



**GOVERNMENT OF ODISHA
E & IT DEPARTMENT**

.....
No. 3470 / , Dt. 01.12.2021

From

Smt. Sujata R. Karthikeyan, IAS
Commissioner-cum-Secretary,
Department of Mission Shakti

Shri Manoj Kumar Mishra, IRTS
Secretary,
E & IT Department

To

All Collectors

Sub: Guidelines for selection of SHGs as Village Level Entrepreneur (VLE)/Urban Level Entrepreneur (ULE) for setting up, operation & management of Mo Seba Kendra

Madam/ Sir,

Self-Help Groups under Mission Shakti today undertake a wide range of economic activities and generate substantial incomes, enabling financial stability and empowerment of lakhs of women in the State.

As per the Cabinet decision to make provisioning of Government services & procurement of goods worth Rs.5000 Crore through Mission Shakti SHGs in five years, the E&IT Department has collaborated with Mission Shakti for operation & management of Mo Seba Kendra by SHGs.

The Mo Seba Kendra scheme is a Government of Odisha initiative being implemented in PPP mode to establish at least one digital kiosk called Mo Seba Kendra (MSK) in each GP (6798 GPs) and at least one MSK per 25000 populations in urban area (114 ULBs) in Odisha. The Mo Seba Kendra will be well equipped with all kind of IT infrastructure to delivery all kinds of online services to the citizens in an efficient manner at affordable cost in their locality. The citizen of the State will have the freedom not to visit government offices for any services. They will get the G2C (Government to Citizen) services from the nearby Mo Seba Kendra in his/her locality without any hassle.

Mo Seba Kendra entrepreneur can also provide various B2C services to the citizens which are available in the portal of Service Centre Agency (SCA). To name a few, the B2C services include IRCTC ticket booking, Aadhaar enabled payment system, DMT, Banking services (BC),

PAN card, E-learning, Income tax return filing, Utility bill collection, General insurance, Life insurance etc.

Hence, it is of utmost importance that the field functionaries of the Department of Mission Shakti identify the suitable SHGs as Village Level Entrepreneur (VLE) / Urban Level Entrepreneur (ULE) for setting up, operation & management of Mo Seba Kendra under E & IT Department, so that each GP / ULB of the state have one Mo Seba Kendra managed by one SHG / Federation. Following criteria and process may be ensured for selection of SHGs / Federations.

2. Objective:

- a. Provisioning of Government business to SHGs in convergence with E & IT Department
- b. Provisioning of various services by promoting entrepreneurship development among women SHGs by engaging them as VLE/ULE to provide the services laid down in the Mo Seba Kendra guideline and instructions to be issued from time to time

Minimum Infrastructure requirement to establish Mo Seba Kendra:

- a. Office space: Pucca house of minimum 100 to 150 sq ft
- b. Desktop Computer / Laptop Latest generation
- c. Printer Dot Matrix / LaserJet (B&W) / InkJet / LaserJet (Colour) / Scanner
- d. UPS / Inverter 1 KV / 2 KV / 3 KV (as per the load)
- e. Fingerprint Scanner UIDAI RD Complaint device
- f. Connectivity - Broadband (Minimum 512 Kbps)

Financial Implication on SHG / Federation

(a) Infra establishment cost.			
SL	Infra Description	Qty	Approx Cost
01	Desktop/Laptop	1	35000/-
02	Printer (MFP)	1	15000/-
03	Fingerprint Scanner	1	4000/-
04	Power Backup (Inverter)	1	15000/-
05	Mo Seba Kendra Fee (One time)		5000/-
06	B2C License fee (One time)		7700/-
07	Branding		10000/-
08	Working Capital		10000/-
	Total (a)		101700/-
(b) Operational cost			
	Description	Qty	Approx cost
01	Shop rent	1	3000/-
02	Internet connectivity/month	1	500/-
	Total cost (b)		3500/-

Mo Seba Kendra Commission revenue sharing structure

Total Monthly Commission on the transactions of VLE/ULE	VLE/ULE Share	SCA Share	SDA and other stake-holder's share
Up to Rs. 2500/-	80%	15%	5%
More than Rs.2500/-	85%	15%	0%

