

**CSI Nihilent e-Governance Awards – 2012-13**  
**Expression of Interest form**

# **MeeSeva**

**A Citizen-Friendly G2C Delivery  
System**



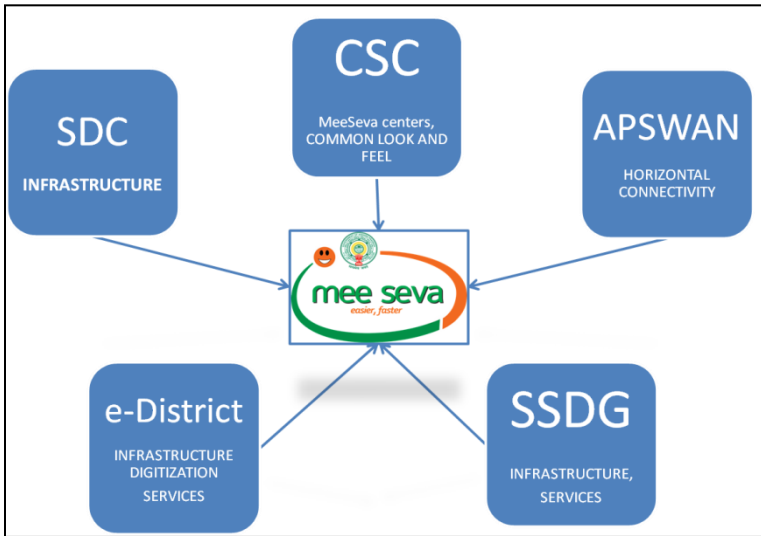
**Department of Information Technology and  
Communications,  
Government of Andhra Pradesh  
Hyderabad, A.P**

Section I. Title of the e-Government initiative being nominated	
1.	<b>Contact information</b>
	Name
	Mr. Sanjay Jaju, IAS
	Designation
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	Phone
	040-23456401
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	9849132344
2.	Please furnish the name, designation, email and Phone contact details of the NOMINATING AUTHORITY on whose behalf this Expression of Interest form is being filed
	Name
	Mr. Sanjay Jaju, IAS
	Designation
	Secretary, Information Technology & Communications Department, Government of Andhra Pradesh
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	Address
	Information Technology & Communications Department, Secretariat, Government of Andhra Pradesh, Room No 431A, D-Block, 3rd Floor, Secretariat, Hyderabad – 500022.
	Phone
	040-23456401
	Fax
	040-23450103
	Mobile
	9849132344
3.	Are you authorised to nominate the e-Government initiative?
	Yes
Section II. Project specific general information	
4.	Category of the e-Gov initiative [Select the one that is applicable] (a) G2C (b) G2B (c) G2G (d) Other [Elaborate]
	G2C & G2B

5. Description of the initiative  
 [Please try and restrict the description to about 250 words]

“MeeSeva” in Telugu means, ‘At your service’, i.e. service to citizens. This is a ‘good governance’ initiative that incorporates the vision of National eGov Plan “Public Services Closer to Home” and facilitates single portal for entire range of G2C& G2B services. MeeSeva is providing faster, easier and transparent access to various government services through more than 7000 kiosks across all the districts of Andhra Pradesh for a population of 90 million people.

The Project brings in a digital PKI enabled integrated architecture through multiple service delivery points by fusing in the various pre-existing state initiatives with the Mission-mode Projects like State Data Center (SDC), State



Wide Area Network (SWAN) and Common Service centers (CSCs) of the National eGovernance Plan (NeGP) of Government of India.

