GOVERNMENT OF KERALA
Abstract

Information Technology Department – AKSHAYA Project – Entrepreneur Selection framework - Approved - Orders issued

INFORMATION TECHNOLOGY (A) DEPARTMENT

G.O. (Ms) No: 17/05/ITD.   Dated, Thiruvananthapuram: 11 04. 2005.

Read·- 1 GO (Rt) No.130/2004/ITD dated 17 06 2004
2. Minutes of the Meeting held on 2/12/2004 by the Honourable Chief
*   Minister regarding roll out of AKSHAYA.*
3. Letter no. KSITM/D/RO/134/04/1812 dated 21st December 2004
4. Minutes of the Meeting of the State Level Coordination Committee for
*   Decentralised Planning held on 25/01/05*

ORDER

As per Government Order read as first paper above, Government have issued orders approving the procedure for the selection of AKSHAYA entrepreneurs in connection with the state-wide   rollout of AKSHAYA.

However, as per the minutes of the meeting read as second paper above, it was decided to replicate the AKSHAYA roll out in seven districts in the first phase, namely Kasargod, Kannur, Kozhikode, Thrissur, Ernakulam, Pathanamthitta and Kollam.

As per letter read as third paper above, Kerala State IT Mission has now requested that the above Government Order requires revision in the light of the Malappuram experience and also having considered the views of various stakeholders involved in the project. In the existing Government Order, a three-tier selection process was ordered. It consists of (1) the initial identification/selection by the Block Level Committee (2) An interview panel and (3) Final Selection Panel comprising of the District Panchayat President/Mayor, Municipal Chairman/District Collector etc. The revised selection process proposed by KSITM is a two tier process.

As per the meeting read as third paper above, of the State Level Coordination Committee, the Committee has agreed to the following revised Selection procedure forwarded by Kerala State IT Mission.

a) Revised Entrepreneur Selection Process-Annexure - 1
b) Entrepreneur Application Form - Annexure - 2
c) Criteria for Entrepreneur Selection -Annexure - 3

The minimum age of eligible entrepreneurs may be 18 years and   above and the minimum educational qualification may   be Plus Two / Pre-degree Pass.

After having examined the proposal, Government are pleased to approve the procedure as above regarding selection of entrepreneurs, in connection with   the roll out of AKSHAYA Project

(By Order of the Governor)

ANAND SINGH
DEPUTY SECRETARY TO GOVERNMENT

To

The President, District Panchayat- Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam
The District Collector Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam.
The Secretary, LSG (Urban)
The Secretary, LSG (Rural)
The Municipal/Corporation Chairmen, Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam District
The Panchayat Presidents, Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam District
The Director, Kerala Information Technology Services Society.
The Public Relations Department.
SF/OC.

Forwarded / By Order

Section Officer

State wide roll out of Akshaya project

Entrepreneur selection process

It is felt that a two tier process may be undertaken for selection of Akshaya entrepreneurs. It is proposed that a preliminary screening of applicants based on application may be followed by interviews at the local level. It is further proposed that the preliminary screening based on objective information about the entrepreneur may be given 80% weitage and the interview 20%. It is also felt that the District Implementation and Monitoring Committee may be made the Appeal Committee regarding all matters pertaining to selection of entrepreneurs in a district.

It is proposed that the following Selection Committees may be constituted by Government to interview and select the entrepreneurs. Individual Selection Committees, mentioning names of persons in the Committee, at Grama panchayath/Municipality/ Corporation levels may be set up by District Collectors as soon as the Government order constituting the Committees is issued. District Collectors shall also finalise the scheduled date of interview in the Grama panchayath/ Municipality/ Corporation.

- **Grama Panchayaths**

1. District panchayath member representing the area.
2. Block Panchayath member representing the area.
3. Grama Panchayath President
4. Grama Panchayath Secretary - Convenor.
5. Representative of lead bank /Service area Bank Manager
6. Representative of DIC/IEO

- **Municipality/Corporation**

1. Municipal Chairperson/Corporation Mayor.
2. Chairman of the Welfare Committee.
3. Municipal Secretary/Corporation Secretary - Convenor.
4. Representative of lead bank /Service area Bank Manager
5. General Manager, District Industries Centre.

