grievance redressal.

Food and Supplies Department has seeded more than 64 lakh Aadhaar numbers in the ration card database to map the beneficiary one to one.

Do you think that implementation of e-Governance related ICT initiatives has started gradual transformation of bureaucracy, administrative structures? How does the department function? Please elaborate.

Time-bound delivery of services Act has enabled a culture of service delivery. A survey by MDI Gurgaon in 2012 revealed the following changes in service delivery:

Parameter	After eSLA	Before eSLA
Courtesy of staff	3.9	2.1
Satisfaction level	3.9	2.0
Commitment to time frame	3.9	2.0
Predictability of delivery time	3.7	1.8

As timelines were fixed for various steps/sub-processes for service delivery, every official, involved in the delivery of citizen services, became accountable. Online databases and operations have facilitated faster turnaround time, better accounting, statistics, planning, monitoring and quality of decision-making. ICT has enabled elimination of

redundant processes which involved manual intervention.

Is governmental department management and internal reporting affected by e-Governance project execution?

The online monitoring system captures the submission of service applications and their disposal electronically through a central software. Various departments' data is integrated and linked to the central software which can then be used to generate reports and evaluations that assist higher authorities in overseeing and monitoring the performance of their departments and tracking delays, with facility for tracking status of each application.

What have been the major challenges so far in implementation of e-Governance projects in state and how has the department overcome them?

Among the major challenges are lack of ownership, bureaucratic resistance, inter-agency coordination, scope of work not being defined in detail, lack of procedures for sharing data amongst departments, transfer of vendor's employees midway during project implementation, capacity building of resources, etc.

What are the future ICT initiatives on the anvil to bring in more transparency and provide better platform for G2C services?

Future ICT initiatives would be in the areas of mandatory electronic delivery of services, cloud based services, integration of services and platforms (UIDAI, Payment Gateway, Mobile Platform), digital literacy and Government process re-engineering while implementing e-Gov projects.

Capacity building and working pattern of employees working in a state are keys to successful implementation of e-Governance project. How has your state planned to achieve the same?

IT Department has been conducting trainings for officers and staff on various topics like basic and advanced computer skills (one batch every week). Further, workshops on specialised subjects like government process re-engineering, project management, information security, RFP preparation and knowledge exchange etc. are held once in a month or so. Knowledge Exchange workshops on e-Governance were also conducted to share the best practices among departments of GNCTD. IT department has been utilizing the services of NISG and NIELIT with funding under Capacity Building programme of DeitY, Government of India. Earlier, a leadership meet for the elected representatives was also organized to sensitise them to the potential of e-governance. Different departments also hold trainings at their level separately.

Various IT initiatives have manifested in development of an IT culture amongst public servants, enhanced people's satisfaction, reduced number of visits to government offices, 24x7 service availability of many services and reduced time taken for delivery, among others

The new government at the Centre has approved of Rs 1.13 lakh crore for Digital India project. How, according to you, it will benefit the population at large in your state?

The benefits of Digital India project will be (a) provision of digital infrastructure as a utility to every citizen (b) governance and services on demand and (c) digital empowerment of citizens. It is transformative in nature, as technology will become central to enabling changes thereby preparing Delhi and other states/ UTs for a knowledge future.

Challenges would be in developing capacity (including NIC) to implement the programme, leadership support, provision of requisite funds, imparting project management skills and co-ordination issues.

Successful e-Governance plan has clearly defined objectives to be met. Is your state doing any post-project analysis to understand the progress of e-Governance projects? Please elaborate.

Individual projects are evaluated subsequent to implementation by apex committees/departments concerned on various parameters e.g. efficiency, user-convenience, security, scalability for expansion, sustainability, legal changes, revenue and cost trends.

Dr Neena Pahuja, Director General, ERNET

Digital India
The Game Changer

Digital India campaign covers aspects of digital infrastructure, governance, services and digital empowerment to citizens, observes **Dr Neena Pahuja** in conversation with ***Souvik Goswami*** of Elets News Network (ENN)

Give us an overview of Education and Research Network (ERNET).

ERNET is an autonomous society working under the DeitY (Ministry of Communications and Information Technology). As the name suggests, ERNET was conceptualised to support and connect education and research organisations and provide collaboration solutions.

Diversities of contribution by ERNET are in the field of terrestrial and VSAT connectivity, campus wired and Wi-Fi LAN, basic IT solutions, collaborative communication, next generation R&D, consulting and solutions in fields like IPv6 and Internet of Things (IoT) and awareness and training programmes. Contribution area advantage spans to all educational institutes, including technology, research, management and health institutes. ERNET has also supported educational needs for physically challenged people.

What kind of services are being provided by your organisation?

ERNET's bouquet of services is undoubtedly motivated by the growth in consumerisation of the ICT sector, topped up by government's support to promote ICT-related projects. ERNET offers IT solutions such as connectivity, smart classroom solutions, digitisation of information, consulting and training in IPv6, Campus wide-wired and Wi-Fi LAN, Layer 2 and Layer 3 WAN connectivity over terrestrial and VSAT networks, Internet services, Website hosting and domain name registrations for .ac.in and .edu.in, R&D projects in the areas of IoT, IPv6 and WSN.

With MOOCs (Massive Online Courses) being the need of the hour, ERNET has also worked on research projects to create a Cloud environment using eDX to support MOOCs for KV schools. ERNET is also supplementing the DeitY efforts towards creating awareness and policy making for Internet of Things in India and its applicability in Smart Cities.

ERNET has developed and implanted various projects for educational institutes and research organisations. Please share with us some of the initiatives in this field.

ERNET has done a large number of connectivity projects, even in very remote areas of our country. It has demonstrated the power of ICT and collaboration in education and research and also has fixed a baseline for new research directions and power of Internetworking.

Initiatives

- **Inclusive in approach:** ERNET has taken up projects which are for the benefit of the citizens of India. Value gain to citizens is

gain to ERNET.

- **Humanitarian approach:** Our approach has been to reach to the unreached. We prefer attempting tough remote projects like Ajmer, Srikakulam and also contribute towards challenged citizens.
- **Futuristic approach:** ERNET has been futuristic in approach even when we were the first network of the country, and we continue to have the same approach even in the Internet of Everything (IoE) phase.

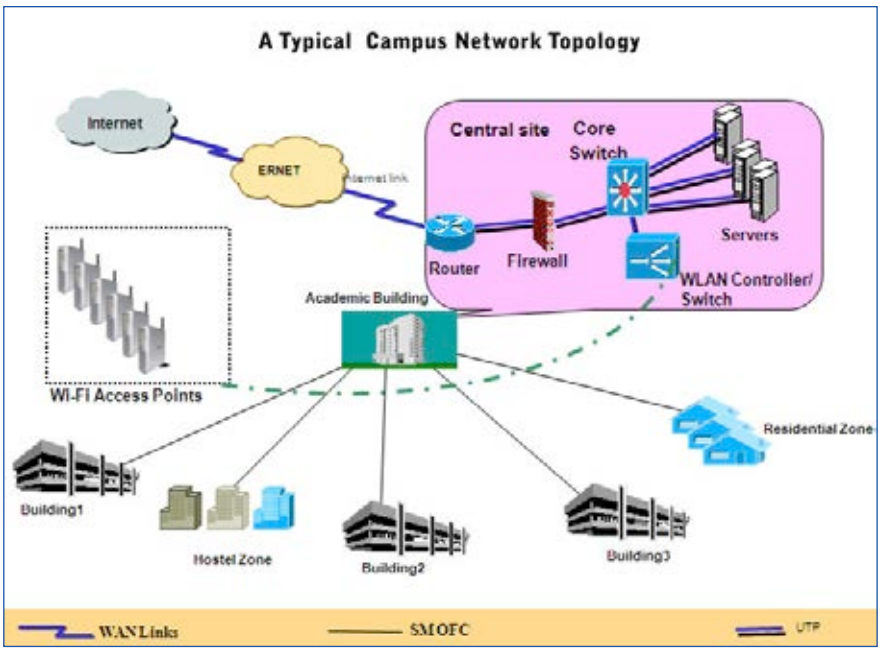
'Digital India' campaign was launched by the Government of India recently. In what way this programme can change the game in this country?

Digital India programme has the vision to transform India into a digitally-empowered society and knowledge economy. This is a unique orchestration programme that entails various government ministries' initiatives and thoughts into a single comprehensive vision.

Under this initiative, government will together aim to restructure some of the existing schemes clubbed with new-born schemes, and drive them to achieve a common goal of Digital India. This campaign is inclusive in nature and covers aspects of digital infrastructure, governance, services and digital empowerment to citizens.

Some game-changing expected due to Digital India:

- A conscious attempt to provide ubiquitous but controlled internet access to citizens to help them access the government services anytime, anywhere.
- The access will be enhanced from e-enabling to m-enabling.
- The initiative will reduce red-tapism by introducing cradle-to-grave digital identity, seamlessly integrating services across departments and jurisdictions and easy access to common service centers.
- This programme will also be useful in increasing literacy level using digital presence and in all Indian languages.
- It would focus on the rural areas as much as it would on the urban areas, and tend to enable a phase shift to Rur-urbanisation.
- Digital India is also trying to bridge the multiple decade's gap in domestic manufacturing conjoining it with 'Make in India' initiative.
- Further, it will add IT and intelligence to enhance the smartness of urban cities.



ERNET has done a large number of connectivity projects even in remote areas... It has demonstrated the power of ICT and collaboration in education and research

A shift from e-Governance to m-Governance is in the making. How do you think m-Governance can be leveraged for better healthcare service delivery and providing education to the unreached?

The government's Digital India initiative is trying to create ease of access for citizens of India by providing connectivity at various levels and providing a wider coverage.

Mobile connectivity further helps in taking the application to the point of need: in education, it is students, and in healthcare, it will be the needy.

What according to you are the main challenges in the field of e-Governance and m-Governance in India?

India is a different terrain and has it's own challenges. In order to establish and transfer true benefits of e and m-governance, following challenges will have to be taken care of:

- Inter-ministerial and inter-departmental communications and working will have to be made seamless, and ownership- and output-based.
- The mission is happening on a large scale and needs adequate speed planning. The government will have to adopt controlled speed and phased scale in order to achieve this.
- Cyber security and authentication issues remain as challenge, and the government will have to draft a focussed approach before we scale up.
- India has good device coverage but poor mobile coverage. It could be a challenge to extend mobile connectivity to the rural areas, where the volumes are not enough to sustain in a multiple service provider situation.
- Educating citizens and managing this massive change management across the country will be another large initiative

What is your vision for ERNET?

To advance Research and Education by way of ICT contribution in the form of R&D, capacity building, consultancy and connectivity. ERNET supported the launch on Internet in India. Now it needs to support the launch of New Generation Internet, which is IoE, in India.

Unicommerce for Better e-Commerce

Unicommerce is about using technology to make the most of e-Commerce in India, **Ankit Khandelwal** opines during an interaction with ***Sahaj Palla*** of ENN

Tell us about Unicommerce eSolutions Pvt. Ltd. and its operations across India.

Unicommerce was found after seeing the need for a technology to scale and manage the operations of e-Commerce organisations. We developed tools like inventory management and warehouse management solutions which are used by various e-Commerce players. We also came up with multi-channel order management and elementary management solutions for small manufacturers, retailers, traders and SMEs to help them support their businesses.

Coming to our operations, we currently have three offices the head office being in Delhi, the other two in Mumbai and Bangalore. We also have a sales force present all over Hyderabad and Chennai.

Tell is about the concepts of 'multichannel' and 'omnichannel' retail? How does it benefit the end-user?

Multichannel and omnichannel retail concepts are about doing retail through an online sales channel, when selling products to multiple buyers. The benefit received by the customer is the transparency of the centralised database wherein there is clear visibility about the supply chain and the inventory. The customer would know whether, I have the product or not through the database.

A survey showed that through the use of solutions like Multi-channel and omni-channel retail, the retention of customers is very high, and it is increasing day by day.

The central government has embarked on a 'Digital India' mission. How does Unicommerce relate with the programme?

Ankit Khandelwal, Vice President, Unicommerce eSolutions Pvt Ltd

Unicommerce relates to Digital India in a very big way. If we go through everyday news, we would find that ecommerce growing at a fast pace and I believe that e-Commerce is one of the main pillars of Digital India.

Prime Minister Narendra Modi's focus is on empowering the small retailers and SMEs in India. We on the same lines devised solutions that are helping SMEs to scale their e-commerce business in India. I think that technology is a necessity to grow one's business.

What challenges did you face in the initial days and what operational hiccups are you facing now?

Our initial challenge was finding talented people for our technology team to keep up pace with the ever changing dynamics of e-commerce. Getting customers in the initial days was also a tough task as customers had trust issues with us. But, our perseverance paid off and we got Snapdeal as our first customer.

The challenges we face in the present scenario is the lack of understanding of technology by the smaller players, and it becomes difficult for us to tell them the advantage of the technology for their business.

However, as people now-a-days are educated about technology, I believe that in the coming years we would not be seeing these problems.

