GOVERNMENT OF KERALA
Abstract

Information Technology Department – AKSHAYA Project - Estimate for implementation of Roll out - Approved - Orders issued.

INFORMATION TECHNOLOGY (A) DEPARTMENT

G.O.(Ms)No: 09/2005/ITD.   Dated, Thiruvananthapuram, 25.02.2005.

Read:-1 GO (Ms) No 03/2004/ITD dated 20 02 2004
   2. Letter from KSITM, No. KSITM/D/AKSHAYA/132/04/513 dated 24th May 2004.
   3. Minutes of the meeting held on 2nd December 2004 under the Chairmanship of Chief Minister, regarding Roll out of AKSHAYA.

ORDER

- As per Government Order read above, sanction was accorded for replication of AKSHAYA Project in 13 Districts of the State, with the objectives and component as mentioned in the above order, and as per the Pilot Project implemented in Malappuram District.

As per reference second cited above, Director, Kerala State IT Mission had submitted a detailed proposal and annual budget estimate for the State-wide Roll out of AKSHAYA, for Rs. 17 crores, covering 13 Districts.   The activities under roll out broadly cover District Level Activities, State Level Activities and Connectivity.

As per reference 3rd, the meeting held on 2nd December 2004, under the Chairmanship of the Chief Minister, decided to Roll out AKSHAYA in 7 Districts, namely Kasargode, Kannur, Kozhikode, Thrissur, Ernakulam, Pathanamthitta and Kollam in place of the original thirteen Districts. This was based on the willingness of Districts to take up the Project, as well as the fund allocation made for AKSHAYA by LSGIs.

Subsequent to the decision to implement roll out in 7 Districts, the budget proposed for roll out is reworked and the corresponding budget sub-heads are reduced proportionally. The activities related to connectivity is de-linked from the roll out of AKSHAYA and considered as a separate activity under the proposal for setting up of State Wide Area Network. It is also decided that the project is to be implemented principally through LSGIs, and IT department shall provide necessary technical support.

Government are accordingly pleased to approve the following schedule of activities and budgets for implementation:

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1. District Level activities-Rs. 306 Lakhs.

The district level activities are drawn up on the similar lines as that of the approved budget head for the pilot project.

A ITEM	B Amount per district	C Total Amount in lakhs (B*7)
Setting up District offices	4.00	28.00
Entrepreneur training & support	2.1	15
Trainers Training	1.1	8.0
Local body level coordination	10.5	74
Campaign	7.75	54
Project monitoring at district level	14.4	101
Preparation & Maintenance of website	1.85	13
Technical inspection & monitoring	2.00	14
Total Amount	43.70	306

2. State Level activities- Rs. 185 lakhs

The major components of the State Level Activities are as follows.

ITEM	Amount in Lakhs
State Level Cell	40.00
State Level Field Office	40.00
State Level Campaign	80
Development of software & content	25
Total Amount	185

A. State Level Cell – Rs. 40 Lakhs

The State Level Executive Committee of AKSHAYA approved the proposal to position a State Level Cell in Kerala State IT Mission. The State Level Cell shall coordinate the activities related to implementation of AKSHAYA at the Sate Level. The major activities envisaged for the State Level Cell are:

- State level Coordination and social interventions through ICT.
- Entrepreneur support and Business development/facilitation.
- Continued entrepreneurship development activities

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- Specific Social Sector/e-governance interventions.
- Coordination between the various Stakeholders.
- Promotional Activities and Documentation.
- Continuous Project Monitoring and Evaluation.

B. State Level Field Office, Malappuram   Rs. 40 lakhs

Malappuram is the pilot district as well as the test bed for all the ICT for development activities envisaged under the AKSHAYA Project   Hence, there is an urgent need for continued support and consolidation at the field level.   The major activities envisaged under the State Level Field Office, Malappuram are:

- Continued entrepreneur support, entrepreneurship development activities, business development/facilitation activities and support for skill upgradation/capacity building so that centres can sustain both financially as well as socially.
- Rolling out of specific social sector ICT based interventions/ e-governance activities.
- Promotional activities.
- Continuous Project Monitoring and Evaluation.
- Research & Documentation so that the rich experience in Malappuram can be used in other Districts
- Support State Level Cell in all stages of implementation, specially with respect to designing strategies for field level interventions
- Other Support Activities.

The specific item wise allocations for the State Level Cell and State Field Office shall be as approved   by the State Level Executive Committee of AKSHAYA.

C. State Level Campaign Rs. 80 lakhs.

The major items under the State Level Campaign include focused campaign in both print and digital media, with special focus on the   need for   undergoing e-literacy training.   A preliminary awareness campaign about the project and how it would positively change the lives of the common man are to be communicated to   the general public   Effective Strategies for conducting the campaign may be   suitably adopted.   The elements of campaign adopted in the Pilot Project shall also be utilised at the State level after suitable customization.

The major components of the state-wide campaign include:

- Printed materials - This would include posters, banners, brochures, advertisements in leading news papers and magazines articles by renowned persons, advertorials, advertisements.
- Campaign through electronic media, documentation.   The activities envisaged are   short films, talk shows, advertisements etc. in Doordarshan, 4 leading Malayalam channels and AIR.

D. Development of Software & Content-Rs. 25 lakhs.

In the context of State-wide roll out of AKSHAYA, there would be mass demand for digital content in local language. At present, digital content in key sectors of Agriculture, Health Education etc. are available, under the initiative of Kerala State IT Mission. It is proposed to associate with Government Departments which can develop relevant content for dissemination among common man, through AKSHAYA centres. Development of exclusive websites in Malayalam for AKSHAYA, e-transaction platforms, development of customized content, mobilisation of content already available in the market which are most popular in Kerala etc. are envisaged for the rollout.

Government are pleased to accord administrative sanction for implementation of roll out of AKSHAYA in 7 Districts namely Kasargode, Kannur, Kozhikode, Thrissur, Ernakulam, Pathanamthitta and Kollam for a total budgeted amount of Rs. 491 lakhs. This amount may be drawn from the Head of account 3451-101-75. The project is to be implemented within a period of twelve months.
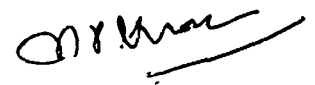
By Order of the Governor

P.H. KURIAN
SECRETARY TO GOVERNMENT

To

The President, District Panchayat- Kasargode, Kannur, Kozhikode,
Thrissur, Ernakulam, Pathanamthitta and Kollam
The District Collector, Kasargode, Kannur, Kozhikode, Thrissur,
Ernakulam, Pathanamthitta and Kollam.
The Secretary, LSG (Urban).
The Secretary, LSG (Rural).
The Municipal/Corporation Chairmen. Kasargode, Kannur, Kozhikode,
Thrissur, Ernakulam, Pathanamthitta and Kollam Districts.
The Panchayat Presidents, Kasargode, Kannur, Kozhikode, Thrissur,
Ernakulam, Pathanamthitta and Kollam Districts.
The Director, Kerala State IT Mission.
The Public Relations Department.
SF/OC.

Copy to: C.A to Secretary (IT)

Forwarded/By Order

Section Officer

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