




MANTHAN AWARD SOUTH ASIA 2009

NOMINATION FORM

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Product (Project Data & Details)

Name of the Project/Product Nominated (in English):	
Name of the Project/Product in Original Language:	e-SANCHAR (e-Speech Application Through Network for Automated Communication Help And Response)
Language of the Product:	English
URL (If Online):	http://esanchar.rajasthan.gov.in
Category [e-Business, e-Learning, e-Culture & Entertainment, e-Governance, e-Health, e-Enterprise & Livelihood, e-, e-Inclusion, e-Education, e-News, e-Localization, e-Science & Environment, m-Content, Community Broadcasting]	e-Governance
Platform of Product [e.g. Broadband/Online, Cross Media, Offline, Games Platform, TV/Interactive TV, Radio, Web/Internet, Blog, CD/DVD, Mobile Content, Telephone, Wireless/WAP, Mobile/PDA, Mobile Van, Satellite, E-Mail/e-Groups]	Broadband, Mobile & Telephone (landline)
Technical Requirements: [e.g. Internet Explorer, Netscape, Flash Acrobat, Shockwave, FireFox]	Internet Explorer
If there is any other	

technical requirement, please specify:	
Additional Product (Project Data & Details)	
Short description of the product/project: (less than 200 Words)	<p>In the field of ICT, everybody is talking about ICT product to be installed catering to urban citizens first then the rural ones. No body is looking at the rural poor who are deprived, discarded by the society so on and so forth. This project entitled E-SANCHAR (e-Speech Application through Network for Automated Communication Help And Response) is integrating mobile/telephony network with ICT to generate automated voice calls for disseminating timely information to citizens (rural pensioners – Oldage, Widow & Handicap pensioner; considered for PoC). This project implemented by the government is concerned about their welfare and show that it cares for them, which enhances the dignity of the target group in the eyes of the local community. Information flow also presents the humane face of administration and helps build trust and faith in government. Voice call does away with the problem of illiteracy which is quite common in this age group & gives a personalized touch of administration.</p>
Long description of the product/project: (less than 1000 words)	<p>The Department of Information Technology & Communication (DoIT&C) initiated a project of integration of mobile telephony with the developed pensioner's software being run at Sub Treasuries (ST) for disbursing pensions to eligible old age pensioners, widow pensioners and physically handicapped pensions. The project was to empower such pensioners in the area of rural area with a voice call (to those whose own or reference mobile/land-line numbers have been captured) for intimating them regarding release and sanction of monthly pension. This is an automatic information dissemination (AID) system was also known as Project-AID which was subsequently .</p> <p>Under the present circumstances, the pensioners get to know about the status of his/her pension after considerable delay and that too by personally visiting the office or through some contact person who is able to find out the status of the application. There is no established mechanism to intimate these pensioners about their pensions soon after its sanction / release which gives rise to uncertainty making this socially underprivileged section dependent on non-institutional support for obtaining information regarding the status of this pension application. The existing pilot project seeks to:</p> <ol style="list-style-type: none"> (a) Provide information to the applicant / contact person approved of by the applicant regarding the status of sanction of pension soon after the pension payment order (PPO) has been issued. (b) Provide information to the applicant / contact person approved of by the applicant soon after the pension amount has been released by the sub treasury to be credited into the bank account / post-office account of the applicant and facilitates transfer into the bank account of the applicants who have volunteered for opening of bank account for receiving pension. (c) The voice call, apart from the above information flow also presents the humane face of administration and helps build up lots of trust and faith in government besides bringing in efficiency and effectiveness in administration through greater transparency, accountability, responsiveness and accessibility.

	<p>The aforesaid objectives can be met only when the information flows over a mobile platform which has a much larger penetration in rural areas as compared to IT. Moreover, transmission of information as outlined above through voice call does away with the problem of illiteracy which is quite common in this age group as well as in the target population being covered under the pilot project.</p> <p>Keeping the aforesaid ground realities in mind and with a view to meeting the aforesaid objectives, the pilot project by the name of e-SANCHAR (e-Speech Application through Network for Communication, Help and Response) was conceived of by Shri Tanmay kumar, Secretary, IT & C, Government of Rajasthan.</p> <p>Apart from meeting the objectives outlined above e-SANCHAR has the ability to have reality check conducted in a wide variety of other Individual Beneficiary / Group Beneficiary programme and remove any intermediaries between the Government and the targeted beneficiary. Besides, e-SANCHAR can be used as a very effective IEC tool for social messages which are quite common in several Government run schemes / programmes. It would be relevant to mention that the application if up-scaled and implemented through out the State by various Government department would help generate a large data base of the deprived section of rural population which can be targeted through other social benefit schemes also.</p>
<p>Favourite path through product/project: (Important Milestones)</p>	<p>Up scaling of the project in approximately 70 sub treasuries & treasury office at 7 divisional headquarters.</p>
<p>Installation procedure of the product/project: [e.g. User name and Password requirement for accessing websites]</p>	<p>For one sub treasury of DTA is done in Pilot phase of the Project i.e. Sub Treasury, Shahpura http://esanchar.rajasthan.gov.in User name : 2012 & Password: abc</p>
<p>What were the background & motivation behind this project: (less than 200 Words)</p>	<p>In the field of ICT, everybody is talking about ICT product to be installed catering to urban citizens first then the rural ones. No body is looking at the rural poor who are deprived, discarded by the society so on and so forth. This project entitled E-SANCHAR (e-Speech Application through Network for Automated Communication Help And Response) is integrating mobile/telephony network with ICT to generate automated voice calls for disseminating timely information to citizens (rural pensioners – Old age, Widow & Handicap pensioner; considered for PoC). This project implemented by the government is concerned about their welfare and show that it cares for them, which enhances the dignity of the target group in the eyes of the local community. Information flow also presents the humane face of administration and helps build trust and faith in government. Voice call does away with the problem of illiteracy which is quite common in this age group & gives a personalized touch of administration.</p>

