

## About CSC Scheme

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.

The CSCs would provide high quality and cost-effective video, voice and data content and services, in the areas of e-governance, education, health, telemedicine, entertainment as well as other private services. A highlight of the CSCs is that it will offer web-enabled e-governance services in rural areas, including application forms, certificates, and utility payments such as electricity, telephone and water bills.

In addition to the universe of G2C services, the CSC Guidelines envisage a wide variety of content and services that could be offered as listed below:

- a) Agriculture Services (Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries, Veterinary)
- b) Education & Training Services (School, College, Vocational Education, Employment, etc.)
- c) Health Services (Telemedicine, Health Check-ups, Medicines)
- d) Rural Banking & Insurance Services (Micro-credit, Loans, Insurance)
- e) Entertainment Services (Movies, Television)
- f) Utility Services (Bill Payments, Online bookings)
- g) Commercial Services (DTP, Printing, Internet Browsing, Village level BPO).

The Scheme creates a conducive environment for the private sector and NGOs to play an active role in implementation of the CSC Scheme, thereby becoming a partner of the government in development of rural India. The PPP model of the CSC scheme envisages a 3-tier structure consisting of the CSC operator (called Village Level Entrepreneur or VLE); the Service Centre Agency (SCA), that will be responsible for a division of 500-1000 CSCs; and a State Designated Agency (SDA) identified by the State Government responsible for managing the implementation in the entire State.

### Implementation through Public Private Partnership (PPP)

The PPP model of the CSC scheme envisages a 3-tier structure consisting of the CSC operator (called Village Level Entrepreneur or VLE); the Service Centre Agency (SCA), that will be responsible for covering a group of districts in a state; and a State Designated Agency (SDA) identified by the State Government responsible for managing the implementation over the entire State

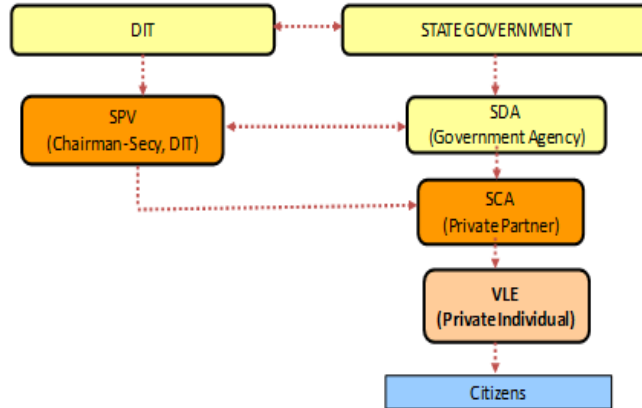


Figure 1: Implementation framework of the CSC Scheme

### The Village Level Entrepreneur (VLE):

The VLE is the key to the success of the CSC operations. While content and services are important, it is the VLE's entrepreneurial ability that would ensure CSC sustainability. A good VLE would not be one who has financial muscle only, but somebody who has entrepreneurial traits, strong social commitment as well as respect within the community. The quality of service at the CSCs would be as effective as the quality of VLEs running them. Selection and proper training of the VLE therefore would play a vital role in making the CSC a success.

### Exhibit : The PPP Framework

