

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

IT&C Dept. – Setting up of Service Delivery Points through conversion of STD/PCOs located in semi urban and rural areas– According of administrative sanction for Rs. 375.00 lakhs as State Government’s subsidy and issue of necessary guidelines to Director APSTEP - Orders – Issued.

INFORMATION TECHNOLOGY & COMMUNICATIONS DEPARTMENT

Communication Section

e-G.O.Ms. 13

10/01/2003

Dated:

Read the following:

1. IT&C Note No. 21378/IT&C/Comm./2002, dated 7.12.2002.
2. Minutes of the SLBC Steering Committee meeting held on 05.12.02.

ORDER:

1. To achieve the following objectives, the Government have decided in principle to facilitate conversion of all the existing Public Call Offices (PCOs) located in semi urban and rural areas and having STD / ISD facility to Service Delivery Points (SDP) through a scheme drawn up suitably:
 - a. To be in conformity with the suggestion of IT task force constituted by GOI, for establishing a chain Service Delivery Points (SDPs) across the country.
 - b. Up-gradation of STD/PCOs booths to Internet enabled Service Delivery Points for delivering a series of valueadded services.
2. In order to implement the above scheme Government decided to take up a scheme for the establishment of ‘Rural Service Delivery Points’ (RSDP). The RSDP scheme will be implemented initially in 5000 villages in the state.
3. The salient features of the RSDP scheme are given below:
 - a. The scheme is limited only to STD/PCOs located in semi urban and rural areas.
 - b. The unit cost of conversion of STD/PCO booth to RSDP is fixed at Rs. 50,000/-.
 - c. Only15% of the unit cost subject to a maximum of Rs. 7,500/- per unit shall be met by government in the form of subsidy.
 - d. The STD/PCO booth owner shall meet Rs.7,500/- towards margin money from his/her own sources and the balance shall be provided through a Commercial bank.

- e. The scheme has been approved by the State Level Bankers Committee (SLBC) in its meeting held on 05-12-2002.
 - f. Department of Youth Services shall implement the scheme at the field level, under the overall supervision of District Collector.
4. The IT&C department will meet the subsidy component of the scheme and the Department of Youth Services will implement the scheme as per guidelines given at **Annexure I**. The number of STD/PCOs to be covered during the current financial year district wise is indicated in **Annexure II** and the format for the application is given at **Annexure III**.
 5. Orders relating to the release of the subsidy component of Rs. 375.00 lakhs shall be issued separately.
 6. The Director Youth Services shall go ahead with the issue of suitable instructions to the district level offices for constitution of committees and processing of applications.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

J.SATYANARAYANA
PRINCIPAL SECRETARY TO GOVERNMENT

To
Secretary, YATC Dept.
Secretary (HR & SP), IT&C
All Collectors
Director APSTEP
OSD-OLTP
General Manager & Convenor – SLBC of AP
CGM- BSNL

Copy to:
Advisor, IT&C
Prl. Secretary, Revenue
Secretary, Finance (IF) Department
Spl. Secretary to CM (RS)
PS to CS

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SECTION OFFICER

Annexure I

Guidelines for conversion of existing STD PCOs to Service Delivery Points (SDP)

1. **Background:**

One of the most important objectives of the IT policy formulated by the Government is to take the benefits of Information Technology to the rural areas through the use of Internet and e-commerce technologies and provision of information and services in G2C (Government to Customer), G2B (Government to Business) and B2C (Business to Customer) areas- on a **one-stop, non-stop, and any-time, any-where basis**. It has also been specifically laid down in the policy document that the establishment of Community Internet infrastructure is an absolute necessity to ensure that the reach of It is widespread, affordable by common man in the rural areas and also to prevent the digital divide. The report of the National Task Force on IT talks of establishment of a chain of **Service Delivery Points (SDP)** to accomplish this task. The existing well-established chain of STD/PCO booths (Subscribers Trunk Dialing / Public Call Offices) offer an immense opportunity to produce quick results. Conversion of the existing STD/PCOs to Service Delivery Points (SDP) through a suitable Govt. scheme is one such initiative.