- Units that can be considered as Akshaya centres without going through the entrepreneur selection process.

1. **Kudumbasree units:** If in any of the identified locations where Akshaya centres are proposed to be set up there exist a Kudumbasree IT unit having the specified hardware, software & space for operating an Akshaya centre as well as willing to operate one, then they may automatically be selected to run the Akshaya centre in that location. The Executive Director of Kudumbasree may identify those Kudumbasree IT units that can be converted into Akshaya centres against identified locations.

2. **Panchayath computer centres:** If in any of the identified locations where Akshaya centres are proposed to be set up there exist a Panchayath computer centre having the specified hardware, software & space for operating an Akshaya centre, then the centre can be treated as an Akshaya centre. Local bodies wishing to convert their computer centres as Akshaya centres may approach the District Collector (Secretary DPC & Chief Coordinator Akshaya) for approval.

Selection Procedure for entrepreneurs

1. Issue of district advertisement inviting application from entrepreneurs indicating the locations for starting centres (details of preliminary Akshaya briefing to be included).

(Action – Kerala State IT Mission (KSITM))

2. An official poster to be send to all Grama panchayaths/Municipalities/Corporations with the option for the local body Secretary to indicate the locations under their area and display the same in the local body office. Notices with details of Akshaya and date and time of preliminary briefing will to be made available in the local body office (with Akshaya Nodal Officer).

(Action – District Coordinator)

3. Registration for preliminary briefing (online & offline mode) – prospective entrepreneurs to be given token numbers.

(Action – KSITM)

4. Announcement of the dates for preliminary briefing on the website and through repeated press releases in all papers through DIO (PRD).

(Action – KSITM/District Coordinator).

5. Preliminary briefing to prospective Akshaya entrepreneurs.

(Action – KSITM & STED).

6. Online applications from prospective entrepreneurs (after briefing). The applications will be entered online by the entrepreneurs at available kiosks or at the Akshaya helpdesk in various districts.

(Action – KSITM/District Coordinator)

7. Preliminary screening will be done at district level based on prefixed criteria. A minimum of 30 marks out of a total of 100 marks would be required for passing the preliminary screening. However, in addition the number of short listed candidates for any one centre will be restricted to five[1].

(Action – KSITM/District Coordinator).

8. List of short listed candidates along with their marks and application forms will be printed at the district level and forwarded to Selection Committee convenors by District Collectors.

(Action –District Collector)

9. District Collectors shall take steps for getting these lists published in all the local body offices. District Coordinator shall publish the list in the District Akshaya Office. He/She shall also announce through a press release that the short listing is complete and that the short listed entrepreneurs will have submit a DD for Rs. 250 (in the name of Director, Kerala State IT Mission payable at Trivandrum) and obtain the interview letter from the district office.

(Action – District Collector/District Coordinator)

10. The Selection Committee convenors have to ensure that the all the Committee members are informed about the interview and that the selection interviews are conducted on the

---

[1] In case many candidates have the highest marks, then all of them will be included and in case this number exceeds five, no others with lesser marks will be short listed If there are more than one candidate with second highest marks and if the short listed candidates on account of highest mark has not equalled or exceed five candidates, then all of them will be included Same rule will hold true for others up to the fifth highest marks

scheduled dates itself. The Convenors shall verify all relevant certificates of the candidates to validate his/her claim in the application form. Discrepancies of any nature or lack of supporting certificates & documents regarding the information provided by the candidate in the application will make his candidature null and void.

(Action – Selection Committee Convenor).

11. The Selection Committees shall consider the following

- Entrepreneurs general ability to run the centre; specially checking the Sales/ Marketing, Administration and financial skills - 60 marks
- Relationship with local panchayath/local acceptance – 25 marks
- The details provided in Part E of application – 15 marks.

(Attention – Selection Committee Convenor).

12. Meeting of the Selection Committees shall be valid only if a minimum quorum as described below is present.

   a) Grama Panchayath level: Any one of the peoples representative in the Committee, Grama Panchayath Secretary and Bank's representative.

   b) Corporation/Municipality: Any one of the peoples representative in the Committee, Corporation/Municipality Secretary and Bank's representative.