Given the lack of digital infrastructure in major parts of the country, how do you see the future of e-commerce in India?

I am very positive about the future of ecommerce in India. We are trying to reach the numbers like those of China in the e-Commerce segment; the big billion day sale of Flipkart for example saw the sales of more than 100 million dollars worth of goods in a single day, which in itself is a big achievement for the Indian e-Commerce industry.

I give thanks to the media, the government and the other players who are promoting e-Commerce and in turn educating the people about it, who now see the actual benefit of e-commerce.

How do you plan to escalate your presence in the Indian market?

In the next two years we have plans to have our presence in the tier one and tier two cities, and are targeting 10,000 sellers who would be using our system to manage their operations. We aim to have at least 50 percent of the Indian e-Commerce industry orders processed through our system, of which currently we process about 20 percent and that is a huge number.

Apart from that, I think the government should also give time and investment to focus on e-Commerce which can be big part of the Indian GDP in the future.

मैत्रीपूर्ण बैंकिंग ठीक आपके दरवाजे पर

शुरूआत

केनरा

बैंकिंग आपके द्वार पर

आपके घर और कार्यालय के लिए बैंक द्वारा सुविधा

- नकदी की बड़ी रकम ले जाने के जोखिम को कम करना
- अपने व्यवसाय और परिवार के साथ विशेष समय बिताना
- सुरक्षा सुनिश्चित करने के लिए कई प्रमाण
- फोटो आई डी प्रूफ चेक करके पहचान की पुष्टि

उन ग्राहकों के लिए आदर्श जो बड़ी संख्या में नकद लेन-देन करते हैं।

बैंकिंग आपके द्वार पर
सेवा के लिए आज ही रजिस्टर करें।
सेवा चुनिंदा महानगरों में उपलब्ध है।

विशेषताएँ

- निश्चित समय सेवा या फोन सेवा द्वारा लाभ पहुँचाना
- प्रतिदिन नकदी लेने की राशि कम से कम ₹ 1 लाख ज्यादा से ज्यादा ₹ 25 लाख
- नकद वितरणः ₹ 5 लाख से ऊपर प्रतिदिन (व्यक्तिगत ग्राहकों को छोड़कर)
- ₹ 2,00,000/- की दैनिक न्यूनतम औसत शेष को बनाए रखना
- नाम मात्र का शुल्क लागू

केनरा बैंक Canara Bank
रहे संग बढ़े संग

अपने खाते में शेष जानने के लिए, मिस कॉल दें: 09289292892

टोल फ्री : 1800 425 0018 | जल, वृक्ष बचाएँ। पर्यावरण बचाएँ | www.canarabank.com

Solar Energy Corporation of India
(A Government of India Enterprise)

IT Power for Solar Energy

Rajendra Nimje
Managing Director, Solar Energy Corporation of India

India has come a long way in the solar sector; with the help of IT, SECI looks forward to go a step ahead and make India a leader in harnessing solar power, says **Rajendra Nimje** in a conversation with ***Souvik Goswami*** of ENN

Give us an overview of the Solar Energy Corporation of India (SECI).

Solar Energy Corporation of India (SECI) was established under the aegis of the Ministry of New and Renewable Energy (MNRE) to plan and execute an integrated programme on development and deployment of solar energy technologies.

SECI's mission is to become the leader in development of large scale solar installations, solar plants and solar parks, as well as to promote and commercialise the use of solar energy to reach the remotest corner of India.

We are confident that government support is needed currently, but eventually it would make business sense to alter the energy mix of the country so that a significant portion comes through solar power.

What according to you is the present state of implementation of JNNSM in the country?

The first phase of Jawaharlal Nehru National Solar Mission (JNNSM) has progressed very smoothly, with appreciable coordination between all the departments, agencies and stakeholders involved. The mission has been instrumental in bringing economy in the solar sector. The national mission has generated a ripple-effect across the entire supply chain of the solar industry. Domestic component manufacturing has sky-rocketed and business environment has improved. Solar is emerging as a good

Major Initiatives

SECI is the only organisation in the country which is exclusively dealing with solar energy development, execution, planning and providing solar consultancy to various organisations. Broadly, SECI has identified two major areas of focus:

• **Development of large scale solar capacities across the country**: Large scale solar power generation brings down costs through economies of scale and allows for optimum utilisation of resources (land area, evacuation infrastructure, water etc.). Therefore, SECI has embarked on diverse projects in this sector. Some notable segments are:

• **UMSPPs and Solar Parks:** Ultra Mega Solar Power Projects (UMSPPs) and solar parks utilise large tracts of land across the country for setting up single/multiple solar projects. Whereas UMSPPs are developed under single ownership, solar parks allow smaller, independently held projects with shared infrastructure.

• **Implementation of 750 MW projects under JNNSM Phase II, Batch I:** Projects are being implemented through VGF support wherein solar power is offered to discoms for Rs. 5.50 per kWh for 25 years. 50 percent of these projects would have indigenously manufactured solar modules and solar cells.

• **Solarisation of Indo-Pak border:** Large scale SPV projects are coming up in the border areas. Work on two projects of 10 MW each- at Rajasthan and Gujarat, has already started.

• **Solar Thermal Pilot Power Plants:** Solar thermal is an important technology in terms of providing dispatchable power round-the-clock. Unfortunately, in India, the level of confidence among developers in this technology is still low. Therefore, SECI has undertaken installation of two 50 MW plants with innovative configurations on pilot basis.

B. Decentralised Solar Power generation: One of the main advantages of solar power is that it can be generated at the consumer end also, thereby mitigating the large distribution losses in intervening networks. To that end, SECI is working on several programmes, such as:

• **Large Scale Grid-connected Roof Top scheme:** Around 76 MW of rooftop projects are under implementation across 37 cities of India. The propagation of solar roof top is very much successful in implementation as well as bringing down the costs.

• **Solar Mini/Micro Grids**: These are small projects aimed at small villages/hamlets that do not have access to grid power. Providing basic lighting and cooling facilities, these projects are important in the context of upliftment of rural populace.

• **Low cost solar lanterns:** These are portable lighting solutions that are being supplied to the backward districts of India to aid in their socio-economic upliftment. Recently, 10,000 lanterns were delivered for rescue action in Jammu and Kashmir.

source of Foreign Direct Investment (FDI) for the country.

The second phase (Batch-I) is also smoothly progressing. A major chunk of capacity would be coming up by April 2015. Batch-II is in draft stage and subsequent batches are also under consideration.

Please give us some details on the use of IT in the overall working of your organisation.

Our organisation is very young and the structure is lean. In order to deliver the complex services and to be ahead of schedule, we banked heavily on IT, apart from the interactive website of our organisation we have standardised processes of the work flow. Our tender evaluation systems are also one of a kind, our 750 mega watt Viability Gap Funding (VGF) scheme tender was acknowledged by the industry as most transparent and efficient.

What challenges lie ahead concerning the increased use of solar energy in India?

Solar power is on fast track and would become a substantial energy source for the country soon. Along with it, there would be an enormous growth of solar manufacturing in cells, modules, inverters, power systems and allied ancillaries. This is a crucial phase and a major challenge is to develop a consistent market for the domestic manufacturers which will ensure continuity in production and expansion.

Q SECI's mission is to become the leader in development of large scale solar installations, solar plants and solar parks, as well as to promote and commercialise the use of solar energy

A main challenge is having uniformity in solar policies in various state governments which allow Net Metering etc. that are conducive for the penetration of solar energy to the grassroots level.

Another challenge is transmission and evacuation of power from solar power plants which we are facing right now as the present grid is not prepared to handle large quantities of solar power.

Please share with us your vision of SECI.

SECI's vision is to build a new 'Green India' through harnessing abundant solar radiation and to achieve energy security for the country. In light of the impending crisis of conventional fuel supplies as well as environmental concerns, solar energy is a must for a country like India. SECI is envisaged primarily as a solar power generation company that owns and operates generation assets. In future also, we aim to become a major solar power generator.

In addition, SECI is essentially an implementing arm of the MNRE, which manages specific programmes and schemes from time to time. In that context, we are committed to the betterment of the general population.

At a time when the solar power market is still evolving, we have entered into the domain of solar power trading, thus becoming a bankable intermediary between private developers and discoms. This has considerably improved the risk-profile of projects. SECI is also fostering active research and development to come up with techno-commercial optimum solutions. egov

Dr Govind, Chief Executive Officer, National Internet Exchange of India (NIXI)

.in to .bharat: NIXI Journey Continues

We are focussing on reaching out in local languages, says **Dr Govind** in conversation with ***Souvik Goswami*** of Elets News Network (ENN)

Give us an overview of the National Internet Exchange of India (NIXI).

NIXI is a not-for-profit organization under Section 25 of the Companies Act 1956 and was registered on 19th June, 2003. It was set up for peering ISPs among themselves for the purpose of routing the domestic Internet traffic within the country, instead of taking it all the way to the US or abroad, thereby resulting in better quality of services (reduced latency) and reduced bandwidth charges for ISPs by saving on International Bandwidth.

Subsequently, addition of sovereign functions, like .IN country code, top level Domain Registry as well as National Internet Registry (NIR) for allocation of IPv4 & IPv6 addresses, were added. These activities have further opened and enhanced the scope of NIXI activities.

NIXI as an internet exchange needs to evolve with the larger ecosystem of the Internet to include content service providers, other value-added service providers, Registrars of .IN Registry and affiliates of NIR to play inclusive role in the growth of Internet in the country.

Prime Minister Narendra Modi has kick-started the 'Digital India' campaign. What is your view about it?

Content is a crucial part of the Digital India campaign. Our focus is on providing content in the local languages, as large part of our population is non-English speaking... We would like to see that the content is generated in the local languages

It is a great initiative undertaken by Prime Minister Narendra Modi. It is being steered under the able leadership of the Hon'ble Minister for Communications and Information Technology, and Minister for Law and Justice, Mr Ravi Shankar Prasad, and executed by Mr R S Sharma, Secretary, DeitY, Government of India. It has various components. One is the connectivity part and it is indeed an important component. At present, there are 235 million broadband subscribers in India. The government is aiming to take it to 337 million by 2017 and by 2020 it has set the target to increase the number to 600 million. Apart from this, broadband connection will be taken to villages up to the panchayat level in the country. Under the National Optical Fibre Network (NOFN) programme, 2,50,000 panchayats will be covered.

Content is the other part of the Digital India campaign. Focus is on providing content in the local languages, as large part of our population is non-English speaking. We have 22 constitutional languages in the country. We would like to see that the content is generated in the local languages. This will help citizens in doing various activities on Internet in their own languages.

So, the Digital India programme will have two basic components of connectivity and content. How does NIXI see its role in the programme?

NIXI will play an important role as we will be providing the domain names. At present we are running the .in registry for high-end domain and this is in English. We are propo ing .bharat in a variety of Indian languages. W launched .bharat in Devnagari script in Augu 2014, along with various languages like Bod Marathi, Konkani, Dogree, and Nepali. Once the websites are in Hindi, people would like to see the content in their local languages as well. Here comes the role of NIXI. We are putting in our efforts to make websites available in all the local languages of the country.

How does NIXI to live up to the challenge? Also, given the all-pervasive presence of social media these days, how do you plan to exploit its power?

Now that we have already launched .bharat, our next focus is to launch .bharat in other languages. Once it comes into reality, we will do massive campaigning in the villages, so that people know that there are domain names in local languages as well. Besides, we will also be leveraging social media in a big way, so that we can engage it to see how can be .bharat/.in domain names used in a better way. People can give their suggestions.

Please elaborate on the new initiatives of NIXI.

The other area of focus for us is to create leadership training programmes for the young leaders in the Internet area. We already have NIXI Fellowship Programme and we train the young minds in the areas of cyber security and Internet governance. We are focusing on skilling the youth of the country in the field of internet governance.

m-Governance brings huge scope and opportunities as 900 million people have mobile in their hands in the country at present. The mobile platform is going to play an important role, especially in the villages where computers and devices have not reached

As you said, connectivity will be an integral to the "Digital India" programme. But connecting India still remains a challenge. What is your opinion on that?

The major challenge will be developing applications and reaching out to the last mile. How can you reach out to people beyond panchayats? That will be a challenge. The low cost and affordable devices have to be provided, along with contents to the last mile villagers. All these have to work together so that the villagers know about the usefulness of internet as an effective tool for their future generations.

Do you think that m-Governance is the path to follow in future?

m-Governance brings huge scope and opportunities as 900 million people have mobile in their hands in the country at present. The mobile platform is going to play in important role, especially in the villages where computers and devices have not reached. Smart phones will be the future. I was told that, even in some smart phones content is being provided in some local languages. This is important as content is the king.

Share your vision for NIXI with us.

Our aim is to reach with the .in domain to 10 million users in the next five years in the country and then reach out to the people in local language domain names with .bharat registry in Tamil, Bangala, Urdu, Telgu, Gujarati, etc.

'We Thrive on Client's Trust'

We 'earn money' by winning over the trust of our clients and keeping them satisfied; we do not 'make money' through shortcuts, says **Brajesh Nigam**, Managing Director, Iterate India Pvt Ltd, talking to *Nirmal Anshu Ranjan* of ENN

You are operating since 1982. Tell us something about the company and its operations?