Revenue prospect

Monthly potential turnover & revenue per MSK									
SL	G2C services	TXN Cnt	Income rev.(Rs)	GMV	SL	B2C services	TXN Cnt	Income rev.(Rs)	GMV
1	Energy department services	300	1200	75000	1	IRCTC ticket	20	200	10000
2	Revenue & disaster dept. services	30	480	1500	2	Aadhar enable payment services & DMT	100	300	300000
3	Food supply & consumer welfare services	30	480	1500	3	Utility bill services	200	800	40000
4	Health & family welfare services	10	160	300	4	PAN card services	50	400	5350
5	Higher education dept services	2	32	3000	5	Income tax filing service (Tax2win)	10	2750	4500
6	Housing & urban development	50	800	2500	6	Banking services			
7	School & mass communication	10	160	5000	7	General insurances	10	100	12000
8	Commerce & Transport	20	100	8000	8	Health insurances	1	500	200
					9	Job registration	20	400	1000
					10	E-learning services	10	6000	10000
	Total		3412	96800				11450	383050
	Total Monthly turnover			479850					
	Total income/month			14862					

Selection Process

2.1. Eligibility criteria

2.1.1. Must be a Women SHG / Federation.

2.1.2. Minimum one member of the SHG / Federation or the person (female) if engaged by the SHG must have passed 10th standard (matric). (preference will be given to higher academic qualification)

2.1.3. Must be capable of operating computer/laptop/smart phone.

2.1.4. Well conversant with local language/dialect and able to read & write Odia & English.

- 2.1.5. Must be from the same locality (GP).
- 2.1.6. Must not be a loan defaulter from any bank or federation/SHG.
- 2.1.7. Must have good communication skill.
- 2.1.8. Should have sound knowledge on cash management and record keeping.
- 2.1.9. Must have KYC documents like Aadhar / Voter ID / PAN.
- 2.1.10. Must have ability to deposit the security amount of Rs. 5,000/- for G2C services and Rs. 7,700 for B2C services with the Service Centre Agency (SCA).

Allocation of block wise target

Though there is provisioning of engagement of one SHG / Federation in each GP / ULB of the state, the initiative will be taken up on piloting in the headquarter GP / ULB of 338 ICDS Projects during the FY 2021-22. Scaling up the initiative will be considered based on the success of the pilot. However, more GPs / ULBs could be covered during the current FY based on the demand of SHGs. The MSK rollout plan stated below.

MSK establishment plan																
	FY-2021-22 (338)				FY-2022-23 (1000)											
	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
SHG	85	100	85	68	100	100	100	100	100	80	80	80	80	80	80	20
Cumulative	85	185	270	338	438	538	638	738	838	918	998	1078	1158	1238	1318	1338

- 2.1.11. If a full time or part time employee in any Govt./Non Govt. organization is selected, she has to resign from that position before being engaged as a Village Level Entrepreneur (VLE) / Urban Level Entrepreneur (ULE)
- 2.1.12. In case she holds any position in the local self-Government or holds any political office, she has to resign from that position before being engaged as Village Level Entrepreneur (VLE) / Urban Level Entrepreneur (ULE).

2.2. Notification, Screening and Selection:

- 2.2.1. Expression of Interest for engagement of SHG / Federation members as Village Level Entrepreneur (VLE)/Urban Level Entrepreneur (ULE) for setting up, operation & management of Mo Seba Kendra for a period of **02** years shall be

invited by the DSWO. The advertisement on Eol shall be displayed at the Offices of the concerned BDOs, CDPOs, concerned AWCs and Block Level Federation (BLF) offices for a period of 15 days. The format for the Eol is enclosed herewith as **Annexure I**.

2.2.2. The willing SHG / Federation shall **submit the application at the office of the CDPO or through registered post only** for engagement as Village Level Entrepreneur (VLE)/Urban Level Entrepreneur (ULE) for setting up, operation & management of Mo Seba Kendra, duly filled along with supporting documents as prescribed and enclosed at **Annexure – II** within specified deadline indicated in the Eol. The application submitted at the office of the CDPO by the SHG / Federation shall be received on proper acknowledgement as per **Annexure - II**.

