

A.K. Goyal
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पंचायती राज मंत्रालय
भारत सरकार
11वीं मंजिल, जीवन प्रकाश बिल्डिंग,
25, के.जी. मार्ग, नई दिल्ली-110001
MINISTRY OF PANCHAYATI RAJ
GOVERNMENT OF INDIA
11th FLOOR, JEEVAN PRAKASH BUILDING,
25, K.G. MARG, NEW DELHI-110 001

N-19011(65)/2/2014-e-Panchayat

June 24, 2015

Principal Secretary/Secretary,

In continuation of DO letter of even number dated April 29, 2015 from Secretary, Ministry of Panchayati Raj regarding celebrating 'Digital India Week' (DIW) under the Digital India Programme to inform, educate and engage citizens in the ongoing initiatives of the Government in the area of e-Governance, I would like to inform that Digital India Week will be launched by the Hon'ble Prime Minister on July 01, 2015 at 4 pm and the DIW will be celebrated from July 01, 2015 to July 07, 2015. As has been communicated earlier, during the DIW, the Gram Panchayats (GPs) may be advised and encouraged to actively engage in the following activities:

- (i) Organise special Gram Sabha meetings on Digital India on 2nd July, 2015;
- (ii) To publish the updated list of e-services being provided through GPs and other touch-points like Common Service Centres, Block Development Officer, Tehsil/Taluks, etc., in all GPs to create awareness at local level;
- (iii) To update their websites and other information portals (*AreaProfiler*, etc.) during the DIW; and
- (iv) Promotion of the mobile App (m-Asset) specially developed for DIW by MoPR to capture the coordinates (latitude, longitude) of the immovable assets of Panchayats on a GIS platform to map all the assets of Panchayats. The App can also be accessed directly by citizens after self-registration. The mobile app can be downloaded from home page of <http://assetdirectory.gov.in/> or <http://panchayat.gov.in>.
- (v) An indicative schedule of activities at Panchayat level during DIW may be seen at Annex-A. In addition to this, the States may also promote activities as per their preparedness.

2 The GPs may be advised to arrange TV and radio to watch and listen Hon'ble Prime Minister's address collectively by the elected representatives, Panchayat officials and members of the Gram Sabha on the launch of DIW. The Nodal Officers designated for the DIW may be asked to use the mobile application of NeGD (<http://diweek.cloudapp.net/>; username: no_mopr; password: test@123) to capture and monitor the progress of DIW on regular basis.


Active Gram Sabha : For Empowered People and Accountable Panchayats

3. The DeitY has approved a budget of Rs. 93 lakhs for incentivization of Panchayats and citizens engaged in various activities during the DIW. It is planned to award Rs. 50,000, Rs. 30,000 and Rs.20,000/-, respectively to the three best performing Panchayats in every State, besides awarding Rs. 5,000/- to the most active Panchayat in every District and award Rs. 500/- each to 20 citizens in each State who have taken active part in the activities. As already informed, the State Governments may develop their own criteria for selection of best performing Panchayats at the State level and for each district and also the citizens who actively participate in the activities for giving them awards. The funds budgeted for Panchayats and citizens are being placed at the disposal of the respective State/UT IT Secretaries by the Department of Electronics and Information Technology (DeitY). State Panchayati Raj Departments are advised to contact the State IT Department to access these funds. A copy of the letter from DeitY is enclosed at Annex-B. The MoPR will provide necessary support needed in this endeavor. Furthermore, the State and District NIC officials may also be contacted for any technical support.

4 Hence I would request you to issue necessary instructions immediately to GPs in your State/UT, to make the DIW a success.

With regards,

Yours sincerely



(A.K. Goyal)

24/06/15

Encl: As Above:

To,

Principal Secretaries, Panchayati Raj Departments, All States/UTs.

Copy to:

1. Secretary, Department of Electronics and Information Technology (DeitY).
2. CEO, National eGovernance Division (NeGD).
3. Director General, National Informatics Centre (NIC).