2. **Objectives:** The Government of AP has decided to facilitate the conversion of the existing STD/PCOs to Service Delivery Points (SDP) through a suitable Govt. Scheme, with the following objectives:

- (a) Confirmation of the spirit of IT action plan formulated by IT task force of establishing a chain Service Delivery Points (SDP)
- (b) Upgradation of STD/PCOs booths to Internet enabled Service Delivery Points for delivering a series of new value- added communication products and services.

3. **Value Added Services:** The revenue model for the Service Delivery Points depends on the collection of service charges through the delivery of a variety of services to a citizens & business, an illustrative list of which is given below. The value proposition consists of adding to the convenient of the customers by enabling them to avoid the expenditure connected with repeated visits to the Government & business offices for getting their work done. The Service Delivery Points shall cater to any one or all of the following types of services.

3.1. **General services like:**

- a. Local / STD/ ISD telephone, on a 24 X 7 basis.
- b. Point – to point video-conferencing.
- c. Internet browsing / send and receive e-mail / chatting facilities.
- d. Text and voice short messaging service, including messaging in local languages.
- e. Dynamic advertising spots
- f. Net telephony.

3.2 **Information Service like:**

- a. Forms & procedures relating to all Government departments & agencies.

- b. Rates of agricultural commodities.
 - c. Weather.
 - d. Seasonal advice to farmers on pest control & agricultural and farm practices.
 - e. Employment opportunities.
- 3.3 **Electronically submitting data on behalf of a citizen or business to Govt.,** for example,
- a. Registration for Employment.
 - b. Registration of Birth/Death.
 - c. Applications for Municipal Permissions.
 - d. Online filing of Sales Tax Returns.
 - e. Complaint to utility service providers.
- 3.4 **Services involving online payments, like:**
- a. Utility Payments.
 - b. Insurance premium payment.
 - c. Land/ Vehicle registration fee.
 - d. Reservation for travel Bus/ Train / air line.
 - e. Admission fee for schools/ colleges.
- 3.5 **G2B services**

The above services shall be delivered to the customers through appropriate revenue – sharing arrangements with Government portals like AOnline, eSeva, eProcurement etc and with a host of private agencies providing B2C services. The service charges to be collected from the users shall be in conformity with the guidelines issued by the Government from time to time.

4. In order to implement the above concept the Government intends to take-up a scheme called Rural Service Delivery Point (RSDP) scheme. The RSDP scheme will be initially implemented in 5000 villages in the state. The scheme will be funded by the IT&C department (in respect of the subsidy portion) and will be implemented by Department of Youth Services at the field level under the overall supervision of the District Collectors. 20% semi-urban with population less than 1 lakh and 80% rural areas with a population below 20,000 will be eligible in each district for the scheme. The no. of semi-urban and rural villages proposed to be covered during the current financial year in each district is indicated in the **Annexure – II.**

5. **RSDP Committees at District & Division levels:** The following committees are constituted for effective and speedy implementation of the RSDPs scheme.

- 5.1 **District Level RSDP Steering Committee:** This is a high level committee at the district level entrusted with the following responsibilities:
- a. Selection of the villages satisfying the criteria laid down.
 - b. Approval of the list of beneficiaries prepared by the selection committees.
 - c. Coordination with the bankers at the district level for sanction of the loan portions.
 - d. Over all supervision and review of the timely and qualitative implementation of the scheme.