(Attention – Selection Committee Convenor)

13. The Selection Committee shall decide on the entrepreneurs immediately after the interview and the convenor shall get the list signed by all members of the Committee there itself. Convenors of selection Committees shall forward Panchayath wise – centre wise list of selected entrepreneurs along with interview marks to District Collectors latest by the day after the interview.

(Action – Selection Committee Convenor)

14. District Collectors shall take steps to recheck the list based on the marks provided during interview and publish the list of successful applicants immediately. The list may also be forwarded to the Kerala State IT Mission for next level activities.

(Action – District Collector)

APPLICATION FORM

Details of Demand Draft

DD No. ☐

Date ☐

Bank ☐

PART A – PROFILE

1. Name of Applicant :
2. District :
3. Block :
4. Panchayath :
5. Municipality/Corporation :
6. Present Address :

7. Permanent Address :

8. Please enter the following details (at least one of these identity numbers)

Electoral Card Number ☐   Ration Card number ☐   Passport number ☐

Driving License ☐

9. State whether you are a permanent resident of this particular locality for the last two years

Yes ☐   No ☐
10. Email :
11. Phone : _____ _____
12. Mobile : _____ _____
13. Fax : _____ _____

14. Gender

Male ☐   Female ☐

15. Age : ----------------
16. Date of Birth : --------------------------- (DD/MM/YYYY)
17. Do you belong to SC/ST category?

Yes ☐   No ☐

1

PART B- EMPLOYMENT STATUS

18. Employment status

a. Self employed [ ]   b. Unemployed [ ]
(Go to Q. no.27)

c. Employed in private firms [ ]
(Go to Q. no. 26)

19. If you are self-employed, please indicate your years of experience in years---------
20. Do you own?

Internet café/Computer Center [ ]   other business · [ ]
(Go to Q. no. 25)

21. Do you own a Computer Centre or Internet Café in the proposed location?

Yes [ ]   No [ ]

22. Please furnish details of the centre

(a) Status of Building   Own [ ]   Rented [ ]

(b) Year of incorporation ---
(c) No of Computers with prescribed specification available -----------------------------
(d) Total Space available in Sq.ft --
(e) No of employees ---

23. Do you have Internet Connection

Yes [ ]   No [ ]
(Go to Q.no. 27)

24. If yes, type of connection available

Dial Up [ ]   Cable [ ]

CDMA [ ]   DSL [ ]

If Others   : ------------------------------

(Please go to Q. no. 27)

2

25. Details of Business Activity
(if you are self employed & not operating an internet café / computer center)

1.   Description of primary activity --------------------------------

2.   Turnover --

3.   No of employees ---

26. If you are employed in other firms, details

(a) Total years of experience--------------------------------
(b) Name and address of your present firm---------------------------

27. Do you own a building/premises or have identified for taking on rent a building/premises to set up Akshaya Centre in the proposed location?

Yes [＿＿＿]   No [＿＿＿]
                              (Go to Q.no. 29)

28. Details of the proposed Location

    (a) Built up space available for centre, Area in Sq.ft-----------------------

    (b) Electricity connection   Yes [＿＿＿]   No [＿＿＿]

    (c)Telephone connection   Yes [＿＿＿]   No [＿＿＿]

29. Are you a member of any Cultural Organisations/ Development Projects/ NGOs?

Yes [＿＿＿]   No [＿＿＿]

30. If yes, your role and responsibilities

    1. Organizer   [＿＿＿]

    2. Office Bearer   [＿＿＿]

PART C- FINANCIAL STANDING

31. Do you want Bank Loan?

Yes [　　　　]   No   [　　　　]
                        (Go to Q. No. 33)

32. If yes, loan amount required (in Rs.)

(a) 50,000- 1, 00,000
(b) 1, 00,000-1, 50,000
(c) 1, 50,000-2, 00,000
(d) 2, 00,000 and above

33. Do you own a bank account?

Yes   [　　　　]   No   [　　　　]
                                (Go to Q. no. 34)

(a) Name of the bank--
(b) Branch code --

34. Have you availed any loan previously?

Yes [　　　　]   No   [　　　　]
                        (Go to Q. no. 36)