2.2.3. **Block Level Selection Committee** - Block Level Selection Committee consisting of following officials shall examine the received applications from the SHG / Federation and recommend the suitable SHGs to the DSWO. (Format is enclosed as **Annexure III**)

- i. Block Development Officer (BDO) - Chairperson
- ii. Child Development Project Officer (CDPO) - Member Convenor
- iii. District E-Governance Manager - Member
- iv. District Coordinator of Service Centre Agency - Member
- v. Block Project Coordinator (BPC), Block Project Manager (BPM), & Mission Shakti BLF Leader - Member

The committee shall examine the applications, select the eligible list of SHGs / Federations and empanel maximum three SHGs including Federations for each GP / ULB. The empanelled list approved by the Committee shall be kept with CDPO with information such as Name of the SHG, Single Point of Contact (SPOC) of SHG, Contact no, Email ID, GP/Ward, Block/ULB, PIN code and District. CDPO shall make GP / ULB wise tagging of SHG / Federation following the empanelled serial and target and communicate to DSWO of the district. DSWO shall submit the consolidated list of all ICDS Projects to E & IT Department with approval of the District Collector under intimation to Department of Mission Shakti.

Different Stakeholders & their Roles:

1. E & IT Department:

- a. Basing on the list received from the district, E & IT Department will get the SHG / Federation on boarded as VLE / ULE following the Mo Seba Kendra guideline.
- b. Overall implementation of the initiative

- c. MIS & documentation
 - d. A monthly report on Mo Seba Kendra managed by SHGs (No. of SHG involved, No. of customer benefited, Turn over, income etc) should be submitted by E&IT Department in coordination with SCA and District level officials of Mission Shakti.
2. **SDA (State Designated Agency):** Odisha Computer Application Centre (OCAC) is the SDA who looks after the overall implementation of the scheme across the state and issue guidelines, approvals and standard operating procedures (SOPs). The SDA shall facilitate on-boarding of VLEs/ULEs on OdishaOne portal and provide the necessary user credentials {only through SCA} to the VLEs/ULEs. Release of commission to SCA and VLE/ULE on regular basis as per defined commission structure.
 3. **SCA (Service Center Agency):** The Service Centre Agency (SCA) is responsible to set up, operate and manage the Mo Seba Kendra network in all the five (5) zones across the state of Odisha to deliver various G2C and B2C services to the citizens through Mo Seba Kendra network as per the standards and norms prescribed by OCAC. SCA will conduct VLE/ULE training on regular basis to enable the entrepreneur to deliver the services efficiently through MSKs at field.
 4. **VLE/ULE (Village Level Entrepreneur/Urban Level Entrepreneur):** The VLE(s)/ULE(s) are responsible for setting up and operating the Mo Seba Kendra at field level. They are the true interface to the citizens and deliver services to citizens. ULE/VLE needs to establish all required infrastructure & branding as per guideline.
 5. **Department of Mission Shakti:** To identify the eligible SHGs having reasonable entrepreneurship ability to establish & run the Mo Seba Kendra. District and block functionaries of Mission Shakti will monitor and supervise and facilitate smooth implementation of the initiative.

Monitoring, Training & Capacity Building:

- a. SCA & SDA will monitor the Mo Seba Kendra project
- b. PMU under SDA will monitor the regular activity of MSKs
- c. Conduct New services training by SDA & SCA
- d. Capacity building of the on boarded MSKs on regular interval
- e. District co-ordinator (SCA) will visit MSK centers regularly to update & for regular service support

MSK on-boarding plan & projected business plan & revenue.

Provisional Turnover & prospect revenue. Avg. Monthly Turnover/MSK=0.968 lakh Avg. Monthly Revenue/MSK = 0.148 lakh		Rollout of SHGs	Outlay in lakh	Monthly Turnover in lakh	Monthly Income/commission in lakh	Cumulative revenue (Rs.in lakh)
FY-2021-2022	M1	85	0	82.28	12.58	12.58
	M2	185		179.08	27.38	39.96
	M3	270		261.36	39.96	79.92
	M4	338		327.18	50.024	129.944
FY-2021-2022 Total				849.90	129.94	129.944
FY-2022-23	M1	438		427.26	66.12	66.12
	M2	538		524.06	80.92	147.05
	M3	638		620.86	95.72	242.77
	M4	738		717.66	110.52	353.29
	M5	838		814.46	125.32	478.62
	M6	918		891.90	137.16	615.78
	M7	998		969.34	149.00	764.78
	M8	1078		1046.78	160.84	925.63
	M9	1158		1124.22	172.68	1098.31
	M10	1238		1201.66	184.52	1282.83
	M11	1318		1279.10	196.36	1479.20
	M12	1338		1298.46	199.32	1678.52
Total FY-2022-23				10915.71	1678.52	1678.52

Commissioner-cum-Secretary to Govt.,
Department of Mission Shakti

Yours faithfully,

Secretary to Govt.,
E & IT Department

Secretary to Govt.
Electronics & IT Department

Office of the DSWO

**Expression of Interest for E & IT Department for engagement of SHGs
under Mo Seba Kendra**

No: _____

Date: _____

Expression of Interest from the interested SHGs / SHG Federations having willingness and aptitude for the setting up Mo Seba Kendra is invited to submit their proposal before the concerned CDPO in the mentioned below format within 15 (fifteen) days of this notice i.e. by _____ towards setting up & management of Mo Seba Kendra . SHGs should be from the same GP /ULB where they propose to take up the activity.