MeeSeva adopts the concept of central pooling of all Land records, Registration records and records of Socio-economic survey, digitally signing them with the digital signature

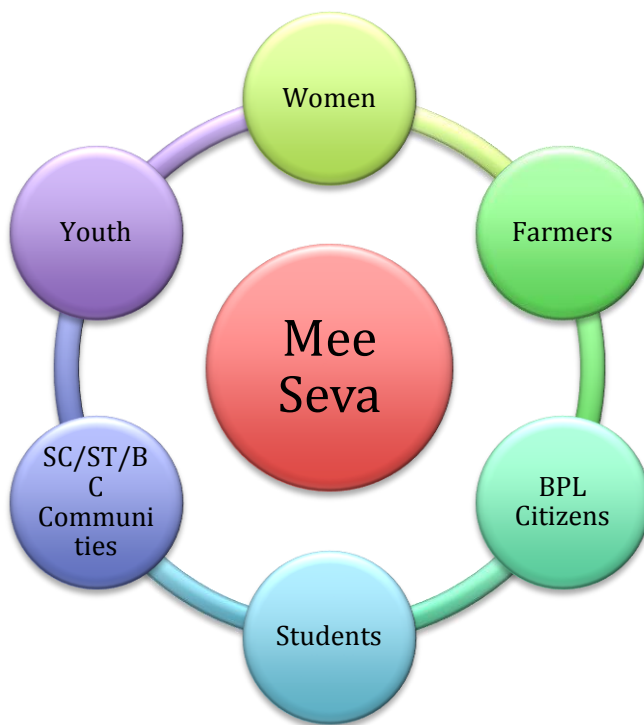
certificates of the authorized officer, storing them in the database and rendering them using a web-service. All the documents rendered are digitally signed and electronically verifiable making them tamper proof. The project brings in strict adherence to citizen charter time limits and ushers in a whole new paradigm of across the counter services to ostensibly work flow services through massive porting and bulk signing of databases.

MeeSeva currently has more than 153 high impact services, which would go up to 300 in the next 6 months. The project has already completed 2 crore transactions and most of the government departments are now on board. The target is to ensure that MeeSeva becomes the entry and exit point for the citizen to approach the government for any service. Besides this, project also delivers more than 20 crore transactions every year for other services like Bill Payments besides a big range of B2C services making it the country’s biggest one stop e-governance shop.

MeeSeva has become a guiding philosophy of governance in the state which has come in as a silent wave and with its sweep revamped many moribund processes and approaches. With MeeSeva in place, the stage is all set to implement and monitor the impending Right to Services Act in its true letter and spirit.

6. Name the key beneficiaries of the Initiative  
 [for example, Students / patients / Utility bill payers / indirect tax payers / Government departments etc.]

MeeSeva is an all-inclusive program, and has vastly benefitted all sections of the society, and especially the poor section, who relies heavily on welfare schemes for their well-being. On analysis it can be seen that approximately many of the services pertain to integrated certificates: Income, Residence, DOB and Nativity. MeeSeva has made it very easy for the students, who are applying for College admissions under different reservation quotas, to timely submit their applications.



- **Employment Generation through MeeSeva:** 7000 MeeSeva Kiosks across the state act as a medium of employment generation to thousands of youths.
- **Employment to Women:** Direct Employment to 700 Women Kiosk Operators (10% of total Kiosks)
- **Benefits to Farmers:** Issuance of 56,51,191 Land Record Copies across the state.
- **Benefits to BPL Citizens:** Issuance of authenticated Income Certificates with in prescribed time limit to 3836167 Below Poverty Line (BPL) families.
- **Benefits to SC/ST/BC Communities:** Issuance of authenticated Caste Certificates to 37,73,600 SC/ST/BC families
- **Benefits to Students:** Issuance of 51,87,703 income certificates, 19,21,386 residence certificates to citizens, which are mostly used by students for education purpose.

7.	The date when the project went live	4 <sup>th</sup> November 2011
8.	The Internet web address where details of the initiative are available	<a href="http://www.meeseva.gov.in">www.meeseva.gov.in</a>