The company Iterate India Pvt. Ltd was formed in 1986. However, we had been planning to form it since 1982. We started it as Technocrat Business Data Center, TBDC, in 1982. There were 4 people in the beginning and now it is more than 100 people who are managing this show. Starting from very small jobs, we gradually started foraying into different segments in order to get business. We got our first major assignment from State Bank of India and then an order from LIC also. Those were small orders, but the contract duration stretched over four-five years and. Plus, getting it from SBI was also a great boost. Initially our efforts were to get bulky orders only. Starting from LICs and Bank, we continue to do business with them. After that, we began targeting universities and offered software solutions as computerisation of entrance examinations and end- to-end solutions for educational institutes and universities.

Brajesh Nigam, Managing Director, Iterate India Pvt Ltd

What did you exactly do at these places?

As for Maruti, we have developed a workshop management system and are still providing support to 850 workshops. We have done around 2000 installations for Maruti Dealers. They have transferred their DMS (Dealer Management System) to us. At MASS (Maruti Authorized Service Stations), where you get your car repaired, the software update is done by us. The data consolidation and reports to sales department of Maruti are being sent by us through the online systems developed by us. We provide software support to Maruti for their 3S (Service, Sales and Spare Parts). Similar to Maruti, we also developed software solutions for 350 dealerships of General Motors. All the dealership locations of GM are connected to its central server.

How do you think that Iterate has an edge over its rivals?

We neither give out-of-box solutions or software, nor offer out-of-the-world services. We focus on the lowest level people, the actual users, and how they would like to see the system and what is the perception of top level people.

If, you are catering to the delivery needs, be sure you offer dedicated, personalised and committed services. In our client list, you may not find thousands of clients; but whatever clients we have, they are large and satisfied clients. I want to tell a fact here: no matter whether I have a large client or small client, we give due importance to both and ensure that the client is satisfied to the hilt. The reputation built over 32 years should not be spoilt. I also tell to my team as well that if you can do it the right way, do it, or else leave it. I insist that they work according to the company's policy. My policy is whether you make profit or incur loss, you need to make clients satisfied. There is always a difference between earning money and making money. My policy is to earn money rather than making money.

Naredra Modi has embarked on Digital India mission, wherein most of the IT players have a role to play. Do you look forward to a share in the cake?

Yes, we look forward opportunities… We have already started participating in government tendering processes, interacting with ministries, opening those channels and trying to seize upon the opportunity. We are contributing to the Digital India campaign by offering our cutting-edge expertise, so as to make it a huge success. This, in turn, will get us business and earn money. We are also tying up with the IT companies in the government sector.

IIPL in Brief

- Established in 1982, IIPL has travelled 32 years as a software development company
- Specializes in providing customized software and E-commerce solutions

iterate
AN ISO 9001 : 2008 Company
Solutions ■ Revolutions

Iterate's complete Campus Management Software Solutions – STAM and UniERP – help universities and other educational institutions in automating/ computerising student records right from the stage of Admission and Examination Result uptill printing of Degree, Migration Certificates and maintaining Financial Accounts, Payroll, HR (Service Book) and Stores Inventory

Over 2000 installations till date - Client list includes:

- **Chatrapati Shahu Ji Maharaj University, Kanpur (UP)**
- **Dr. Ram Manohar Lohia National Law University, Lucknow (UP)**
- **Maruti Suzuki India**
- **General Motors India (Chevrolet)**

Our Product Range and Services

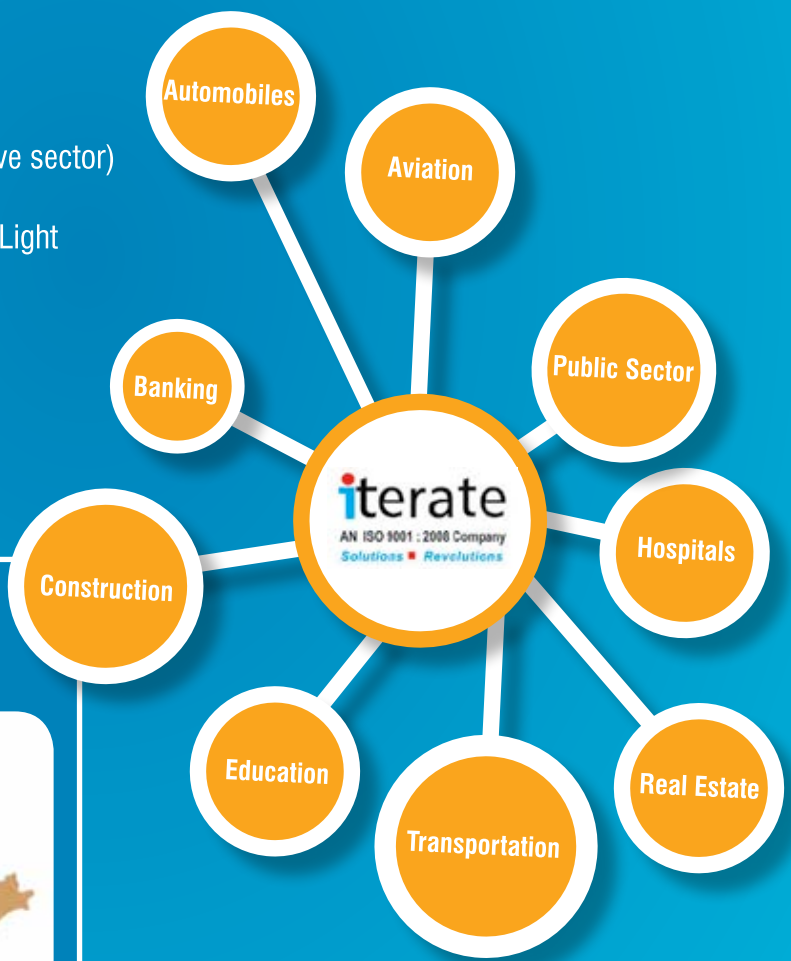
IIPL has a varied Product Range and Services comprising of:

- ClubM - Club Management System
- DMS - Dealer Management System (Automotive sector)
- SMS Engine
- SaSe - Sales and Service System (Heavy and Light industries)
- **STAM-Student Admission & Examination Management System**
- **UniERP - University ERP**
- VeTrac – Vehicle and Product Track
- Real Estate Management

Extensive domain expertise as custom IT solutions for

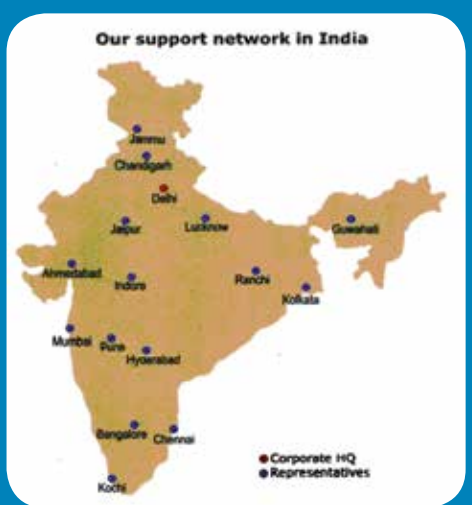
- Universities and Institutes
- Automotive Sector Organizations
- Sales and Service based Organizations
- Hotels and Clubs

20 years experience in the automotive industry and higher education sector



Our support network in India
Corporate HQ at Noida - NCR Delhi (India) with representatives at -

- Ahmedabad
- Bangalore
- Chennai
- Chandigarh
- Cochin
- Guwahati
- Hyderabad
- Indore
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- Pune
- Ranchi



Iterate India Private Limited
F – 6, Sector – 3, Noida, (UP) – 201301, India
Ph:- +91-120- 4037700-99
E-mail: info@iterate.in
Wesite: www.iterate.in

K R Balachandran, Convenor, State Level Bankers' Committee, Kerala

Setting FI Benchmarks

Even before the inception of Prime Minister's Jan Dhan Yojana, Kerala had already started working towards cent-per-cent financial inclusion in the state, so that every household has at least one bank account, **K R Balachandran** says in an interaction with ***Nayana Singh*** and ***Kartik Sharm***a of ENN

In the backdrop of PM's Jan Dhan Yojana, what steps Kerala has initiated to make financial inclusion all-pervasive?

As far as Kerala is concerned, Canara Bank is State Level Banker's Committee (SLBC) convenor. We have the responsibility of coordinating the entire work of implementing Prime Minister's Jan Dhan Yojana in the state along with coordinating the activities of all the banks with the support from the state government.

CRISIL Inclusix, India's first comprehensive financial inclusion index is based on data provided by RBI and measures the progress of financial inclusions across the country, covering all the 638 districts. At 42.8 on a scale of 100, the all-India Inclusix score reflects under-penetration of formal banking in the country. The research also showed that just one in two Indians have a savings account and one in seven has access to bank credit.

Wide disparities in access to financial services were witnessed as India's six largest cities have 10 percent of India's bank branches, while the rest have merely two percent of the bank branches. Smaller states and union territories perform better than larger states; Puducherry continues to remain number one followed by Chandigarh and Goa. Among the districts, Pathanamthitta in Kerala has the highest CRISIL Inclusix score followed by Karaikal in Puducherry.

Coming to PMJDY, I want to emphasise that financial inclusion in Kerala existed before the formal launch of this programme. In 2011, there were campaigns which were aimed at providing some kind of banking facility in villages. During that time, we found out that in Kerala there were approximately 77 lakh households. Out of this, 47 percent households were in urban and remaining 53 percent were in rural areas.

We have already attained our aim to open at least one bank account per household. Earlier, the scheme aimed at opening two accounts per household out of which one account must be of a female member of the family. This will be implemented in the days ahead

Out of 77 lakh, 57 lakh had access to banking facilities, and that means near about 20 lakh households were left out. Later, we had online family account campaign in all the 14 districts and then came direct benefit transfer for enabling the different subsidies and scholarships. There was another campaign for Aadhaar enrolment which again was directed to open an account.

With all these campaigns which were undertaken subsequent to 2011, we achieved 95 percent banking penetration in Kerala. Thus, today, from the 20 lakh households, only one

lakh households are left.

We also opened a toll-free number which is functioning from our office located in Bangalore. Any customer calling on that number would have his grievances addressed. This number is for customers in Kerala and the call is attended by trained people sitting in Bangalore who are well versed with Malayalam. We have launched another number that is for nationwide use. Apart from the numbers we have also launched the website, www.pmjdy.gov.in wherein customers can have access to any information pertaining to the PMJDY programme.

Kerala has higher urban population compared to other states. What challenges did you face while involving the urban segment in financial inclusion?

During 2011, when we were surveying, we met different bank officials to determine how many households were still left. We took that report and again resurveyed the area and included those which were not covered before.

Then, we needed to segregate those houses which had recently come up in order to achieve 100 percent results. We went to panchayat offices and collected the data about the new households that have come up. Later, banks were instructed to recollect this data, cover these households and open the new bank accounts. That is how we have successfully achieved 100 percent survey rate.

This task was not undertaken in urban areas. We found out that account opening in urban areas is not a problem as almost every household had a bank account. So, we were able to complete the process earlier than originally expected.

How does IT help you in reaching out to the people?

We have conducted about 2000 IT sensitisation camps to make people aware about the financial inclusion initiative. Similarly, the Akshaya Centres are functional in Kerala. They are proficient in handling IT and they also have robust network. Every Panchayat, on an average, has two Akshaya Centres.

Now, next issue is to extend the last mile connectivity. In Kerala, major banks like State Bank of India and others are tied up with Akshaya Centres to provide the basic services like opening of a bank account and executing other transactions.

Q Wide disparities in access to financial services were witnessed as India's six largest cities have 10 percent of India's bank branches, while the rest have merely two per cent of the bank branches.

We are trying to achieve perfection in providing infrastructure to Akshaya Centres but that will take some time. We are also taking up the strengthening of this process with our banks and we are seeing whether some other services can be added in Akshaya Centres.

We have a Swavalamban scheme which is a national pension scheme for unorganised sector. Thus, we have to see whether the Akshaya centre can be authorised and empowered to enrol for Swavalamban scheme and other benefits. We are also focussed towards to find out how these Akshaya Centres can be motivated to continue.

What is your vision of financial inclusion in Kerala?

In Kerala, you cannot have a rural and urban divide. Kerala is different. Communication is good here, people are literate and thus majority of people in Kerala are aware of the banking systems and benefits. But same cannot be expected in rural areas of other states, as people will not be aware of the schemes and benefits.

We feel that there are certain milestones that we have achieved and some we have to attain in coming days. In phase one there are four pillars to be achieved. This means that you need to have a universal banking, financial literacy, open a basic saving account with a RuPay debit card and have some kind of guarantee cover for the credit limit that can be extended by the bank.

We have already attained our aim to open at least one bank account per household. Earlier, the scheme was determined towards opening two accounts per household out of which one account must be of a female member of the family. This will be implemented in days to come but as far as Kerala is concerned, the second account opening has been started.

