

# An Overview of Common Service Centre with Special Reference to Mizoram

Dr.C.Vanlalkulhpuia

Assistant Professor,

Department of Management

Pachhunga University College: Mizoram University.

## 1.1 Introduction

The Ministry of Communication and Information Technology approached the International Telecommunications Union with a request to independently assess the impact of one of its flagship programmes under the National e-Governance Plan, the Common Services Centres, with a view to strengthen its outreach to citizens and to improve its efficiency by bringing about mid-course corrections

The Government of India started the Common Service Centre Scheme. This was done as part of the National E-Governance Plan Scheme. It aims to provide G2C (Government to Citizen) and B2C (Business to Citizens) services to citizens right at their home under Bharat Nirman.

As per this scheme, the budget has been allocated to 100,000 Common Service Centres in rural areas and 10000 CSC in Urban India. High quality and cost effective e-governance Services are the main cornerstones of this scheme.

The above-mentioned scheme is implemented in PPP (Public Private Partnership) Framework.

## 2.1 Objective of study

The present study has the following objectives

1. To highlight the objectives and functions of common service centre (CSC)
2. To improve awareness about the common service centre to the people in the state
3. To highlights the problem faced by the common service centre in the state
4. To study about the profile of the selected respondents

### 3.1 Methodology

The present study is based on secondary data. The secondary data was collected from the reports highlight in the government website and observed from the owner of the common service center. The information was collected through telephone and online technology.

#### 4.1 Common Service Centre: An Overview

Common Service Centre (CSC) was started in 16 July, 2009, by the Ministry of Electronic and Information Technology, Government of India. The CSC is a strategic cornerstone of the National e-Governance Plan (NeGP), approved by the Government in May 2006, as part of its commitment in the National Common Minimum Programme to introduce e-governance on a massive scale.

##### 4.1.1 Objectives

Some of the major attributes of this scheme are as under the following

- i. Emphasis on entrepreneurship in rural areas
- ii. Offering services to the private sector as well
- iii. Community needs are given special importance
- iv. Playing an important role in the development of rural India and offering livelihoods
- v. Offers to act as an agent to numerous Government and Non- Government services
- vi. One-stop solution for various G2C and B2C Services.

One CSC will cover 6 villages, which is approximately 6,00,000 villages in India.

##### 4.1.2 Structure

The PPP model will be based on 3- tier structure-

- i. The State Designed Authority will be responsible for managing and implementing the CSC services across the state.
- ii. The Service Center Agency (SCA) under the guidance of the owner of CSC will set up the CSC and will also decide the locations for Common Service Centre. This will play a role in promoting the CSC in rural area through numerous promotion campaigns, which will be carried out at the state or local level. The SCA is accountable for the 500-1000 CSCs operating under him.

- iii. The Village Level Entrepreneur is the CSC Operator. 6 Villages will fall under him.

CSC offers numerous utility payments, health check services for the betterment of the citizens. It aims to make life simple and hassle-free.

List of Services (In Detail)

### **1. Government to Consumer (G2C)**

Under this, the following services are covered:

- i. Insurance Services
- ii. Passport Services
- iii. Premium Collection Services of Insurance Companies like LIC, SBI, ICICI Prudential, AVIVA DHFL and Others
- iv. E-Nagrik & E- District Services {Birth/ Death Certificate etc. }
- v. Pension Services
- vi. NIOS Registration
- vii. Apollo Telemedicine
- viii. NIELIT Services
- ix. Aadhar Printing and Enrollment
- x. PAN Card
- xi. Electoral Services
- xii. E-Courts and Results Services
- xiii. State Electricity and Water Bill Collection Services
- xiv. IHHL Project of MoUD (Swachh Bharat)
- xv. Digitize India
- xvi. CyberGram
- xvii. Services of Department of Post

### **2. Business to Consumer (B2C)**

Under this, the following services are covered:

- i. Online Cricket Course
- ii. IRCTC, Air and Bus Ticket Services
- iii. Mobile and DTH Recharge
- iv. English Speaking Course

- v. E-Commerce Sales (Book, Electronics, Households Items, etc.)
- vi. Agriculture Services
- vii. CSC Bazaar
- viii. E-Learning

### **3. Business to Business (B2B)**

Under this, the following services are covered:

- i. Market Research
- ii. Rural BPO (Data Collection, Digitalization of Data)

### **4. Educational Services**

Under this, the following services are covered:

- i. Adult Literacy-** Through this service, reading, writing, speaking, and listening services will be offered through TARA Akshar+
- ii. IGNOU Services-** Students Admission, information about courses being offered, Examination Application Form, Results declaration, etc. services will be provided by CSC.
- iii. Digital Literacy-** Through this service, computer courses that enhance the IT skills of ASHA and Anganwadi Workers and authorized Ration Card Holder will be encouraged. There will be Investor Awareness Programmes, and NABARD Financial Literacy Programme as well.
- iv. MKCL Services-** the Maharashtra Knowledge Corporation Limited (MKCL) through online mode will offer various vocational and technical courses.
- v. NIELIT Services-** Online Registration/ Fee Collection, Online Examination Form submission and printing of examination.
- vi. NIOS Services-** Open Schooling in Rural Areas, Registration of Students, Payment of Examination Fees, and Declaration of Results will be encouraged through the NIOS service.