35. If yes

(a) Name of the bank--
(b) Branch code --
(c) Loan Number --
(d) Amount of Loan --
(e) Amount of outstanding loan --

36. Do you own land worth over Rs. 4 lakhs?

Yes [　　　　]   No [　　　　]

37. Do you own two-wheeler?

Yes [　　　　]   No [　　　　]

38. Do you have four-wheeler?

Yes [　　　　]   No [　　　　]

39. Do you have NRI family members who are willing to finance your business activities?

Yes [   ]   No [   ]

PART D- EDUCATION

40. Your Formal Education

(1) Post Graduate
(2) Graduate
(3) Pre- Degree / Plus II
(4) S.S.L.C
(5) Less than S.S.L.C

41. Do you have any Professional degrees? (Engineering/ Medicine/MBA/MCA/LLB)

Yes [   ]   No [   ]

42. Computer Education (Govt approved programmes).

(1) Post Graduate/ Post Graduate Diploma
(2) Graduate
(3) Diploma
(4) Certificate course
(5) Basic Computer Awareness
(6) Hardware/ Networking
(7) No awareness

Declaration

I hereby declare that the above given information are true and correct to the best of my knowledge.

Place: **Name & Signature**
Date:

5

PART E- ASSIGNMENTS

A. Briefly explain why you want to be an Akshaya entrepreneur (Not exceeding 200 words)

B. Please provide details of Project Cost(for new units) in Rs.

1. Cost of computers, printer, scanner, UPS etc.
2. Cost of furniture and Fixtures
3. Cost of electrification
4. Cost of telephone connection
5. Preliminary expenses
6. Miscellaneous expenses
7. Working Capital
8. Other expenses
9. Your proposed project cost (Total) in Rs.

c. What are the activities you are planning to do through your Akshaya Centre? Please consider the advantages and limitations of your locality in making your centre socially relevant and economically sustainable when answering this question.

Annexure 3

Entrepreneur Selection Criteria - Scoring Guidelines
Details of Demand Draft

	% of total marks	Total marks
Part A Profile		25
1 **Applicant: / LSG: District: Block: Panchayath:**		
1 Name of applicant		
2 District		
3 Block		
4 Panchayath		
5 Municipality/Corporation		
Same Panchayath/Municipality/Corporation	30	7 5
Same Block	20	
Same District	10	
Other District	0	
6 Present address		
7 Permanent address		
8 Please enter the following details (at least one of these identity		
Electoral Card/ Ration card/Passport/Driving License		
State whether you are a permanent resident of this particular		
9 locality for the past two years yes	10	2 5
10 Email		
11 Phone		
12 Mobile		
13 Fax		
14 **Gender**		
Female	15	3 75
Male	0	
15 **Age**		
25 – 40 years	20	5
> 40 years	10	
20- 25 years	10	
<20 year	0	
16 Date of Birth		
17 **Reservations**		
SC/ST	25	6 25
Others	0	
Total scoring under A		**25**

Part B Entrepreneurship		30
18 Employment status		
a Self Employed	15	4 5
b Unemployed	0	
c Employment in private firms	10	
19 If you are self-employed, please indicate your years of experience in years		
>5 years	15	4 5
3-5 years	10	
1-3 years	5	
less than 1 year	0	
20 Do you own a Internet cafe / Computer Centre Yes	10	3
21 Do you own a Internet cate / Computer Centre in proposed		
Urban	15	4 5
Rural	10	
22 Details of centre		
Status of building Own		
Year of Incorporation		
No of computers with prescribed specifications available		
less than 3	0	
3 to 5	5	
5 to 10	10	3
23 Do you have internet connection Yes	10	3
24 If yes type of connection available		
25 Details of business activity		
26 Employed in other firms(years of experience)		
>5 years	15	4 5
3-5 years	10	
1-3 years	5	
less than 1year	0	
27 Do you own a building/premises or have identified one on rent		
28 Built up space, Area in sq ft (=>400 sq ft)	15	4 5
Are you a member of any cultural organisation/Development		
29 projects/NGOs?	10	3
30 If yes, your role and responsibilities		
Total scoring under B		**30**