During this campaign till now 11.85 lakh accounts have been opened. So, most of the households have more than one account. We need to strengthen the functioning of the system and thus make it more robust. In Kerala we will be able to achieve these pillars one by one much ahead of many other states in the country. egov

CREATING GREEN WEALTH

Forest Development **Corporation of Maharashtra**

Forest Development Corporation of Maharashtra Limited (FDCM Ltd), Nagpur was incorporated as a wholly owned Government Company of State of Maharashtra, under the Companies Act, 1956 on 16th February 1974. The company runs its business under the directions of Board of Directors (BOD), the Chairman of which is normally the Honorable Minister of Forests. Managing Director is one of the Directors, who is the Key Managerial Personnel appointed by the Government of Maharashtra and belongs to Indian Forest Service, in the rank of Principal Chief Conservator of Forests.

Objectives

- To develop land acquired by the Company in the State of Maharashtra for forest resources, by raising thereon plantations of economically important species like teak, bamboo and such other suitable species.
- To maintain, conserve, protect, and preserve plants, crops, trees raised or come up naturally on the lands leased or owned by the Company.
- To undertake maintenance, preservation, protection and development of the existing fauna.
- To carry on business of felling, converting, marketing, processing, standardizing, grading, distributing and selling the forest products naturally or otherwise grown or raised on the lands leased or owned by the Company.

Green Wealth

Since 1990, FDCM Ltd is rendering its services in raising plantations on turnkey basis, on the area offered by various agencies. Some of such agencies are Western Coalfield Ltd, National Highway Authority of India, National Thermal Power Company Ltd, Karnataka Emta Ltd, Jawaharlal Nehru Port Trust, Mumbai, Bruhan

Mumbai Municipal Corporation & Pimpri - Chinchwad Municipal Corporation etc. Till now, about 370 projects have been taken up, raising about 60 lakh successful plants, covering an area of 2500 hectare.

Forest Cover & Medicinal Plants

FDCM Ltd presently, has about 3.67 lakh hectare of forest land on lease from Government of Maharashtra. Out of which, FDCM Ltd has successfully converted about 1.45 lakh ha. of low value forests into world class teak forests of genetically superior quality. Other than teak plantations, company has also undertaken quality miscellaneous plantations on 1.75 lakh ha. as per site demand. In all, since inception FDCM has raised plantations over 5 lakh ha., part of which has been returned to Forest Department & other agencies. ISO – 9001 – 2000 certificate has been accorded to FDCM Ltd., in the field of production of quality teak seeds, teak stumps and teak seedlings. Amongst the ongoing turnkey projects, important ones are WCL`s 300 ha plantation under Corporate Social Responsibility (CSR), Pimpari Chinchwad Municipal Corporation`s project of 150 ha and beautification of Kundal Academy of Administration and Management. FDCM Ltd has been entrusted with the task of Medicinal Plant conservation & development, including its production, collection, processing, storage and marketing etc. in collaboration with Government of India and Government of Maharashtra. Medicinal plant wing is headed by CGM, an officer in the rank of Additional Principal Chief Conservator of Forests (APCCF).

Bio-Diversity & Endangered Wildlife

FDCM Ltd was entrusted with the task of developing Bio-diversity Park in 29 ha area, provided at Rajbhavan premises at Nagpur. It was successfully accomplished and maintained by FDCM. FDCM Ltd. received the citation of merit from Honourable Governor of Maharashtra for this work. FDCM Ltd has been entrusted with prestigious & challenging task of establishing International Standard Zoo and Rescue Centre at Gorewada Forests on 1914 ha forest and 25.57 ha non-forest land in the heart of Nagpur City under Public Private Partnership of financing, forming a Special Purpose

A K Nigam, Principal Chief Conservator of Forests & Managing Director, FDCM Ltd., Nagpur

Vehicle (SPV) of FDCM Ltd and Joint Venture Private investor. FDCM Ltd has accepted this responsibility and working hard to achieve the objective. While the required permissions for Zoo from the Central Zoo Authority of India (CZA) and the Honorable Supreme Court of India have already been received, Master Plan for the same has also been submitted to Govt. of Maharashtra. After approval from Central Zoo Authority the creation of Zoo will get a kick start. Rescue Centre is now already at completion stage. FDCM Ltd has a reason to boast for its contribution in the field of conservation of endangered wildlife, creation of wildlife awareness and promotion of ecotourism. For wild animal care and treatment FDCM Ltd, we have entered into a Memorandum of Understanding (MoU) with Maharashtra Animal and Fishery Science University (MAFSU) Nagpur, which will also produce high class veterinarians, specialized in wild animals.

Ecotourism

Government of Maharashtra has entrusted the task of promoting Ecotourism activities at several complexes, in and around Protected Areas, i.e. Moharli and Kolara at Tadoba - Andhari Tiger Reserve, Nawegaon, Pitezari, Nagzjra and Navegaon in Navegaon - Nagzira Tiger Reserve, Bor at Bor Sanctuary and Semadoh and Kolkaz in Melghat Tiger Reserve in collaboration with Maharashtra Tourism Development Corporation and Forest Department. FDCM Ltd is successfully catering to the needs of eco tourists and providing quality services.

FDCM Ltd is also religiously protecting the wildlife and developing the habitat for their conservation that is why one can find various wild animals including tiger, leopard, bear, wild dog, bison, deer, sambhar, wild boar, a number of birds, reptiles, insects and numerous wild and natural plants in area of operation under FDCM Ltd. Reservation for accommodation & safaris for Eco-tourism facilities has already started online. Two years before people had immensely benefitted in terms of service selection by way of period, availability, site and number etc. It gives them the opportunity to choose from several options. It has improved visitor satisfaction. Use of public information system, website, display boards is frequently done.

Technology-Ready

FDCM Ltd is making profit continuously since 1988-89. It is one of the most well managed companies which is regularly audited and accredited by competent authorities including CAG. All the provisions of Company Act are carefully followed in the company. While pursuing these activities, FDCM Ltd is not lagging behind in adopting recent management tools and technological up-gradation in its day to day business. All offices are fully equipped with computer, related accessories and are applying IT & ICT fairly well. Various software are used in this regard for easy & quick decision making and delivery of the goods & services. We are ahead in the queue of e-governance. Though we have lot of old staff, continuous training and monitoring from top to bottom level, has helped in technological improvement. Though FDCM Ltd is not primarily a recruiting agency, it was asked to recruit 47 Range Forest Officer, who are class II gazetted officers. FDCM Ltd adapted to the roles of MPSC and the recruitment of RFO was conducted with the help of information technology in an absolutely fair & transparent manner.

We are in process of implementing e-governance and paperless government in true sense and hope that it will be a reality, when we shift our office to own premises, which will be very modern green building and at the moment, it is under construction.

Digital India
Transforming Governance

A roadmap for Digital India is being scripted in the government corridors. From the recent technology success stories some milestones that should be inclusive to the vision are illustrated by **Abhishek Rastogi**, Head - Govt COE at Newgen Software Technologies Ltd

Delivering citizen services to majority pouplation without an economic, social or regional bias, is a key governance imperative essential to the overall success of the nation. While one cannot have speacialists in every nook and corner, their services can be easily rendered through modern day technology.

Footsteps for growth

The digital India initiative aims to provide thrust to nine pillars identified as growth areas. These pillars include – broadband highways, everywhere mobile connectivity, public internet access program, e-Governance, e-Kranti, information for all, electronics manufacturing, IT for Jobs and early harvest programs. Robust technology platforms will be the mainstay in government's bid to build these nine pillars, enroute to a digitally empowered nation. Here is a look at some the initiatives planned and the role of IT in their success.

Digital Lockers

Certificates issued by the government — education, residential, medical records, birth certificates, etc. — are to be stored in individual 'digital lockers' and a communication protocol established for government departments to access them without physically having to see the hard copy. These will be crucial to fulfill the need for a robust Document Management System (DMS). Digital lockers will store highly sensitive information and citizen documents. In a country of over a billion people, digitally storing all citizen information will require a system that is capable of dealing with innumerable documents, and is highly secure and accessible. A smart document management system is

Abhishek Rastogi
Head - Govt COE at Newgen Software Technologies Ltd

therefore a 'must have' to centralise operations across government agencies.

Government Process Reengineering

Thousands of government departments are still delivering public services manually, in a highly inefficient manner. e-Governance can bring about significant transparency and efficiency to a plethora of government services including income tax filing, license and permit issuance, and many more. Business Process Management (BPM) provides the essential enablers for e-Governance initiatives by setting up a continuous improvement platform. It offers a host of capabilities that work in tandem to ensure end-to-end process visibility, eliminate redundancies, provide real time access to relevant data, and foster collaboration within and across government departments/agencies.

M-Governance

In developing countries, mobile platform provides a unique interface between the government and the citizens, to make public services more accessible. There is high penetration rate as well as adoption of mobile phones in India, that can be utilized by government to enable real-time, two-way dialogue with citizens.

Enterprise Mobility Platform

A configurable, end-to-end mobility platform that integrates citizen centric applications with multifarious backend systems is essential to manage and track the delivery of citizen services. The mobile platform can also be used by governments for sending terror alerts or other very time-sensitive information quickly and directly to citizens. Government agencies must deploy a single unified system to ensure consistency and effectiveness.

Social Media Record Management

Social media is changing the way governments work, communicate and socialise, by creating opportunities to reach out to citizens via its inexpensive and readily accessible platforms. It provides an interactive and real-time two way communication mechanism through which the government can not only inform citizens about its services and policies but also gather their feedback. Moreover, social media platforms can be used by governments to reach out to citizens to make announcements about new policies, initiatives, deadlines, and new regulations, and communicate emergencies. Social Media Record Management is quite different from the conventional records management, because of the dynamic and collaborative nature of content being managed. Globally, governments have taken the initiative to archive data that exists on Social Media and document it for legal (e-Discovery) as well as regulatory purposes. Similar policies are also needed to leverage the most out of social media records within the boundaries of well-defined regulatory guidelines.

serco

Serco Global Services makes great business sense

In today's business environment you need an edge.

Focusing on your core competencies is the key to success. Yet there are other factors equally crucial that cannot be ignored.

Here in lies the solution: Serco Global Services.

Our expertise covers Business Process Outsourcing, Consulting and Technology Development.

The solutions that we devise embrace government, healthcare, education, retail, financial services, utilities, telecommunications, media and travel, transportation and hospitality.

We have an ideal service delivery model in India covering metros and mini metros.
Our presence spans 20 locations across 46 centres comprising over 33,000 people with multi-lingual capabilities.

Besides, Serco Global Services is a $1Bn division within Serco group, making it one of the top 15 providers globally.

By combining these capabilities with our award winning, world class frontline service operations, we have created a unique end-to-end proposition, which will add value to your business and help you deliver great service to customers.

Make one of your most profitable decisions, today.

Contact us at:

91-124 - 6783050

salesenquiries.india@serco.com

Designed to be at or above par with globally benchmarked international financial services centres (IFSC) GIFT City provides best suitable financial and IT services infrastructure, says **Dr Ramakant Jha,** MD and Group CEO, GIFT City, in an interaction with *Nirav Soni* of ENN

World-class GIFT to the Nation

Tell us in brief about the GIFT City project.

Recognising the potential of the state as a centre for the financial services industry, GIFT City is a visionary project envisaged by Hon'ble Prime Minister of India Shri Narendra Modi when he was the Chief Minister of Gujarat. The Government of Gujarat formulated the GIFT plan to realise this vision.

GIFT is conceptualised as a global financial and IT services hub, a first of its kind in India, designed to be at or above par with globally benchmarked international financial services centres (IFSC) such as Shinjuku of Tokyo, Lujiazui in Shanghai, La Defense in Paris, London Docklands etc.

GIFT will cater to India's large financial services potential by offering global firms, world-class infrastructure and facilities. It aims to attract the top talent in the country by providing the finest quality of life. It is estimated that GIFT would provide 5,00,000 direct and indirect jobs which would require 62 million square feet of real estate offices and residential space. Like all leading financial centres, GIFT will target a 6-8 percent share of the financial services potential in India.

World class infrastructure development is currently under way at GIFT and the first phase of utility infrastructure will be completed by end of the year.

GIFT City project is the first one to implement the Smart City initiative. Please describe.

First, we need to understand that there is no exact definition of Smart City. Every country has got its own set of infrastructure and cultural challenges and accordingly, every country comes up with its own definition of Smart City. The most effective definition of Smart City is a "City which is efficient, liveable and sustainable, and in the Indian context it also has to be affordable."

GIFT City is India's first Smart City under development. GIFT City is a classic example of vertical development in terms of scope and size. This City has the first mover advantage. We studied various similar centres across the globe and adopted the best practices to provide a cohesive environment in a city for business and living.

We are building world class infrastructure for

financial institutes and IT /ITeS business and residents of the city. We are not only coming with state-of-the-art city infrastructure, but also ensuring that this infrastructure is managed and kept in similar state during the operations phase as well. We, at GIFT are ensuring that every building, utility and all other support infrastructure are connected with fibre optics and equipped with modern technologies. Every building in GIFT City is an intelligent building which is armed with advanced infrastructure like CCTV surveillance, access control, fire fighting system and even intelligent elevators.