Signature of the DSWO

Date:

Enclosure: SHG Selection Criteria and brief Guidelines

NB: The applicant SHG can get the detailed information on Mo Seba Kendra from the concerned CDPO.

Format

1. Name of the SHG: _____
2. SHG Address: Village _____ Post Office _____
GP/Ward _____ Block/ULB _____,
District _____ PIN _____
ICDS Project _____
3. Year of Formation: _____
4. Present livelihood activities undertaking: _____
5. Name of GP/ward where the activity will be taken up: _____
6. Whether the SHG or its members has/have undergone Computer training and it's skill on corresponding livelihood activity (Yes / No):
If Yes, please mention the details:
7. Whether SHG has sound knowledge on cash management & record keeping (Yes/No)
8. Bank and Branch Name: _____
9. Funds available in the Savings Bank Account: _____
 - (a) Regular Saving (Yes / No)
 - (b) Amount of savings (in Rs.):
 - (c) Whether Loan taken (Yes / No), if yes, mention the number of times loan availed
 - (d) Mode of loan repayment (Regular / irregular):
 - (e) Meeting Register maintained (Yes / No):
 - (f) Cash Book maintained (Yes / No):
10. Contact No: _____ , Email ID: _____
11. Resolution of the SHG to take up the activity is enclosed (Yes / No):
12. Ability to invest for the operation of the business like security deposit, furniture & fixture, devices etc. (Yes/No) .
13. Manage permanent space for operating the MSK (Mo Seba Kendra) (Yes/No)
14. Whether SHG member (Whose Education qualification mentioned) has KYC documents like Aadhar/Voter ID (Yes/No)
(Photocopy of KYC document is to be attached)
15. Whether SHG has PAN Card(Yes/No)

16. Educational qualification of SHG Member

i	Name of the SHG member				
ii	Minimum matric pass (10 th) Yes/No				
iii	Higher education if any (intermediate/ Degree/Master Degree/Others) (Required document to be attached)				
iv	Computer Literate (Yes/No):				
v	Computer literacy Certificate if any (DCA/PGDCA/Other):				
vi	Able to operate Computer/laptop/Smart phone (Yes/No):				
vii	Language known (tick the appropriate)		Read	Write	Speak
		Odiya			
		English			
		Hindi			
		Other (specify)			

Name & Signature of the Authorised Person of the SHG
Date:

Acknowledgement

Received the Expression of Interest from _____ SHG, Village _____, on
date _____ for the scheme titled '.....'.

Signature of the CDPO / Authorised Signatory Date:

Annexure III

Recommendation of Block Level Selection Committee on SHGs / SHG Federations for the activity titled 'Mo Seba Kendra'

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Name of the SHG	Name of Block/KU LB	Name of GP/Ward	Name of Village/La	Contact no	Date of formation	Bank Name	Branch Name	Bank Account Number	Amount of savings in Rs.	Whether Loan taken (Yes/No)	Mode of loan repayment (Regular/Irregular)	Maintaining meeting Register (Yes/No)	Cash Book maintained (Yes/No)	Whether the SHG/It's member undergone Computer training (Yes / No)

16	17	18	19	20	21	22	23	24	25
Resolution to take up the activity (Y/N)	SHG agreed to invest for operation of MSK (Yes/No)	Manage permanent space for operating MSK (Y/N)	Whether the SHG member has Aadhar/Voter ID (Yes/No)	Whether SHG has PAN Card(Yes/No)	(Educational qualification of SHG member) Matric pass (Y/N)	Higher education if any	Computer Literate (Yes/No):	Able to operate Computer/laptop/Smart phone (Yes/No)	Language proficiency

District E-Governance
Manager

District Coordinator of
SCA

BPC, Mission Shakti
BPM, Mission Shakti

CDPO

BDO