- e. Furnishing of monthly progress reports to the Director of Youth Services.
- 5.2 **The committee shall consist of the following members:**
- a. District Collector – Chairman
 - b. DGM Telephones – Member
 - c. Three representatives of District level bankers committee – Members
 - d. Lead Bank Manager (LBM) – Member
 - e. PD, DRDA – Member
 - f. Project Director Youth Welfare Services – Member – Convener
- 5.3 **Division Level RSDP Implementation Committee:**
- 5.3.1 This committee shall have the following responsibilities.
- a. Preparation of the list of villages where the scheme will be implemented.
 - b. Preparation of the list of beneficiaries satisfying the criteria for sanction of the scheme.
 - c. Submission of (a) & (b) to the District Level Committee for approval.
 - d. Inspection of the sites selected and ensuring that they conform to the specifications.
 - e. Coordination with the bankers at the local level to ensure timely and effective implementation.
- 5.3.2 The committee will consist of the following members:
- a. Sub Collectors / Revenue Divisional Officer – Chairman.
 - b. SDO telephones – Member.
 - c. MROs of the Division – Member.
 - d. Lead Bank Manager - Member
 - e. MDO of the Division – Member, Convenor.
6. **Criteria for selection of villages:** Authorized selection committees as per the guidelines contained herein shall select the villages and the entrepreneurs.
- a. The committee should identify 4-5 villages in each Mandal with a minimum population of 5000.
 - b. All the villages which have STD/PCOs in Kuppam Mandal will be upgraded in phase – I keeping in view the ongoing project of i-community, taken up by the Government in association with HP.
 - c. One STD/PCO operator in each of the villages in the two mandals of Bhongir, Shadnagar will be upgraded in phase I in the light of the pilot OLTP project.
 - d. In villages, which are not covered by STD/PCO, the same could be sanctioned to eligible youth under the CMEY scheme and subsidy offered to them through this scheme.
 - e. All STD/PCOs, which have been commissioned under the CMEY scheme, will be covered under this scheme on priority, subject to the fulfillment of the other norms.
 - f. A maximum of 20% of the selected STD/PCOs can be from semi urban areas and the remaining from rural areas as given at Annexure II

7. **Criteria for selection of operators:**
- a. The STD/PCO operator should have passed SSC.
 - b. The operator must be willing to implement the RSDP scheme and also be ready to relocate the booth if required.
 - c. In case there are more than one booth in a selected village, the committee should select the booths in the following order of priority:
 - The booth which is centrally located in the village.
 - The booth which is more spacious and has better facilities for the customers
 - The booth with highest revenue (to be verified from last one year's bills) other factors being comparable.
 - d. The booth should have a space of 10x8 feet for upgradation to Internet Kiosk. In case all other factors are satisfied, the booth operator should be asked to construct a room of a minimum size of 10x8 before the funds are released.
 - e. The booth should have electricity and UPS with 2 hours backup.
8. **Terms and Conditions of the Scheme:**
The State Level Bankers Committee, Andhra Pradesh during the meeting held on 5th Dec 2002, has accepted the following proposal.
- 8.1 The cost of upgradation of each STD/PCO is estimated to be Rs. 50,000/- This amount is proposed to be sourced from the following:
- a. Rs. 7,500/- (15% of upgradation cost) outright grant from GOAP.
 - b. Rs. 7,500 /- (15% of upgradation cost) as margin money by booth operators.
 - c. Rs. 35,000/- (70% of upgradation cost) as bank loan.
- Note: Loan be treated under SSSBE as per RBI guidelines.**
- 8.2
- a. Interest rate will be as per bank normal rate.
 - b. Moratorium period of 6 months will be granted for repayment of loan from the date of operations.
 - c. Repayment of bank loan will be in 36 months.
 - d. Centralized training will be carried out for the selected booth operators by the respective technology vendors who have supplied the end equipment.
 - e. All SDP –STD/PCOs will have a uniform logo and sign boards as decided by the GoAP.
 - f. STD/PCOs booth owners not selected for the grant of Government subsidy also can avail bank loans under their own arrangements.
9. **Time Frame:** The following schedule of implementation shall be observed strictly by all the District Collectors and Committees.

	Activity	By (Date)
(a)	Selection of the villages	30.01.2003
(b)	Identification of STD/PCO operators and other beneficiaries	08.02.2003
(c)	Processing of Applications by Division	20.02.2003

	Level Committee	
(d)	Approval of the list of beneficiaries by the District Level Committees	28.02.2003
(e)	Connectivity to ISP/up-gradation of hardware	15.03.2003
(f)	RSDPs to be Operational	31.03.2003

10. Specifications of Rural Service Delivery Points (RSDP)

10.1 Given below are the few technology neutral specifications of the equipment required for conversion of STD/ISD booth into an RSDP, which can deliver the services contemplated in para 3.