What is the value addition that GIFT will provide to an investor setting up his operations at the GIFT City?

GIFT provides ease of operations for financial institutes and IT/ ITeS companies. Various utilities like City level District Cooling Solution, readily available ICT infrastructure etc makes working in GIFT easy and cost-effective. The cost of running operations is almost 30 percent lower than in cities like Mumbai, Delhi and other metros. All utilities are laid in first of its kind Utility Tunnel touching all buildings in the city, this tunnel ensures highest uptime and secured operations for all utilities.

GIFT is India's first government approved IFSC (International Financial Service centre) which means that financial institutes can carry out various activities like banking, insurance and capital market operations, like they do at any international location.

World class infrastructure of GIFT City ensures highest quality of work-life balance. GIFT City is built on "Walk to Work" concept which means that people working and residing in GIFT city will be able to spend maximum quality time with their family and loved ones. This is an integrated city which has all facilities like hotels, clubs, recreation facilities, school, skill development centre and hospital in the neighbourhood and on top of it, a responsive city management that ensures a safe, smooth, healthy and happy working and living in GIFT. egov

The cost of running operations in GIFT city is almost 30 percent lower than in cities like Mumbai, Delhi and other metros. All utilities are laid in first of its kind Utility Tunnel touching all buildings in the city. This tunnel ensures highest uptime and secured operations for all utilities

Among the multiple initiatives undertaken at the GIFT City, below are the major ones:

* Entire City is linked by fibre optic cable. Every office, building and home is provided with fibre optic connectivity, which ensures highest speed at the end user level for various services.

* Being a smart city, it will monitor and manage infrastructure using advanced technology. We have completed Phase 1 rollout of state-of-the-art City Command and Control Centre (C-4). All utilities, infrastructure, city wide safety and surveillance systems are being monitored and managed from C-4.

* It will have a web based "Citizen Portal" for providing various services to the citizens and users of the city. This portal is going to be the focal point for providing various municipal services.

* GIFT City managers will provide a safe and secure environment for the city using CCTV surveillance system spread across the city.

* For corporates, GIFT City is coming up with tier IV data centre with a capacity of 900 racks.

Converting Content to Realise Digital India Dream

The mission to drive the 'Digital India' force won't stand the test of times unless technology interferes and convert contents for the population that understands languages that is other than English. **Jagdish Sahasrabudhe**, CEO, LinguaNext Technologies, explains in an interaction with ENN's *Ritika Bisht*

Tell us about how LinguaNext Technologies got its start in India.

As far as LinguaNext is concerned, we are adding one more element to digital world and consumerisation of ITs by emphasising that the digital makeover will only be successful if we also include the part of the population which does not speak English. When we consider India, a major part of the population does not speak English in the tier II and tier III cities and this is the population that will be the primary consumer in the digital world.

LinguaNext believes that it has the right technology to benefit these consumers as it is positioned to support and handle the requirement.

Being a language localisation software solution company, can you explain in brief about some of your best-selling products?

LinguaNext's products add value in Banking, Insurance, e-Governance, Manufacturing and e-Commerce. These are industries where the consumer of information has language needs other than English. For example, in the Banking sector there are ATMs all over India, however a majority of those ATMs have English as a user interface language and there is a drawback for those who do not know English. Most ATMs currently generate a receipt in English even if a transaction is done in Hindi. To counter the problem RBI has released guidelines for banks to provide printing of ATM receipts in Hindi as well. This is a move which will align with the Prime Minister's Jan Dhan Yojana programme. LinguaNext already has products which can be deployed immediately for customers to use ATM facility in their language.

Jagdish Sahasrabudhe,
CEO, LinguaNext Technologies

The government has embarked on the 'Digital India' mission in a big way. Do you see any opportunity for you there?

We believe that Digital India cannot reach its mission unless the digital content is available in local languages. Taking the content and getting it into the required local language will help Digital India initiative reach greater heights.

Health industry, entertainment industry or e-commerce industry do not provide the information to their services in any other language other than English. Now, this is where LinguaNext will enter to help the population who are not versed with English. This transformation is needed if we wish to achieve all that is necessary to spread the Digital India initiative throughout the country.

Digital tools make Financial Inclusion happen, and your clientele list includes most of the top banks in India like CBI, SBI, PNB and many more. Do you have any plans with regard to the Prime Minister's Jan Dhan Yojana Programme.

LinguaNext aims to provide assistance to customers in their local language when he visits a bank, this is important because people from rural areas refrain from going to the bank as they are not able to understand the terms and conditions properly, but if they are assisted via local language format then it would be more comfortable for them to do and understand banking.

We also believe that mobility is going to play a very essential part in banking and thus we have our presence in mobile banking, SMS and in the ATM space. By working with the banks, especially cooperative sector, we believe this is the sector where our organisation can really help the PMJDY programme.

LinguaNext is based in India and now you have started your Japan operations. What differences you find operating within India and in Japan?

In India, we are mostly into banking, financial services and insurance sector as well as e-Governance while in Japan our focus is on the private sector. Japan tends to be welcoming to the adoption of technology as it matured in this aspect years ago, whereas in India all these are in the growing phase. That is why, for us, setting up a company in Japan was relatively easier, whereas this is a comparatively lengthy process in India.

Government Projects
On the Horns of a Dilemma!

A holistic management of business applications is a strategic imperative for government agencies, as it is critical for long-term viability of e-Governance projects" says **Arpan Bansal**, Head - Center of Excellence for e-Governance, Newgen Software

Governments' tryst with new-age technology always puts them in the dilemma of build versus buy when it comes to building futuristic applications for citizens. Despite spending huge money and time, long term success of government IT projects in India has been unsatisfactory. The government has achieved just a small portion of the productivity improvements realized by private industry on similar investments. Achieving similar benefits requires a new way of thinking and a very different approach to IT system development.
Platform-based Approach Vs Bespoke – A Quick Comparison

Every department wants software applications that can help meet their agencies' specific requirements. The most common way to address this need has been custom software development. Several applications have been created in the past to address specific requirements of government agencies and departments. But high initial costs, unclear and ambiguous requirements, long development cycles and substantial change costs are rendering custom development out of favor.

A Business Process Management (BPM) platform approach allows IT teams of government agencies to deliver tailored applications incurring minimal cost and time. Changes to applications are completely controlled by the department, with no dependency on third-party software providers, and cost a fraction of what changes to traditional custom developed applications cost. Ongoing improvements to the core BPM platform ensure an agile IT infrastructure to proactively address future business needs and compliance mandates.

Key Challenges

Development & Maintenance Cost: A bespoke style is traditionally time taking and ends up generating a lot of codes that need dedicated maintenance staff. Thus, pushing the overall cost of the project and maintenance becomes a challenge.

Arpan Bansal
Head-Center of Excellence for e-Governance

Advantages

- Flexibility, Designed for Change
- Strong Audit Trail Requirements
- Dashboards to Monitor Process Performance
- Long-Term Centralized Archival of Documents
- Ensuring Authenticity of Important Documents (Digital Signatures)

Flexibility: The ability to deliver new features in conjunction with the expectations of citizens and leadership is the key to building credibility for government organizations. This cannot be done with a monolithic application.

Integration: Intergation with the entire ecosystem of other applications is the key to ensuring maximum benefits and a seamless experience. A platform provides integration ready architecture through modern technologies such as Web services, making this possible at the application layer itself. Bespoke development, on the other hand, needs to build everything ground up.

Security: Applications that are built on certified platforms inherit all security features automatically and need very little effort to comply with security standards of government agencies.

Right Architecture: Past experience shows that applications built as bespoke need several iterations to meet the scalability and other expectations, especially the ones that are used directly by citizens. A robust platform with a multi-tiered architecture sets it right at the first time.

Roadmap: With the advent of new technologies such as Social, Mobile, Analytics, Cloud, and Internet of Things (IOT), innovative ways are being devised to do things faster and more efficiently. In this dynamic environment, e-Governance applications cannot be rigid and monolithic. A contemporary platform enables direct alignment to the roadmap of the platform itself and makes the application future ready.

License Cost: This is one thing that makes many agencies prefer a bespoke approach. However, the cost incurred in bespoke model is always much higher than that involved in platform based approach. Many vendors have come up with flexible policies to support the government's 'Digital India' initiative. An in-depth cost comparison can help to take the right decision.

Benefits of a BPM & ECM-based Approach

Key components of the IT strategy of government agencies should be to deliver IT solutions faster, for less money, and with fewer resources. Design applications that comply with open standards, and are built to meet future objectives with a clear roadmap should be adopted. With this context in mind, for applications that are process-centric an ECM & BPM based platform is the default choice.

IT Adds Pace to Freight Corridor

Use of latest IT tools is helping the Dedicated Freight Corridor Corporation of India Limited (DFCCIL) in implementing its different projects, and monitoring tools like Enterprise Resource Planning (ERP) are a great help in effective execution of the projects, **Ms Neelam Sanghi** tells ENN's *Gautam Debroy* in an exclusive interview

Tell us about the functions of Dedicated Freight Corridor Corporation of India Limited (DFCCIL).

DFCCIL is a special purpose vehicle under the Ministry of Railways; it basically segregates freight from passenger. It undertakes planning and development, mobilisation of financial resources, construction, maintenance and operation of the Dedicated Freight Corridors. DFCCIL was incorporated in October 2006 under Indian Companies Act 1956. Right now railways are carrying both freight and passenger, while freight is our bread and butter, we have not given it the desired priority. The concept behind DFCCIL is that the freight should be carried through a dedicated corridor. 70 percent of our freight comes from Kolkata to Delhi and Mumbai to Ludhiana route.

Tell us about the use of Information and Communication Technology (ICT) in DFCCIL.

We are implementing an Enterprise Resource Planning (ERP) project which was awarded in 2012 and funded by the World Bank. Land acquisition has to be done because this is a green field project and we have got the go ahead from the Ministry of Railways for it. But, for the actual construction of two (freight) lines, we have been provided ₹90,000 crores by the World Bank for the eastern corridor while Japan International Cooperation Agency (JICA) is funding the western corridor. Our funders have insisted on the use of ERP solution for transparency in the working of Dedicated Freight Corridor (DFC).

Ms Neelam Sanghi, Group Manager-IT, DFCCIL, Ministry of Railways

Indian Railways is one of the biggest employers in the world. With the use of a specific department we maintain employee data which is very important. All employee records are available on the click of a button. And the implementation of this kind of system will definitely be helpful for the entire department.

In 2010, we appointed Wipro as a project management consultant. Wipro guided us in planning the project, while HCL Technologies was awarded the contract and its implementation. This has eight modules that include networking, hardware and software among others, and for that we have setup a data centre at the DFCCIL office.

We have setup local area network in all the offices and each office has been uplinked to

the data centre through wide area network and each office has local area network. We have different management for different systems. We have also setup land acquisition management system. Through the GIS system, you too can access the land information system and the assets that are created.

Do you think that the use of latest IT gadgets is helping your department in implementing different projects?

The use of latest IT gadgets is definitely helping the DFCCIL in implementing its different projects. All our projects will be monitored through the Enterprise Resource Planning (ERP) with the use of latest information and communication technology. We are implementing the latest IT gadgets in both the eastern as well as in the western corridor.

Do you think that the use of IT is also helping your department in day to day works?

Earlier the entire system was manually done. But with the advent of ICTs in organisations DFCCIL has also been revamped. Today, every employee of DFCCIL has a user ID, their own portal and they even apply for their leaves online. The salaries of employees is also centralised and is credited to them online. All the records are saved into the system, saving lots of time.

Do you have any plan to further enhance your activities?

First, we have to consolidate because the numbers of employees are increasing alarmingly. When the IT projects were conceptualised, we had targeted 500 employees by 2017. But as of today we have already exceeded that number. And by 2017, we should be having more than 1000 employees. We have to expand the system to meet the requirement of our employees.

We are also going on to e-procurement i.e. whatever freight we register we do it online.

Once completed, the dedicated freight corridors will enable Indian Railways to improve its customer orientation and meet market needs more effectively. Creation of rail infrastructure on such a scale - unprecedented in independent India – is also expected to drive the establishment of industrial corridors and logistic parks along its alignment.

Q With the advent of ICT in organisations DFCCIL has also been revamped. Today, every employee of DFCCIL has a user ID, their own portal and they even apply for their leaves online

Tell us some of the achievements of DFCCIL.

The most significant achievement was the implementation of the land acquisition and information system. Although freight is the core business of the DFCCIL, but earlier the core business was land acquisition. All the land records from Delhi-Ludhiana-Mumbai and Delhi-Kolkata have been put on records. Whatever decision we take regarding land acquisition and freight services, we upload it in the system.

The entire system is linked with the GIS. Interestingly, DFCCIL is the first organisation in the railways where employees apply for leave online. We organise training for the employees.

Do you think that the use of IT is helpful not only for PSUs but for the entire railway board?