### **5. Financial Inclusion**

Under this, the following services are covered:

- i. Banking-** Numerous banking services like Deposit, Withdrawal, Balance Enquiry, Statement of Accounts, Recurring Deposit Accounts, Overdraft, Retail Loan, General Purpose Credit Card, Kisan Credit Card, Credit Facilities to Borrower will be made available through CSC in the rural areas. It has tied up with nearly 42 public, private services sector and regional rural banks.

- ii. **Insurance-** CSC will also offer insurance services through the Authorized Village Level Entrepreneur (VLE). Some special features include Life Insurance, Health Insurance, Crop Insurance, Personal Accident, and Motor Insurance.
- iii. **Pension-** National Pension System in Rural and Semi-Urban Areas are promoted through the opening of Tier 1 and Tier 2 Accounts, Deposit Contribution, etc.

## 6. Other Services

Under this, the following services are covered:

- i. **Agriculture-** After the Farmer registration is done, they will receive expert advice on Weather Information, Soil Information.
- ii. **Recruitment-** Notification for Recruitment in Indian Navy, Indian Army, and Indian Air Force is shared with the citizens in order to give them an opportunity to join the armed forces.
- iii. **Income Tax Filing-** Income Tax Returns can also be filed through CSC. VLE Manual is available in both language English and Hindi.

### 5.1 Common Service Centre in Mizoram

The CSC Scheme, as approved by the Government of India, envisions CSCs as the front-end delivery points for Government, private and social sector services to rural citizens of India, in an integrated manner. The objective is to develop a platform that can enable Government, private and social sector organization to align their social and commercial goals for the benefit of the rural population in the remotest corners of the country through a combination of IT-based as well as non-IT-based services.

Thus, the CSCs cannot be seen as mere service delivery points in rural India. The CSC is positioned as a Change Agent - that would promote rural entrepreneurship, build rural capacities and livelihoods, enable community participation and collective action for social change - through a bottom-up model with focus on the rural citizen.

There will be 136 CSC spreading in all the 8 districts of Mizoram and all 136 CSCs has been roll-out 136 VSAT to be installed at each CSC location.

## 6.1 Result and Discussion

Various services have been provided by CSC in Mizoram State. Rural people can easily visit any CSC for any service like Aadhar Card Registration, Aadhar Enrollment, E-Aadhar Letter Download & Print, various insurance services, Passport, LIC, E-Nagrik & E- District Services like Birth & Death Certificate in Mizoram. The other services also may be provided like Ration Card Application Form, Pension, NIOS Registration, PAN Card etc. at rural or Local CSC Center in Mizoram State.

### 6.1.1 Problems faced by CSC in Mizoram

The present study found the different problems faced by the Common Service Centre (CSC) in Mizoram.

Lack of connectivity and power supply were seen as the major bottlenecks in the sustainability of the common service centers. Other issues highlighted by the VLEs were the inadequate road infrastructure, lack of VLE skill and non-maintenance of hardware. Mizoram is one of the four tribal majority states of North Eastern Region, more than 60% of population is settled in rural areas and the state is hilly region and road connectivity is very poor. Most of the rural people do not have good connectivity based on transport and communication services in the state. The terrain is hilly making cable as well as wireless connectivity costly. The electricity supply is poor resulting in severe challenges for running cell phone towers. Due to lack of uninterrupted power supply VLEs are forced to match their working hours in a week with the availability of power. The SCA had not provided any power back up facility to tackle this problem.

### 7.1 Conclusion

CSCs are the one stop solution for providing various government services in rural India through government supported kiosks and are driven by educated rural entrepreneurs called as VLEs. The above data analysis (from A to Y of section IV) shows various facts regarding the day to day challenges faced by the CSC owners and it also highlights some positive aspects of the CSC business.

### References

Ebad, Ryhan (2015), 'Implementation of Common Service Centre Project in India: A Case Study of Zoom Developers Private Limited', International Journal of Business Research and Development ISSN 1929-0977 | Vol. 4 No. 1, pp. 25-32

Rajanish Dass & Atashi Bhattacharjee (2011), 'Status of Common Service Center Program in India: Issues, Challenges and Emerging Practices for Rollout', INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD INDIA, W.P. No. 2011-02-03.

Basheerhamad Shadrach & Sameer Sharma (2013), 'Impact Assessment of Indian Common Services Centres Prepared for the Ministry of Communication and Information Technology Government of India', 2013

"AREA AND POPULATION - Statistical Year Book India 2017 | Ministry of Statistics and Program Implementation | Government Of India". [www.mospi.gov.in](http://www.mospi.gov.in). Retrieved 9 February 2020.