Annex-A

Indicative Schedule of Activities planned at Panchayat level during Digital India Week (DIW)

	01 Jul y	02 July	03 July	04 July	05 Jul y	06 July	07 July
Launch of Digital India by Hon'ble PM							
Special Gram Sabhas meetings on Digital India and e-Panchayat (<i>Objective of Digital India & e-Panchayat; Services available electronically and beneficiaries reached electronically by Panchayats would be disclosed; dissemination of best practices, etc</i>)							
Launch of Mobile App (mAsset)							
Launch of new services (if any)							
Updation of details on Panchayat websites and other information portals of Panchayats							
Mobile based mapping of Panchayat assets							
Regular updation of progress on Social Media (Facebook) and PMIS							

Note:

1. The performance of the Panchayats/Citizens will be evaluated by the State Govt.
2. Thereafter, the best performing Panchayats and Citizens would be awarded by State Govt.
3. The State IT Dept. may be contacted to access the funds earmarked for this purpose.
4. States are advised to enter the details of activities planned at Panchayat level during the DIW in the PMIS developed by DeitY for this purpose. The PMIS may be accessed at <http://diweek.cloudapp.net> through Username: no_mopr; Password: test@123



सत्यमेव जयते

D.O No. NeGD/04-12/2015

Date: 23.06.2015

Dear Sir,

Kindly refer to the Secretary DeitY's D.O. letter No. 3(9)/2015-EG-II dated 13th March 2015 and the meeting on Digital India Week held with Ministry of Panchayati Raj on 8th April 2015 wide OM No. NeGD/04-12/2015 dated-15th April 2015, the Digital India Week programme will be launched by Hon'ble Prime Minister on 1st July 2015 at 4 PM, IST in New Delhi.

2. Digital India Week envisages to deliver the message of the Digital India to citizen and to showcase the Government's initiatives in the three key vision areas of (a) Infrastructure as (a) Utility of Every Citizen, (b) Governance and Services on Demand and (c) Digital Empowerment of Citizens. Therefore, in the planned Digital India Week, a series of events and activities are going to be held at National, State, District and Gram Panchayat and Village level across various organizations. The objective of the Digital India Programme during the Digital India Week is to Inform, Educate and Engage citizens in the ongoing government effort to transform India into a digitally empowered society and knowledge economy.

3. We have received the DIW Activity Planner from Ministry of Panchayati Raj, for which a budget of Rs. 93 Lakhs has been approved for Ministry of Panchayati Raj for organizing Digital India Week at Gram Panchayats. The following are the approved budget details:

25 (2P)
and
24/06/15

816/AS(ACC)/15
24/06/2015

Incentivization Plan for Panchayats and Citizens for Digital India Week					
S.No.	No. of Units	No. of States/UTs/Districts/GPs	Incentive Description	Amount (Rs.)	Total (Rs.)
1	1	30	I best performing State Panchayat	50,000.00	15,00,000.00
2	1	30	II best performing State Panchayat	30,000.00	9,00,000.00
3	1	30	III best performing State Panchayat	20,000.00	6,00,000.00
4	1	700	Best performing Panchayat at District level	5,000.00	35,00,000.00
5	20	30	Citizen award	1,500.00	3,00,000.00
6	1	2,50,000	Misc expense for collateral and posters	10.00	25,00,000.00
Grand Total					93,00,000.00

The budgeted funds for all the activities for Ministry of Panchayati Raj in States/UTs will be sent to the respective State/UT IT Secretaries. You are hereby requested to kindly direct the State/UT Nodal Officers of Ministry of Panchayati Raj to co-ordinate with the State/UT IT Secretaries for disbursement of funds and distribution of awards to the winner Panchayats as well as citizens. The funds would be released as and when the report is received through the mobile app/ portal created for this purpose.

4. Further, with reference to the Activity Plan received from Ministry of Panchayati Raj, some suggestions have been made as below:

- i. The outreach activities of DIW should be increased and be equally spread on all the days, such as: a.) Gram Panchayats broadcast Hon'ble Prime Minister's address to the citizens on the launch of Digital India on 1st July 2015 at 4 PM onwards; b.) Display of all the e-services (through posters) under Digital India that can be availed at various touch-points like: CSCs, GPs, BDO Office, Tehsils/Taluks etc.
- ii. It is proposed to involve more citizens and Panchayats in the incentive plan and the number of citizens to be awarded for the work can be increased to 20 instead of 10. For Panchayat competitions it is suggested that there be one best performing Panchayat from each district in addition to the three best performing Panchayats across the state.
- iii. Nodal Officers and Panchayats can use the Mobile Application of NeGD to capture and monitor the progress of Digital India Week on regular basis. The App can be downloaded by logging in at the following link: <http://diweek.cloudapp.net>; Username: no_mopr; password: test@123.
- iv. Also it is requested to use branding "An initiative under Digital India Week" on all the services or mobile applications being launched by Ministry of Panchayati Raj during the week.

with regards,

Yours sincerely,


(Anoop Kumar Agrawal)

Shri A.K. Goyal
Additional Secretary,
Ministry of Panchayati Raj,
Krishi Bhawan,
Dr Rajendra Prasad Road,
New Delhi-01

Copy to:

- i. OSD to Secretary, DeitY
- ii. PPS to AS, DeitY