Indian Railways is one of the biggest employers in the world. With the use of a specific department, we maintain employee data which us very much important. All employee records are available on the click of a button. And the implementation of this kind of system will definitely be helpful for the entire department.

Elets Technomedia is organising eIndia summit in Kerala. Your message!

e-Governance is the mantra for today. When you organise this type of summit, all the stakeholders come under one platform and share their ideas and visions. So, I think this is a good initiative taken in a good direction.

Vineet Kshirsagar, Head-Government Business, Oracle India

Digital India Minimum Govt, Max Governance

Oracle has a variety of digital solutions which cater to every need especially the government's, says **Vineet Kshirsagar** in a tete-a-tete with the Editor-in-Chief of eGov, ***Dr Ravi Gupta***

With the new government and new additions to your technology offerings, where do you think is your organisation is positioned to realise vision of 'Digital India'?

Digital India is an umbrella campaign. The roots of this campaign were set during NeGP. With the vision of a new government and the plan that is coming around with Digital India there are many opportunities for innovative and futuristic e-Governance projects that will be rolled out. Keeping these developments in perspective, we have now created an integrated vertical to address government business segment wherein all line of businesses will be rolling into one person. This is to address both the partner specific solutions and the government solutions much better. Our expectation is that we will grow this business much faster than other business going forward.

The 'Digital India' vision is a far sight, it also emulates the core philosophy of minimum government and maximum governance, where technology can actually be an enabler and address these pieces. We can address each of the pillars through our core strengths and partners and alliances. Here performance and response time is the key to the success of any project as in the government sector, it becomes important to address large volume of visitor traffic that hits the service applications. Through these initiatives, we have made citizens connect with government with ease and interactions hassle-free.

Different government departments have their own domains and work as separate entities. This needs to be aligned. Appropriate technologies can be introduced to connect these departments and have better response for citizens. We have done middleware layer for many such projects using data hubs, connecting multiple departments and having a single output and more such solutions. Through the front end, we address the citizen's requirements and address these by human resource solutions, taxation solutions, treasury solutions, social media platforms customised to their specific needs and procedure guidelines. The government

departments could operate as self service models. The information and service should be at the convenience of the citizen. This will be an extension of our democracy.

Please share your views on social media platforms?

Our belief on social media platforms is that on one side there is huge traffic generated by citizens and on the other side there are government departments with their own pages with information. Somewhere, these two need to be connected. So, the government department has to listen to what the citizens are saying and have an effective campaign and have a response management system or a grievance management system to address these issues. For example, a policy announcement can be opened up to views of the citizens, and today there are technologies available that can listen and collate these for the government. This will help them address any challenges or incorporate feedback.

There is a considerable gap and delays from the time the project is conceptualised to the time going live. How can we accelerate the pace of IT projects in the government?

Partnership is very critical here. And we have implemented lot of our tax and treasury solutions in the country with result-oriented partners. If the new bid comes, it is important for us to get the right partner to ensure that they bid for the project and implement the project solution successfully. We want to ensure that if there is a treasury solution implemented or a tax solution implemented in a state, we could potentially take that knowledge and partner and go to any other state. In that way, we can reduce lead time and give evidence to have procedures to ensure that the project is successful. We do not bid directly and support them on the back end but they have to execute the project on the front-end. We have identified partners in each niche area that may be land records, smart city, power, healthcare, tax and treasury or any other sector. And, it is a welcome move that the government is talking about. Let us take the project to execution. As many projects have a lifecycle challenges and many may not take off or not get adopted in other states. So the current sentiments from the government are very healthy and that is what we believe as well.

Our belief about social media platforms is that on one side there is huge traffic generated by citizens and on the other side there are government departments with their own pages with information. Somewhere these two need to be connected

Is government business coming on priority basis for global IT companies?

We have got some good growth rate in the government sector. Going forward we want to strengthen this vertical and we see it as a growth driver in the coming years. In order to do that we have formed one team that has convergence of our products and services. This becomes significant as our product array is very large and as the numbers of our products are increasing and the way the new government is thinking, there are a lot of opportunities for us. We are already working with some central ministries to actually make this vision a reality. We are working with lot of states as well, and already have more than 20 states having solutions from our side. We see a lot of potential in this segment and we see it growing much faster as compared to our other verticals.

Please share your views on the government's vision for smart cities and your role as an IT partner?

We have done many smart cities projects worldwide and our belief is that smart city is a framework, and every city will require different set of solutions. So, we have that gamut of solutions from our side. Every city can take up smart city concept on different form and shapes. The vision that government is looking at is developing Brownfield cities and not really developing Greenfield cities framework. And in some form and shape the infrastructure is already available. I think it's a bold and welcome step and it is required as it becomes an integrated vision aligned to the government and citizen's needs. We believe that smart city can be a growth driver within the public sector, because it is an umbrella that can be a big vision at city level.

What are your views on modernisation of Railways using IT platform?

It is said at many platforms that Railways can play a very strategic role in India. And technology can play a very big role in modernising Railways in India. We have worked with many rail networks across the globe and we want to bring those technologies in India as well. We have manpower committed to Railways and engage with them on futuristic projects. Lot of work is already ongoing.

Shekhar Agrawal, Senior Vice President, Vodafone India Ltd

'Mobility is the Way Forward'

The country is moving towards m-Governance to enable better functioning of the government and to make public services more inclusive and accessible to the citizens. India's leading telecom player Vodafone aims to be the enabler in realising the Digital India dream through mobilisation of C2G and G2C communications, asserts **Shekhar Agrawal**, Senior Vice President & Head-Government at Vodafone Business Services, in an interview with ***Nirmal Anshu Ranjan*** of ENN

Can you brief us about your new assignment at Vodafone?

Vodafone Business service (VBS), the enterprise arm of Vodafone India Ltd., was set up in 2007 targeting large MNC customers. Over the last few years, VBS has grown considerably in terms of product, processes and people capabilities, as well as the depth and breadth of customer segments and geographies we serve. We have mature account management processes addressing MNCs and large corporates, small and medium enterprise as well as the public sector and Government.

I am responsible for the Government business. The Government Sales vertical has been growing at a healthy pace. We have been able to leverage our Mobility expertise as well as Wireline connectivity across the country to deliver solutions for Government customers. We have been active in Education, Health and Agriculture space as well.

What is your observation of the government's 'Digital India' programme?

The earlier model of governance was based on G2C (Government to Citizen) model, but now the government is working towards the C2G (Citizen to Government) model, which is a step in the right direction. eGovernance is transitioning into mGovernance leveraging the omnipresence of mobile devices. As with businesses, the interactions between Government and Citizens are becoming a real-time two-way street.

As a global leader in Mobility and having worked with Governments in many parts of the world, Vodafone understands the e-Governance and m-Governance space deeply and is adequately poised to enable the 'Digital India' vision. We are looking forward to playing a larger

role in supporting state and central governments through smart solutions and smart governance. We can help leverage the power of the mobility platforms and can lead the transformation from e-Governance to m-Governance. Be it Internet of Things, mobile-based payments, location-based services or managed mobility – Vodafone can support it.

Globally, we have multiple use cases where we have supported government projects in terms of reducing costs and improving efficiencies. Back home in India, mGovernance-based citizen-impacting solutions aren't new to Vodafone and we have been active in the Education, Health and Agriculture space. We have a dedicated account management and service team in place for over a year now that caters to the central and state government's ICT needs.

Vodafone being a telecom major, what challenges and opportunities you see for yourself in the Digital India initiative?

Definitive strides are being taken by the government towards creating a better and more technologically advanced India with the citizen in mind. Digital India will be a catalyst for this transformation and we are extremely excited with the positivity that surrounds us today. There is an opportunity in front of us to make a difference to millions of lives. Vodafone has worked with government entities in overseas markets to deliver connectivity and solutions towards several such initiatives. These global solutions address areas as diverse as urban traffic management through network-enabled analytics, using smart devices to help increase police force productivity and smart metering for utility companies.

Vodafone will significantly expand the government's capacity to produce benefits and deliver outcomes for citizens, governments and businesses, and endeavours to be a steadfast partner in the government's efforts.

There is also a lot of conversation currently on creating Smart Cities. How does Vodafone connect with this concept?

Amongst other things, Smart Cities will leverage IT and Telecommunication infrastructure. A key element of the ecosystem would be 'connected homes and workplace' based on the Internet of Things. Vodafone is a market leader in M2M technology and we are constantly working towards meeting the newer and advanced M2M needs of our customers.

There will also be high bandwidth MPLS connectivity required to network enterprises as well as solutions around enterprise mobility, unified communications, cloud-based services and hosting services. VBS is actively engaged to bring our global best practices around these products and services to India.

Definitive strides are being taken by the government towards creating a better and more technologically-advanced India with the citizen in mind. Digital India will be a catalyst for this transformation and we are extremely excited with the positivity that surrounds us today

Initially, every initiative faces the challenge of adaptability. Do you feel comfortable dealing with the government ecosystem with regard to Digital India plan?

Being a global player we have experience of working successfully in different countries and having brought these same world-class practices to India makes it easier for us to adapt here.

Any recent government project that you have been associated with?

Vodafone's robust, cost-effective, round-the-clock, intelligent services have enabled applications and m-Governance solutions such as:

- Connected classrooms: Enhanced learning experience for over 50K students across 800+ low income schools in 11 states;
- Improving livelihood of women entrepreneurs: Mobile ERP App for 1500 rural women entrepreneurs to automate their Supply Chain Management;
- Partnering with the state to reduce infant mortality: Facilitating communication through Alerts and Voice Calls for health activists as a part of a State Govterment's health initiative;
- Ensuring cleaner water supply: Help municipal corporations track and monitor water quality; and
- Partnering government in civic Initiatives: Helping municipal corporation officials upload pictures and location of potholes; M2M-based intelligent street light and smart electricity meters.

Can you elaborate a little on Vodafone's Account Management initiative?

We have a team of account managers dedicated to serve the needs of our customers. They are constantly engaged with our customers to understand their business requirements and accordingly tailor solutions for their needs, in view of our customers' existing business processes and other operational challenges.

What are the Vodafone's future plans for India?

Today, we are leaders in Enterprise Mobility, ahead of competition by a fair distance. We would like to continue this dominance. We also plan to grow our fixed line business, which has seen traction in the recent years. Our business roadmap is also driven by innovative offerings that we are planning – we will continue to lead the market innovation in M2M, in which we are recognised as the No.1 communication service provider in the world. The upcoming launch of Cloud Marketplace would further enable us to become a total telecommunications provider. egov

Srini Rao, Director - Presales and Solutions, Hitachi Data Systems

‘Hitachi can Help Make Digital India Happen’

India is gradually becoming a land of e-opportunities, and with the advent of schemes like Digital India the country has got the final push, says **Srini Rao**. Excerpts from an interview with eGov Editor-in-Chief ***Dr Ravi Gupta***

How is Hitachi looking at Digital India, Smart Cities and IT in Railways that have been important announcements from the Indian government?

Digital India and other IT initiatives have definitely changed the overall mood of the citizens for the betterment of India. Once the new technology is implemented, it will accelerate the delivery of citizen services. These futuristic IT initiatives will surely change the technology landscape in the government sector. We are gearing up to participate in these IT projects and have already completed many projects across the world.

Our parent company has been collaborating with many governments and built smart city technologies. Though Hitachi Data Systems only relates to IT related technology infrastructure, it has a lot of expertise groups such as Hitachi Medical, Hitachi Transport Systems, Hitachi Semi-conductor, Hitachi Software and many more which converge together as a single Hitachi architecture.

For Digital India, there was a concept of Digital Locker that was proposed keeping in mind the important documents citizens carry with them for any private, public or government interaction. The government indicated towards a paperless office initiative for its offices, while we at Hitachi Data Systems have implemented similar kind of project with the Korean government. In Korea, we have digitised land records and provided digital locker services to individual citizens of Korea. We provide the digital space where citizens can store their documents to be referred to various organisations, instead of carrying the documents.

HITACHI
Inspire the Next

We are armed with exciting technology business propositions for the Digital India vision. The surveillance sector is also our strong focus area and we are participating in projects related to it. Extra efforts have been put in to ensure that newer technologies being developed in Japan percolate to India as well. We would like to leverage the entire ecosystem of technology deployment around the world in India.

What are the major challenges that you think will slow the implementation of IT in an ecosystem like that of India?

The biggest challenge is to make citizens aware of using these technologies to the best of its performance. Education at the ground level to execute these projects is important and just putting technology does not suffice. We have to make technology user friendly so that more people adopt and use these in their daily lives. It’s a small hurdle in the big path.

What IT initiatives have you taken in the government sector?

Hitachi Data Systems came very late in the government technologies sphere. We have been aggressive since the last two years and have been putting technologies in lot of e-Governance projects. We have been there in the entire IT infrastructure stack deployed by NIC, especially in the information management and information storage sector. We have made in-roads in the state governments where today we have deployed close to 13 state data centres without storage technologies, where there is a single storage pull across data centres. We implement business continuity solutions to the National Data Centre as well, so that there is data protection for the business continuity solutions which is generated within the state government. Every state has lot of projects and these are hosted in State Data Centres (SDCs), but how do you find this data and offer protection and recovery of data, we bridge this gap through our product offerings. So, we have been part of the journey and will see more of participation in the new thought-process and approach of the government going forward.