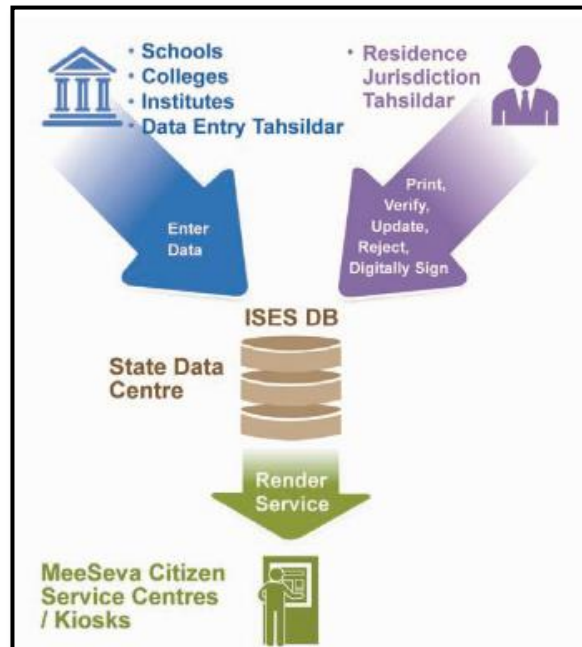
9.	The business model for the initiative a. Self-financed initiative b. PPP funded by annuity payment from the Government c. PPP funded by user charges collected from the Citizens d. PPP funded by a combination of user charges and Payments from the Government e. Others [describe]	(c). PPP funded by user charges collected from citizens
10.	The number of services that are being provided under this eGovernance initiative	
	1. Total number of services (whether through CSC OR direct)	153
	2. No of services provided through CSC (or any CSC type arrangement)	153

III. Results Information		
11.	Number of transactions effected through the system during and during two preceding years (NB: If the initiative is made of many functional modules / services, a combined figure may be provided)	
	FY 2012-13 [April to March]	1,36,71,765
	FY 2011-12 [April to March]	1,72,400
	FY 2010-11 [April to March]	0
12.	List the top three benefits derived by Stakeholders from the Initiative	
	<p>1. <b>Direct Benefits to Citizens:</b> Eliminated the need to visit multiple Government offices to receive various services All Government department services are rendered through one stop shop “MeeSeva Kiosk”, any service anywhere is our USP.</p> <p>Drastic reduction in service delivery time. 33% category A services delivered across the counter, remaining category B are delivered as per the citizen charter through more than 7000 kiosks reducing logistics cost and eliminating role of agents/brokers/touts etc. Assuming minimum 1000 Rs were spent for getting a certificate in the past, now total citizen savings can be calculated to 3000 crores/year (3 crore transactions/year * 1000 Rs/Transaction).</p> <p>7000 MeeSeva Kiosks across the state act as a medium of employment generation to thousands of youths. Direct Employment to 700 Women Kiosk Operators (10% of total Kiosks)</p>	
	<p>2. <b>Government procedural benefits:</b> Government processes were re-engineered to provide transparent and accountable administration; and provide more time to department officials to attend core department functions and improve overall productivity.</p>	

	Coordination on information management among various departments has extended the boundaries of data access for the Government Departments cutting through silos. Online tracking and monitoring of records, no burden of managing physical records etc.; which has eventually benefitted citizens.
	<b>3. Indirect Socio-Economic Benefits:</b> 7000 MeeSeva Kiosks across the state act as a medium of employment generation to thousands of youths. Direct Employment to 700 Women Kiosk Operators (10% of total Kiosks). Also issuance of authenticated Caste Certificates to 3773600 SC/ST/BC families

IV. Government process re-engineering Information	
13.	<p>The number of Processes re-engineered (please state the number of processes)</p> <p>Many BPRs (MAJOR 4 mentioned here) were performed to enable faster delivery of services, optimization of operational cost and improvement in quality of service delivery. IT&amp;C department has envisioned procedural changes in various government processes and implemented the change in various dimensions including technology, human resources, organization procedures etc. WEBLAND for Revenue Department, ISES certificates (for caste, income and nativity), Centralized CARD for Registration Department and Universal Birth &amp; Death Certificate for Municipality &amp; Panchayats and Centralized CDMA system (Commissioner &amp; Director of Municipal Administration); software applications were created eliminating unnecessary sections of traditional departmental processes, incorporating advanced technology for automating the services and redesigning existing workflow to reduce overall efforts.</p>
14.	<p>A one line description each of the <u>top three</u> process changes effected</p>
	<p>1. <b>WEBLAND:</b> Webland system is a web based, centralized land records management system aimed at efficient management of land records and providing quicker and Across-The-Counter services to citizen. It manages 4.25 crores land records belonging to 1.50 crores Agricultural Land Owners along with Crop details. Entire revenue records were digitized, ported and digitally signed by respective Tahsildars for rendering revenue services across the counter. It has the provision to carryout mutations. Government lands are categorized into 34 categories and are allotted Unique Codes.</p> <p>Earlier land records in Andhra Pradesh were available in respective 1128 Tahsil Offices in a decentralized mode. Software version control was a problem. It required 1128 Oracle database licenses. There were no tools to monitor to accuracy of the data. No technical persons were available at Mandal level. No uniform Land codes were adopted by Tahsildars. Data was not reusable and not interoperable with other departments' data.</p>
	<p>2. <b>Integrated Socio-Economic Survey of Students (ISES):</b> As part of the MeeSeva, the Government took a decision to conduct a survey of all students studying in SSC (Class X) and above and create a digitally signed database of their Income, Residence and Integrated (Caste-Nativity-Date of Birth) Certificates. A web based application- ISES, for this purpose, was designed and developed by National Informatics Centre, Hyderabad, to aid</p>