<p>What do you deliver (Content/Services) to your customer/target group through this initiative?</p>	<p>Following voice calls are generated to targeted beneficiaries:</p> <ul style="list-style-type: none"> ▪ For new PPOs: नमस्कार, आपके लिए एक महत्वपूर्ण सूचना कृपया ध्यान से सुनें। श्रीमान/श्रीमति जी आपकी वृद्धावस्था/विधवा/विकलांग पेंशन रु. दिनांक को जारी कर दी गयी है। आप संबंधित कोषालय में तुरंत संपर्क करें। धन्यवाद। ▪ For regular/old PPOs (pension through money order): नमस्कार, आपके लिए एक महत्वपूर्ण सूचना कृपया ध्यान से सुनें। श्रीमान/श्रीमति जी आपकी वृद्धावस्था/विधवा/विकलांग पेंशन रु. दिनांक को मनीआर्डर कर दी गयी है, आपको अगर सात दिवसों में मनीआर्डर न मिले तो आप संबंधित कोषालय में तुरंत संपर्क करें। ▪ For regular/old PPOs (pension through bank account): नमस्कार, आपके लिए एक महत्वपूर्ण सूचना कृपया ध्यान से सुनें। श्रीमान/श्रीमति जी आपकी वृद्धावस्था/विधवा/विकलांग पेंशन रु. दिनांक को बैंक में जमा करा दी गयी है। अगर यह पेंशन राशि 3 दिवसों में आपके खाते में न मिले तो आप संबंधित कोषालय में तुरंत संपर्क करें। 																														
<p>Does your Project/Product provide enough interactivity to the users? How?</p>	<p>No; this is the information in one-way made available to the targeted beneficiaries.</p>																														
<p>Do you think your project is unique? Please explain the innovativeness of the idea.</p>	<p>To provide quick and efficient dissemination of information to citizens through data-base driven automated voice calls. To address deprived citizens and enlighten them that government cares for them. Making SMART government.</p> <ul style="list-style-type: none"> • The project is simple in nature. • This is automatic information dissemination (AID) system • It is harnessing the benefits of the telecom technology in providing information to rural citizens • It integrates mobile / telephony network with I.T. for generating voice calls to rural citizens under various beneficiary programmes <p>e-SANCHAR (e-Speech Application Through Network for Automated Communication Help And Response)</p>																														
<p>There is a serious gap between Content & services and the citizens or consumers. Does your project solve the problem of digital and content gap? How?</p>	<p>The time gap between the date of Pension Payment Order (PPO) issued and the actual PPO received by the targeted beneficiaries is considerable. At many times the beneficiaries do not come to know its pension sanction status. This give rise to institutionalized means for knowing status.</p> <p>By implementing this project, the targeted beneficiaries immediately come to know the status of not only sanction but also the subsequent monthly releases.</p>																														
<p>Is your project sustainable on its own? How scalable it is? Please explain.</p>	<p><u>Approx. Cost Benefit Analysis Table (Project viability):</u></p> <table border="1" data-bbox="595 1760 1406 2004"> <thead> <tr> <th>No.</th> <th>Head</th> <th>Pilot</th> <th>Factor</th> <th>7 Div. H/Q</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Pensioners</td> <td>3,800</td> <td></td> <td>2,50,000</td> </tr> <tr> <td>2.</td> <td>Bank A/Cs</td> <td>1200</td> <td>35%</td> <td>87,500</td> </tr> <tr> <td>3.</td> <td>MO cost saved</td> <td>24,000</td> <td>@ 20/-</td> <td>17,50,000</td> </tr> <tr> <td>4.</td> <td>Expenditure:</td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td>Voice Call</td> <td>3800</td> <td></td> <td>250000</td> </tr> </tbody> </table>	No.	Head	Pilot	Factor	7 Div. H/Q	1.	Pensioners	3,800		2,50,000	2.	Bank A/Cs	1200	35%	87,500	3.	MO cost saved	24,000	@ 20/-	17,50,000	4.	Expenditure:					Voice Call	3800		250000
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Can you please provide some user experience and anecdotes as how your project would have impacted user life?	User experience in the form of testimonial has been captured and annexed																																			
What is your vision of "Digital Content for Development" and how do you think ICT (Information Communication Technology) tools can be used towards making positive impact on development?	Information is kept moving on paper which ultimately is provided to citizen concerned, if any which consumes time. By the use of ICT, the information processed at various departments can be immediately delivered or disseminated to citizen which increases transparency and faith in government.																																			
Producer (Individual/Organization) information																																				
Name of Organization (Nominee)	Department of Information Technology & Communication, Govt. of Rajasthan																																			
Contact Person	Sh Tanmay Kumar, IAS																																			
Address	Secretary to the Government, Secretariat																																			
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Country	India																																			
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URL/Website	www.rajasthan.gov.in																																			
Names of Producers involved in the Nominated Project/Product																																				
S.No.	Name	Date of Birth	Job Title	Email	Phone/Mobile	Address																														
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2.																																				
3.																																				
4.																																				