How would you position India among Asian countries, in the growth and adoption of IT?

It is unfair to compare India with other Asian countries such as Malaysia and Singapore who are smaller in scale of operations that makes it much easier to implement and control e-Governance projects. India is much bigger and more complex than most of the Asian countries and that is where the challenge lies. Previously, we could not implement the newer technologies and innovations where the citizens can be benefitted from. However, we have now a robust IT platform and a support of the government to drive these initiatives in India. Therefore, we have all the elements to make a strong start and reach the dream of a Digital India.

What are the focus technologies that you are targeting for the government sector?

We have targeted two technologies, one is that of digital locker, second is that of surveillance, other than these two we are already there in some projects. Surveillance is not just about capturing images and archiving them, one needs to do data analysis on the facial aspects as well and that's where we need to play a bigger role.

We are also playing a major role in the core infrastructure and have lots of monorail and metro rail technologies. We can play a major role in smart and intelligent technologies. Other IT infrastructure within the railways which includes signal is also under consideration. Apart from these, we can also work extensively in water treatment as well. So, all the appropriate technologies that are applicable for smart city projects are included under one umbrella group.

Previously, we could not implement the newer technologies and innovations Which the citizens can benefit from. However, we have now a robust IT platform and a support of the government to drive these initiatives in India. Therefore, we have all the elements to make a strong start and reach the dream of a Digital India

Business process re-engineering has emerged as a key need for the success of IT projects, please share your views on that?

Of course, that is an area of improvement, and the new government already has well-structured processes for vendors and companies to come on board and work in partnership on various projects for optimum project completion and business outcomes.

Is there sufficient budget allocation for IT by the government?

Yes, we are seeing opening up of many new investments that had been locked in the past such as defense, open up to bids. This is good news for us. This is the beginning and the momentum is sure to pick up with time. We are optimistic about the funds allocated and importance given to IT in budgets. It's all about how well these funds are used by the time these benefits reach the citizens.

Connecting People for Effective Governance

We are committed towards bridging the gaps which inhibited the true realisation of Unified Video Collaboration in the government sector, says **Amit Chowdry** in an interview with ENN

What are the growth expectations of the company this year?

PeopleLink is spearheading its operations and presence globally. We aim to strengthen our presence in both, direct / partner led engagements from 25 countries today to 180 countries in next 3 years. We are in the process of expanding our solution portfolio globally and are entering into strategic agreements with various telcos for our cloud based / hosted offerings and end users for customised video enabled integrations to achieve a pervasive WebRTC offering. Our next major go to market strategy involves us partnering with large Global System Integrations (SIs) and Partners.

Tell us about a key product that you expect will do well and why?

PeopleLink has its flagship product called HDVC, which is head turner for businesses to benefit from our offerings by mitigating their current challenges which are causing them to limit their adoption of video collaboration due to several reasons like exuberant technology / operating costs, compulsion of opting for a single vendor and requirement for a huge rack space for installing separate equipment for each feature (Example – Gateways, Recording Servers and MCUs etc).

What are your expectations with the new government?

The new Government is pro technology having a major focus on communication. The Government has well accomplished the need of communication to reach out to the remotest Indian citizen across the globe. Their imperatives are very positive towards the use of technology in order to have a well collaborated population. The Government today is having all their major meetings over various forms of video conferencing for minimising their operating costs spent on travelling.

Amit Chowdry, CEO, PeopleLink

Case Study

Andhra Pradesh State Road Transport Corporation (APSRTC) is one of the India's leading road transport commission serving thousands of people daily. APSRTC is being a high quality service provider in executing effective road transport across all the corners of Andhra Pradesh. APSRTC wanted to connect its depots some of which are in rural areas with extremely low bandwidths. APSRTC conducts Management level meetings across all locations for discussing revenue generated throughout the day from a particular depot, regarding the new bus routes in their particular region, How to improve the service to the common people, etc. Depot Managers are now able to interact with the Head Office officials and other depot managers on a daily basis for Trainings / Daily accounts / etc. At few depots where bus services are not available or require more no of buses in their regions, they can directly approach the HO officials through Video conference.

With their initiatives and policies like Adarsh Gram Yojana, PeopleLink is confident in being a part of this Nobel cause, as our capabilities to connect at low bandwidths with minimal infrastructure shall be the key towards their success.

How do you sync with the vision of Digital India announced with the government?

The Government of India has a detailed Digital India vision for the country, which is supported on nine pillars. In the next five years, the entire infrastructure shall have a major growth strategy. PeopleLink which comes with a very vast experience of implementing some of the very complex projects in the field of remote / virtual education and tele-medicine will go hand in hand with the government's vision. The entire concept of Digital India is supported on the foundation of technologically connecting the remotest of the areas, collaborating with them for an inclusive growth of all.

FACE TO FACE

Scanning Solutions to Promote Digitisation

Digitisation is at nascent stage in India and will keep on growing in the next 4-5 years as increasing number of verticals are eventually realising the need and importance of scanning and preservation of documents, says **Jaspreet Singh** in an interaction with ENN's ***Ritika Bisht***

How does Canon India's vision is aligned with the PM's vision of 'Digital India'?

Speaking of Digital India, today to obtain a passport the documents required are scanned and uploaded online; and the enabler of this ease is the scanner. The scanner market is evolving for the past many years and is still growing. So, Canon being the technology and imaging leader is very focussed and poised towards the Digital India initiative.

Paperless offices are a part of the Digital India initiative, however going completely paperless is not possible. We have to find an alternate solution which could reduce the usage of paper. The purpose of digitisation is not only to create a paperless environment but also to preserve documents and make them accessible.

How are you helping your clients to achieve digitisation?

Canon recently launched a product for the government for the scanning of old and fragile legal documents. Keeping the delicate nature of the document in mind, the product has a legal size flatbed along with ADF (Auto Document Feeder) for scanning.

About a year ago, Canon launched the P-201, which is a portable scanner weighing just 550 grams and it can be carried anywhere. Devices like the P-201 come handy in situations where scanning is a requirement for masses, like the Prime Minister's Jan Dhan Yojana. The portable scanner can be carried along with a laptop; the documents can be scanned and uploaded instantly, at the customer's home itself, thus saving time.

Jaspreet Singh,
Senior Manager, Sales & Marketing
IMS, Canon India

What sets you apart from your rivals?

Canon provides value to its customers, by giving them not just a product but end-to-end digitisation solutions as well. By end-to-end, we mean that starting from scanning document the product would then be able to archive the same. Thus, we provide archival as well as retrieval solutions.

We provide the customer with latest technology which is easy to use, fulfils their requirements and finally give good support.

As a global business player, what problems do you face operating in India? Do you think the environment is conducive for doing business here?

In India, the digitisation requirement is growing. Right now, priority is digitisation and people want to know how they can move ahead with digitisation. Events like e-India are an initiative which can be utilised to educate partners or customers in telling them why digitisation is important for an organisation.

I really appreciate the fact that in government departments people have really started with focussing their attention on digitisation, be it any vertical. Digitisation has taken front seat and it is happening across India.

Any new product launch that we can expect from Canon.

Last month, we introduced many new products like the high speed departmental level A4 scanner which can scan up to 60 pages /minute; we launched another scanner in A3 size which also scans 60 pages /minute. For the banking vertical, we launched CR- 135i UV which is the sought after UV Cheque scanner. We introduced this product because of the compliance that cheque should be UV scanned. With all these new products, we provide end-to-end solutions to every department.

With all the talks about digitisation, where do you see the future of printing?

Scanning and printing go hand in - hand and thus are inseparable. People do not have to carry the documents all the time but still they have to print. Even with digitisation, people will keep on printing but the purpose of Digital India is to preserve and increase the life of the document.

Digitisation in next 4-5 years will become one of the key areas which will become the focus of all verticals and especially the government. India has just embarked on this mission and we have a long way to go.

From Paper to Paperless Transactions

Following the launchof Digital India initiative backed by Prime Minister Narendra Modi, My Mobile Payments Limited aims to be a part of it by focusing on its vision to achieve paperless transactions throughout the country, tells **Shashank Joshi** in an interaction with ENN's ***Ritika Bisht***

Money-on-Mobile provides mobile phone users flexibility to move their funds. Does My Mobile Payments Limited have plans to further accelerate its vision of 'simplifying payments'?

We are starting with domestic remittance, wherein even if you do not have the wallet and you wish to send the money to somebody you can still send it through cash into bank account. The customer can give an amount to our retailer and the retailer in turn sends it to the designated bank account.

Today everything is going digital, so, we decided to introduce multi-lingual applications and as a result our app today is available in 11 languages. Our motive was to eradicate English as a language barrier for undertaking the transactions. Individual should be able to access and use the application in his/her local language.

While initiating My Mobile Payments Limited (MMPL) in June 2010, what challenges did you face with regard to rules and regulations?

My Mobile Payments Limited did not face any problems regarding the rules and regulations of the government. The government was cooperative and all along the journey they had a positive outlook towards our vision. Moreover, Reserve Bank of India has given a push to convert paper transaction to paperless transaction. The regulatory body has been cooperative and from our end, we have been able to comply with all the said regulations.

Shashank Joshi
MD, My Mobile Payments Limited

A majority of our population is still used to the paper receipt as the final receipt. We need to leave behind this practice to bring in digitisation

The government has embarked on the Digital India mission in a big way. Do you see any role for yourself in this scheme of things?

Our primary vision is to go paperless and in pursuit of this vision we will be contributing to the Digital India mission.

A majority of our population is still used to the paper receipt as the final receipt. We need to leave behind this practice bring in digitisation. But the good thing is government has shown a lot of interest in such matters as now even at airports, the authorities are accepting e-tickets that passengers get on their mail IDs. Similar is the case while travelling through Indian railways. Thus, everything is changing and we would be able to achieve our vision of going completely paperless very soon.

How does MMPL relate to the Prime Minister's Jan Dhan Yojana programme?

For Jan Dhan Yojana programme, we are trying to bring 'mobile ATM' in which we will take this mobile ATM to every railway station, open bank account and give customer the option to withdraw cash from the ATM. Through this system, we will creating a lot of beneficiaries and that will contribute to the Prime Minister's financial inclusion initiative.

What strategies and plans do you have for further expansion of MMPL in Indian market?

We are launching 'Merchant Payment' very soon. I believe in a few months time customers will be able to pay for their daily supplies, milk, eggs, breads and other things, from their mobile phones to the merchant.

I always believed that mobile phones can be turned into a financial instrument which can help customers to use services like Merchant Payment. With the boom of low price range smart phones in India, more and more customers are carrying mobile phones including the rural population, which would come in handy in availing the benefits of mobile payment mode.

Ready for Digital India Challenge

Drops make the ocean, they say. Similarly, it is individual vows that will add up to fulfil the Digital India vision. We called upon some key stakeholders both in government and corporate world to make their pledge towards the cherished vision. Hope those inspire you to make your own

PLEDGE TO SUPPORT DIGITAL INDIA

Gaurav Dwivedi, CEO, MyGov, DeitY, Government of India

As MyGov CEO, I will ensure that discussions in the Digital India group on MyGov are always active, and all departments are facilitated in obtaining citizen participation and feedback for effective decision making. We are in constant contact with all departments and ideating on how MyGov can better contribute to Digital India even beyond the facilitation of discussions, tasks and contests.

Dr Neena Pahuja, Director General, ERNET

ERNET India takes pledge to use its ICT experience to participate proactively, ideate inclusively and apply innovatively to the Digital India campaign.

Dr A K Balyan, Managing Director & CEO, Petronet LNG Ltd

We pledge to strongly support the digitisation drive of the Government. Digital India programme will help weave the entire nation into one unit, and all the policies will be more useful when we have a digitised India.

Renu Budhiraja, Sr Director & Head of SDC, DeitY (MC&IT), Govt of India

I will strive through various initiatives, aimed at demand-based infrastructure setup and process reforms, to contribute to building Digital Infrastructure as a Utility to Every Citizen. I strongly believe that this is one of the key pillars of Digital India initiative, which coupled with process reforms, will ensure integrated information and knowledge society that will touch the life of any class, age and geography.

Ajay Chagti, Addl Secretary-IT, Government of NCT of Delhi

I pledge to see that the steps are taken for getting initial buy-in from all important stakeholders, Government Process Re-engineering (including forms simplification / reduction), creating online databases, online applications and tracking, improving interface between departments, creation of online repositories for all government documents / certificates etc., integration of services and platforms (UIDAI, Payment Gateway, Mobile Platform), e-Office and use of IT to automate, respond and analyse data to identify and resolve grievances.

Tarun Seth, MD, Hitachi Systems Micro Clinic

I pledge to support 'Digital India' programme by creating congresses and societies about innovative technologies across all verticals through our pan India presence by leveraging advent of technology such as VoiP, cloud, mobile and analytics. We look forward to adopt digitisation in a big way in both our personal and professional lives.