the department in the preparation of the digitally signed database of student records so as to enable electronic delivery of the above mentioned certificates across the counter (Category A services) during the high demand admission period.



**ISES Data & Process Flow Diagram**

ISES application has become operational since 1st January, 2012. Till date, 1.5 lakh Income Certificates, 1.5 lakh Integrated Certificates, and 0.30 lakh Residence Certificates have been issued to the students across the counter from various MeeSeva centres/kiosks.

3. **Centralized CARD Application:** Digital document repository of various registration documents is available with Registration Department in respective SRO offices in a decentralized mode since 1983. From August 2012 onwards department has put efforts to convert distributed database into centralized database, which contains 2.11 crores various registration documents till date. Centralized CARD application has enabled citizens availing most of the services across-the-Counter anywhere in a particular jurisdiction.

V. Technology information

15.	The name of the database on which the e-Gov initiative is based (For example, Oracle, PostgreSQL, MySQL etc)
	SQL Server 2008 R2
16.	The name of the Operating System on which the database mounted (Linux, Windows etc)
	Windows 2008
17.	Please name the web-server, if any (For example, Apache etc)
	Internet Information Server (IIS)

18.	The <b>prime</b> agency involved in the implementation [select ALL that are applicable]	
	1.NIC	
	2.Own Staff	
	3.Third Party private sector vendor (s)	Third Party Vendor: AP Online (TCS)
19.	Does the initiative use SWAN? If not, state the present arrangement	
	AP-SWAN is being used in Government Departments and Kiosk Operators. Some Kiosks operators are also using private networks	
20.	The Data center used for the initiative [select the one which is applicable]	
	1.State Data Center	State Data Center
	2.Private vendor data center	
	3.The application is housed in house and no third party Data center is in use currently	
21.	If this initiative utilizes CSC, how many centers are highly active?	
	A strong network of 7000+ (Country's most viable CSC Network) has been established to support Government Service Delivery across AP state.	
22.	Is there a formal, documented Business continuity plan in place? (Yes/ no)	
	<p><b><u>Yes.</u></b></p> <p><b><u>Economic Sustainability</u></b></p> <p>MeeSeva works on Public Private Partnership (PPP) mode wherein MeeSeva Centers are maintained, operated and run by Authorized Agents (AAs) who are appointed &amp; managed by Authorized Service Providers (ASPs). These ASPs and AAs are Government approved agents mandated with proper terms and conditions for delivering the service</p> <p>The project was launched with an initial seed investment of Rupees 9 Crores. But the user fee model allows ploughing back the revenues for maintenance, development and upgrading of services. User charges are fixed considering the profitability for various stake holders involved in the project without unduly burdening the citizen. With 2 Crore transactions by now, project has already made more than Rs 70 Crores in user fees and recovered the entire initial investment allowing decent returns for all the stakeholders, which are being shared amongst them. More than 28%/20% (A/B Category) is shared with respective departments (to maintain the databases, necessary infrastructure, capacity building), 26%/14% (A/B Category) with Director, ESD (to maintain MeeSeva Infrastructure/application maintenance), 14%/9% (A/B Category) with Authorized Service Providers (SCA, Monitoring &amp; Infrastructure) while the majority of 32%/57% (A/B Category) is shared with the MeeSeva center which is a cutting edge interface at the local level. This has made the project self-sustainable.</p> <p>The project has already attained critical mass and with multiple stakeholders both within and outside the government, it would be virtually impossible for anybody to reverse the processes and gains achieved. The sharing pattern of User charges (in Rs.) is as follows –</p>	