- (a) Web Terminal (PC) with processing power of Pentium class.
- (b) Dial up Modem, UPS & Printer.
- (c) Internet enabled smart terminals (PC for Multimedia Kiosks or low cost Simputer).
- (d) Smart Card Reader.
- (e) Equipment must be able to process smart card based payment through banks.
- (f) Indoor smart-payphone terminal.
- (g) Load terminals (for loading call units to customer's cards)

10.2 The connectivity can be secured through any one of the following methods:

- a. Dailup
- b. Leased line
- c. DSL
- d. WLL
- e. VSAT

10.3 Separate guidelines will be issued after short-listing the vendors who meet the above specifications. The STD/PCO booth owners will be free to procure the equipment from any of the short listed vendors.

11 Nodal Agency:

- a. Director APSTEP will be nodal officer for the scheme.
- b. The progress of implementation to be reviewed in JMLBC/DCC meeting.
- c. Further clarification on technology / vendor selection can also be had from Director APSTEP. Ph. No: 040 - 23234360; Fax No:040 - 23233990
E-mail: youth_services@rediffmail.com

J.SATYANARAYANA
PRINCIPAL SECRETARY TO GOVERNMENT

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Annexure – II					
No. STD/PCOs to be converted into SDP in the District					
Sl.No	District	No. of Mandals	Total No. of STD/PCOs to be converted	@20% Semi Urban	\$80% Rural
1	Adilabad	52	203	41	162
2	Nizamabad	36	142	32	110
3	Karimnagar	56	188	52	136
4	Srikakulam	37	254	39	215
5	Vijayanagaram	34	134	28	106
6	Medak	45	199	34	165
7	Warangal	50	230	50	180
8	Vishakapatnam	42	227	60	167
9	Khammam	46	160	40	120
10	Hyderabad	16	0	0	0
11	East Godavari	57	234	54	180
12	West Godavari	46	224	44	180
13	Nalgonda	59	271	51	220
14	Ranga reddy	34	145	35	110
15	Mahabubnagar	64	256	56	200
16	Krishna	49	302	51	251
17	Guntur	57	265	50	215
18	Kurnool	54	200	42	158
19	Prakasham	56	222	43	179
20	Ananthapur	63	249	50	199
21	Nellore	46	214	44	170
22	Cuddapah	50	205	43	162
23	Chittoor	66	476	81	395
	Total	1083	5000	1020	3980

@ - Semi-urban – villages/towns with population less than 1 lakhs but over 20,000.
 \$ - Rural – villages/ towns with population less than 20,000.

J.SATYANARAYANA
 PRINCIPAL SECRETARY TO GOVERNMENT

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Annexure – III
Application for conversion of existing STD PCOs
to Service Delivery Points (SDP)

All entries should in BLOCK letter and they should be legible.

1. Name of the Applicant : _____
2. Full Postal Address : _____

 a. Village : _____
 b. Mandal : _____
 c. District : _____
3. Educational Qualifications : _____
 (SSC and above)
4. STD/PCO details : _____
 a. Date of Commissioning : _____
 b. Under what Category : _____
 Handicapped including Blind Persons/SC/ST
 Applicants/Ex-servicemen/War Widows/
 Retired DOT Employees or their dependents/
 Dependents of Freedom Fighters/Charitable
 Institutions/Hospitals
 c. a. No. of STD lines with phone No : _____
 b. No. of local lines with phone No. : _____
 c. Any other public service : _____
 d. Monthly income generated : _____
 (Produce last six months bills)
 e. Highest income generated per month. : _____
 f. Any default in payment : _____
 g. Address of location of the booth : _____
5. a. Whether willing to implement the SDP : Yes No
 b. Ready to relocate the booth if required : Yes No
6. a. Does the booth have space of 10X8 ft. : Yes No
 for up gradation to SDP
 Specify dimensions of existing booth : _____
 b. Does the booth have Electricity : Yes No
 UPS with 2hrs backup : Yes No
7. Details of bank account held : _____
 a. Name of the bank : _____
 b. SB A/c. No. : _____
8. Amount of loan required for up gradation to SDP : _____

9. **Pl attach a recent photo of the booth.**

Date:

(Signature of the Applicant)