Ready for Digital India challenge

Be it cyber threats or creation of knowledge infrastructure, Cyberoam is equipped for everything and will remain committed to the government's Digital India mission, asserts **Sunil Sharma** in an interaction with ENN

Sunil Sharma, VP Sales & Operations, India & SAARC, Cyberoam

Share your thoughts on PM's Digital India vision and Cyberoam's possible role in it.

The Digital India project is an ambitious e-Governance initiative and puts forth a broad agenda to take digital revolution to the masses. It is clearly aimed to drive inclusive growth by improving socio-economic profile of millions with ICT means. Cyberoam remains a committed partner to the government and shall pledge all required support for the success of the campaign.

We have been providing security and networking expertise to PSUs, defence and other government infrastructures. In a nutshell, while Digital India mission is a catalyst of ICT-driven knowledge, our job is to ensure that infrastructure and digital platforms remain secure from risks and threats, thereby ensuring holistic and uninterrupted progress of the Digital India mission.

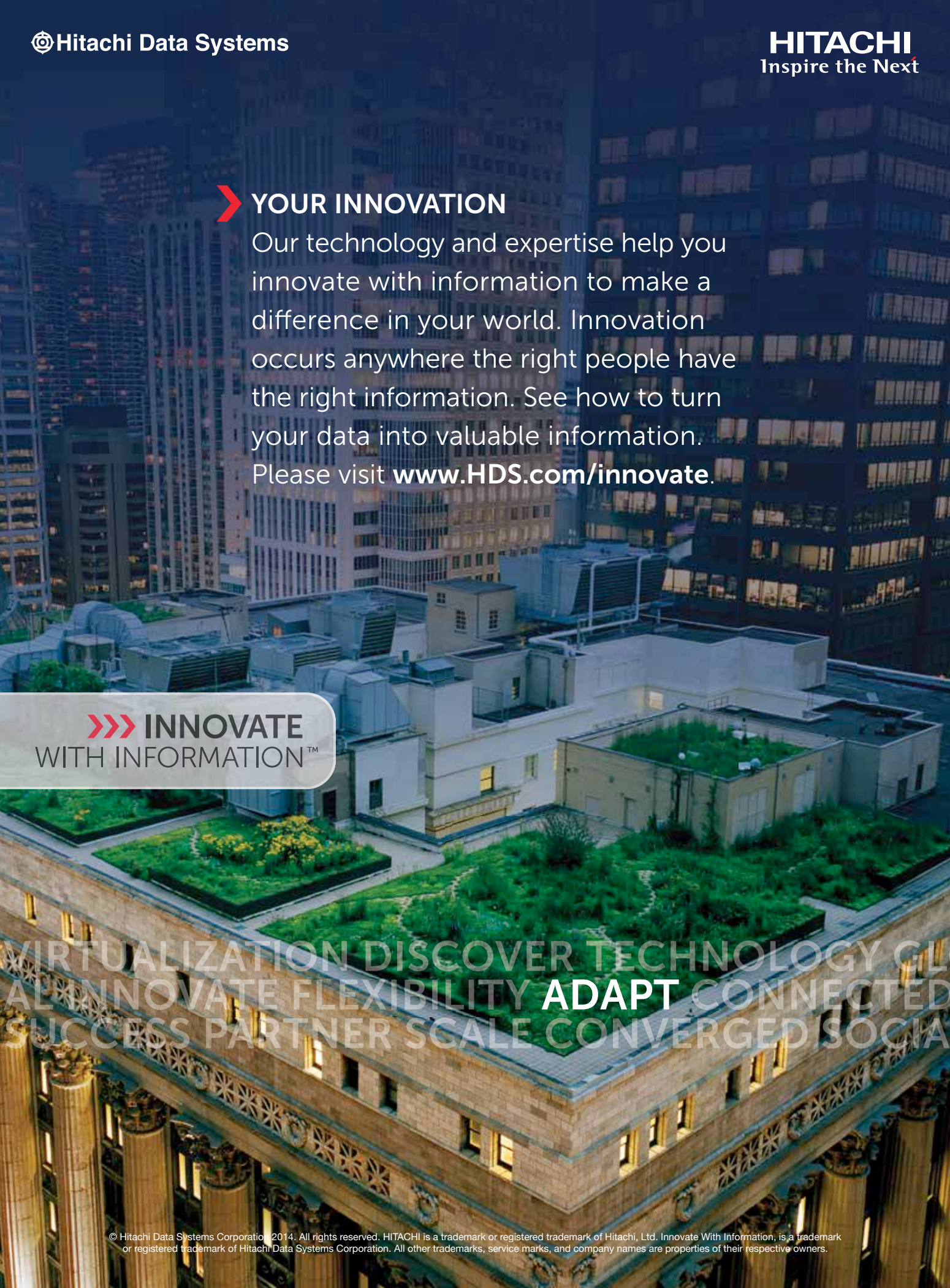
How can the government work hand-in-hand with private firms to realise the Digital India vision?

Digital India vision is a drive that is designed on a massive scale and is aimed to reach millions, to bridge the digital divide. Just like any other mass campaign, this initiative also requires a format similar to PPP model. The government can facilitate mission objectives, directions and means, while the private participants and partners can collaborate effectively to ensure better awareness, implementation and reach of the campaign. Working collectively indeed holds the key.

Digital network has challenges like insider threats, malware, hacker and other network attacks. How does Cyberoam plan to counter those challenges?

Cyberoam brings proven leadership in devising innovative security that not only helps in the changing threat landscape, but also remains in tandem with business and IT goals. Moreover, our focus is not limited to products alone. Cyberoam also has the distinction for creating compelling knowledge and training infrastructure in network and IT security. We are committed to bridge the skills gap, too. Increasing the outreach of digital tools, digital learning and digital infrastructure requires that security be given its due role. This is where, we see a bigger role and great contribution, which includes extending our expertise for cyber threats and risk mitigation.

We have been providing security and networking expertise to PSUs, defence and other government infrastructures. In a nutshell, while Digital India mission is a catalyst of ICT-driven knowledge, our job is to ensure that infrastructure and digital platforms remain secure from risks and threats, thereby ensuring holistic and uninterrupted progress of the Digital India mission



© Hitachi Data Systems Corporation 2014. All rights reserved. HITACHI is a trademark or registered trademark of Hitachi, Ltd. Innovate With Information, is a trademark or registered trademark of Hitachi Data Systems Corporation. All other trademarks, service marks, and company names are properties of their respective owners.

RNI NO - UPENG\2008\25234

UP/GBD - 71/2012-2014

#eINDIA2014

Celebrating 10th Year of eINDIA

10 eINDIA
INDIA'S PREMIER ICT EVENT
Years ANNIVERSARY

eindia.eletsonline.com

Powered By

the Banking & Finance Post
bfsi.eletsonline.com

digitalLEARNING
digitallearning.eletsonline.com

e-gov
egov.eletsonline.com

eHEALTH
ehealtheletsonline.com

elets Events

UPCOMING EVENTS 2014-15

eHEALTH Healthcare LEADERS' FORUM

December 2014, Chandigarh

Uttar Pradesh Land Of Unlimited Potential

January 2015, Lucknow

digital LEARNING SCHOOL LEADERSHIP SUMMIT 2014

January 2015, Delhi

the Banking & Finance Summit

January 2015, Mumbai

elets ई बिहार

February 2015, Patna

elets Knowledge Exchange GOA

February 2015, Goa

6th Annual elets Secure IT 2015 Information Safety & Citizen Security

March 2015, New Delhi

digitalLEARNING Education Investment Summit

March 2015, New Delhi

events.eletsonline.com

Invest in continuous connectivity. See your business scale new heights.

Choose Vodafone's Total Communication Solutions

Vodafone Business Services

To know more,
visit www.vodafone.in/business
or call 1800 123 123 123

Vodafone
Power to you

Towards New-age Kerala

Starting his political career with Kerala Students Union, which he served as President from 1967 to 1969, **Shri Oommen Chandy** is now a 10-time legislator and currently serving his second term as the 21st Chief Minister of the State of Kerala. Prior to being sworn in as the Chief Minister first time in 2004, he was also part of four different governments holding diverse portfolios, apart from holding several constitutional positions.

In a conversation with eGov Editor-in-Chief, *Dr Ravi Gupta* and *Kartik Sharma* & *Nayana Singh* of Elets News Network, the septuagenarian politician reflects on the strides Kerala has made vis-à-vis development, mistakes that previous governments made with regard to ignoring the power of IT and the measures initiated to offset losses from follies of the past

Shri Oommen Chandy, Hon'ble Chief Minister, Kerala

Tell us about the state of overall development in Kerala and the pace of infrastructure creation.

Our investment is very low that leads to unemployment and lots of development issues. This time round, we are putting thrust on social sectors like education and health to keep up the pace of development. We are also giving due importance to infrastructure development. The upcoming Kannur International Airport will be the forth international airport in a small state like ours. Kochi Metro will be another feather in the cap of the state. We have acquired almost 55 percent of the required land for the Metro project. Then, there is Millennium port – a dream project of Kerala, which will be getting final clearance in the days to come. We want to commence actual construction work early next year. We had also been planning Monorail for Thiruvananthapuram and Kozhikode, but some feasibility issues cropped up. So, we have

shifted to light metro now. The Detailed Project Report (DPR) is ready and plan approved, and the Cabinet will clear the project for the two important cities soon.

Coming to strengthening the national highway network in the state, the main problem is land acquisition. Land is very scarce and costly. Some people are not happy as they demand more, which is too costly for the state. So, we have worked out a different plan for acquiring land for the expansion of national highways. In short, we have commenced infrastructure development in Kerala in a big way.

Kerala has a large number of expatriates. Do you have any plan to retain the local talent?

In Kerala, youngsters have not been very keen entrepreneurs traditionally. They either go for degrees to get government jobs or seek visa to go abroad. But of late, we are witnessing a shift in the attitude of youngsters in the state. In September 2012, the Prime Minister unveiled the student-entrepreneurship policy and launched "Emerging Kerala" project. I also pushed the student-entrepreneurship policy with a view to turning them into job-creators instead of jobseekers. The response was very encouraging, especially in the second year of the policy. We convened a big summit on September 12, 2014, named "Young Entrepreneurship Summit" (YES) and it was a great success. It was attended by some 4,500 delegates as against our expectations of 2,500. A new trend is here, and we are encouraging the startups.

Can you tell us something about the IT parks in the state?

Thiruvananthapuram Techno Park is best not only in India but in whole of Asia. As this Techno Park is full, we are planning another techno park city here. An info park in Ernakulam and a cyber park in Kozhikode are already under way. A smart city is also coming up, and a Dubai company has been provided 256 acres of land. The first stage of smart city is to be inaugurated in March 2015. We are fully satisfied from changes taking place in the development arena.

What about healthcare facilities in the state?

Literacy in the state is cent-per-cent and there is no starvation. However, according to our assessment, healthcare is one of the most important issues in today's Kerala, as a large number of people require government assistance in this area. Although world-class healthcare facilities are available in Kerala, owing to financial problems, those are not available to everyone. A large number of families are yet to get access to health services in the state. So, we are planning a host of healthcare programmes. When we came to power in 2011, there were only five government medical colleges. We have decided to set up government medical colleges in all the 16 districts of the state. We intend to provide free healthcare services to the common people, including free medicines and other facilities.

Q Healthcare is one of the most important issues in today's Kerala... So, we are planning a host of healthcare programmes. We intend to provide free healthcare services to the common people, including free medicines

How do you think IT can help improve governance in Kerala?

We lost lot many opportunities to develop IT network in the state, as since the 1980s, CPM opposed computerisation. They said computer is enemy of the youth. And, it was the time when other states excelled in computerisation and IT sector. We top the literacy and education chart, but we are amongst the last in terms of introduction of IT in different sectors. That's why, now we are keen to develop the IT sector. We lost our chances in the past, but we will make it up through expeditious implementation of e-governance in Kerala. The Government of India has decided to make 50 districts of India e-districts, and among those 50 are 14 districts of the state. We are giving adequate importance to e-governance to ensure better delivery of citizen services. Akshaya service, first started in Kerala, is a model to the country. People living in villages are also getting excellent services…we want to take it forward.

You are also directly looking after Science & Technology Department in the state. What are the notable interventions in these areas?

The Science & Technology Department in Kerala was established in 1972. Over the last three years, the department has added four premier institutions. To strengthen education and research in Basic Sciences, a new institution, Srinivas Ramanuja Institute of Basic Sciences (SRIBS), has been established at Kottayam. This is modeled on the lines of Tata Institute of Fundamental Research. For felicitating technology transfer, in collaboration with Science & Technology Department, Government of India, the State Centre Resource Institute of Partnerships in Technology (SCRIPT) started functioning in Thiruvananthapuram. To add value addition to the costly mineral sands of Kerala, a Research & Development Institution, namely Critical Minerals Research Institute (KSCAT), was established for felicitating education, empowerment and employability of differently-abled people, particularly the blind and visually challenged. egov