PARTC- Financial Standing (maximum score)		25
31 Do you want Bank Loan No	50	12 5
Yes	0	
32 If yes, loan amount required		
<50,000	35	8 75
50,000-100,000	30	
100001-150000	20	
150001-200000	15	
200001 and above	0	
33 Do you own a bank account	10	2 5
Name of the bank		
Branch Code		
34 Have you availed any loan previously		
No	10	2 5
35 If yes		
Name of the bank		

	Branch code		
	Loan Number		
	Amt of loan		
	Amount of outstanding loan		
36	Do you own land worth over Rs 4 lakhs **Yes**	15	3 75
37	Do you own four wheeler Yes	5	1 25
38	Do you own two wheeler Yes	5	1 25
39	Do you have NRI family members Yes	5	1 25
	Total scoring under C		**25**

Part D Education (Max qualification)		20
40 Formal Education		
Post Graduate	35	7
Graduate	30	
Pre-Degree / Plus 2	20	
SSLC	0	
Less than SSLC	0	
Do you have any Professional qualification(		
41 Engg,Medical,Management,Technlogy LLB etc)		
Yes	25	5
No		
42 Computer Education		
Post Graduate/Post Diploma	40	8
Graduate	30	
Diploma	20	
Certificate Course	15	
Basic Computer Awareness	10	
Hardware/networking	20	
No awareness	0	
Total Score under D		**20**

TOTAL CANDIDATE SCORE

GOVERNMENT OF KERALA
Abstract

Information Technology Department – AKSHAYA Project – Entrepreneur Selection framework - Approved - Orders issued

INFORMATION TECHNOLOGY (A) DEPARTMENT

G.O. (Ms) No: 17/05/ITD.   Dated, Thiruvananthapuram: 11 04. 2005.

Read·- 1 GO (Rt) No.130/2004/ITD dated 17 06 2004
   2. Minutes of the Meeting held on 2/12/2004 by the Honourable Chief
      Minister regarding roll out of AKSHAYA.
   3. Letter no. KSITM/D/RO/134/04/1812 dated 21ˢᵗ December 2004
   4. Minutes of the Meeting of the State Level Coordination Committee for
      Decentralised Planning held on 25/01/05

O R D E R

As per Government Order read as first paper above, Government have issued orders approving the procedure for the selection of AKSHAYA entrepreneurs in connection with the state-wide rollout of AKSHAYA.

However, as per the minutes of the meeting read as second paper above, it was decided to replicate the AKSHAYA roll out in seven districts in the first phase, namely Kasargod, Kannur, Kozhikode, Thrissur, Ernakulam, Pathanamthitta and Kollam.

As per letter read as third paper above, Kerala State IT Mission has now requested that the above Government Order requires revision in the light of the Malappuram experience and also having considered the views of various stakeholders involved in the project. In the existing Government Order, a three-tier selection process was ordered. It consists of (1) the initial identification/selection by the Block Level Committee (2) An interview panel and (3) Final Selection Panel comprising of the District Panchayat President/Mayor, Municipal Chairman/District Collector etc. The revised selection process proposed by KSITM is a two tier process.

As per the meeting read as third paper above, of the State Level Coordination Committee, the Committee has agreed to the following revised Selection procedure forwarded by Kerala State IT Mission.

   a) Revised Entrepreneur Selection Process-Annexure - 1
   b) Entrepreneur Application Form - Annexure - 2
   c) Criteria for Entrepreneur Selection -Annexure - 3

The minimum age of eligible entrepreneurs may be 18 years and above and the minimum educational qualification may be Plus Two / Pre-degree Pass.

After having examined the proposal, Government are pleased to approve the procedure as above regarding selection of entrepreneurs, in connection with the roll out of AKSHAYA Project

(By Order of the Governor)

ANAND SINGH
DEPUTY SECRETARY TO GOVERNMENT

To

The President, District Panchayat- Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam
The District Collector Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam.
The Secretary, LSG (Urban)
The Secretary, LSG (Rural)
The Municipal/Corporation Chairmen, Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam District
The Panchayat Presidents, Kasargode, Kannur, Kozhokode, Thrissur, Ernakulam, Pathanamthitta and Kollam District
The Director, Kerala Information Technology Services Society.
The Public Relations Department.
SF/OC.

Forwarded / By Order

Section Officer