Category	% of Breakup	Kiosk	SCA	Infra	Department	Total user charges with Service Tax
A	Amount	8	4	6	7	25
	% Share	32	14	26	28	100
B	Amount	20	3	5	7	35
	% Share	57	9	14	20	100

### **Infrastructure**

MeeSeva brings in a digital PKI enabled integrated architecture through multiple service delivery points by fusing in various pre-existing state initiatives with the Mission-mode Projects like State Data Center (SDC), State Wide Area Network (SWAN) and Common Service centers (CSCs) of the National eGovernance Plan (NeGP) of Government of India. Entire MeeSeva solution is hosted in a state-of-art State Data Centre with a robust infrastructure. As the developed system is a web based one, deployed at a central location, it is easily accessible by all the stakeholders, anytime and anywhere. *“Current system can be scaled up horizontally or vertically based on future needs and requirements of Government as well as Departments.”*

### **Capacity Building**

IT&C Department has collaborated with IEG, Hyderabad to organize trainings to kiosk operators and department officials on MeeSeva services. Monthly Training calendar is prepared and communicated to government offices and kiosk operators, who can attend the training as per the schedule. 14,181 department officials and kiosk operators have been trained till 9<sup>th</sup> July 2013 by capacity building team of IT&C department

<b>Department/Kiosk Operator wise Training Details</b>			
	<b>Nominations</b>	<b>Trained</b>	<b>%</b>
<b>No. of Department Officials</b>	10671	8575	80%
<b>No. of Kiosk operators</b>	7368	5606	76%
<b>Total</b>	18039	14181	79%

- Overall 583 Training sessions have been conducted for 59 services of 8 Government Departments.
- 5606 have been trained out of 7368 Kiosk operators enrolled for the MeeSeva training.
- 8575 have been trained out of 10671 Departmental officials enrolled for the MeeSeva training.

	<p><b><u>Replicability</u></b></p> <p>Replicability at National Level: MeeSeva has already been adopted as a National model for delivering G2C services and the e district MMP has been accordingly redesigned making it become ready for replication pan-India. The DeITY (GoI) has already sanctioned grants to AP to replicate MeeSeva in 5 states and convert MeeSeva into components to be placed in the National eGov app store for wider use.</p> <p>Replicability at State level - Both vertical and lateral expansion has become very easy and a plug and play job. The addition of departments, districts, services, kiosks have achieved scale, scope and learning economies. This is illustrated by the expansion of MeeSeva from 1 district/120 centers/10 services/2 departments to 23 districts/7000 centers/153 services/15 departments in just about a year's time.</p>
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VI. Change Management information	
23.	<p>The time taken for implementation [from commencement of the project to the date of going live]</p> <p>MeeSeva started with 10 services in November, 2011 has now touched 153 services. Conceptualization, Designing and implementation of MeeSeva started in May 2011 and initially targeted more desirable, high transaction citizen services. It has now evolved as an all-encompassing model covering most of the departments converging into a value added technology-driven good governance initiative.</p>
24.	<p>The number of training programs conducted to familiarise the stakeholders on the use of the e-Gov initiative</p> <p>NB: A cumulative number may be provided even if the training were of different kinds to different categories of stakeholders</p> <p>MeeSeva capacity building team has collaborated with Institute of e Governance, Hyderabad (IEG) to conduct trainings on various MeeSeva services for kiosk operators and departmental officials.</p> <ul style="list-style-type: none"> <li>• Total 583 training sessions have been conducted for kiosk operators (183) and departmental officials (400).</li> <li>• Total 18039 nominations have been received and 14181 participants have been trained till 9<sup>th</sup> July 2013.</li> </ul>

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