केन्द्रीय विद्यालय संगठन

F. No. 6-1/2015/KVS(HQ)/Acad/ Digital India Week   Dated: 26.6.2015

To

The Deputy Commissioner
Kendriya Vidyalaya Sangathan
All Regional Offices.

Subject: Digital India Week and Activities at School.

Madam/Sir,

    In continuation to my earlier letter of even No.dated10/06/2015 on the above mentioned subject, I am to forward a letter received from Dr. Subhash C Khuntia, Secretary, MHRD, Govt. of India enclosed herewith, for further transmission to all the Kendriya Vidyalayas under your jurisdiction, with a direction to organize the activities and to ensure quality participation of students in the contest alongwith other activities of Digital India Week, circulated earlier.

    Thanking you,

Yours faithfully,

(Nagendra Goyal)
Deputy Commissioner (EDP)

Copy to:

    Sh. Sanjay Gupta, Under Secretary (RMSA-I), Dept. of SE&L, Room No. 408-C, Shastri Bhawan, Ministry of HRD, New Delhi-15 for information.

Deputy Commissioner (EDP)

01. upload on website

( ) डा. सुभाष चन्द खुंटिआ, भा.प्र.से.
सचिव
Dr. Subhash C. Khuntia, IAS
SECRETARY

24th June, 2015

Dear Secretary,

Addl ram (Acad)

To disseminate the message of the Digital India Programme to citizens and to showcase the Government's initiative in the area of e-Governance, the **Digital India Programme** is being launched by Department of Electronics & Information Technology (DeitY) **on 1st July, 2015.** After the national launch, activities spread over a week are expected to be held at State, District, CSC and Gram Panchayat level.

2. Digital India Programme of the Government of India is a transformational campaign changing the manner in which governance and public services are provided to citizen. Digital India also aims to 'transform India into a digitally Empowered society and Knowledge based economy', the focus is on being transformative to realize IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow).

3. As part of the activities planned, an online challenge on Cyber Safety and Cyber Wellness will be conducted by NeGD/DeitY which will be accessible on "www.digitalindia.gov.in". The challenge will be open for a week starting **from the 1st July 2015 to the 7th July, 2015.** The contest will be organized for students of 6th to 8th class and for 9 -12th class in separate categories. Instructions for conducting the events would be shared at www.digitalindia.gov.in by DeitY. Students scoring 100% in level 1 will be qualified for level 2. Evaluation both at level 1 and level 2 are automated. Each student will have the option to email or download "Certificate for Participation". 4 winners will be selected from each State/UT (2 from each category, and one boy and one girl in each category). Winners will be felicitated at the national level. It is requested to popularize and facilitate this contest amongst all students of Government as well as private and aided schools.

4. I request you to issue necessary instructions to all the schools and concerned authorities for organizing the event and to ensure quality participation of students in the contest and other activities of Digital India Week.
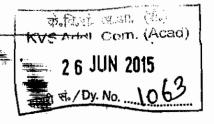
With regards,

Yours sincerely,
Sd/-
(S. C. Khuntia)

To Education Secretaries of all States/UTs.

Copy for similar action to:
1. Dr. Satbir Bedi, Chairperson, Central Board of Secondary Education, "Shiksha Kendra",2, Community Centre, Preet Vihar, Delhi - 110 092.
2. Shri Santosh Kumar Mall, Commissioner, Kendriya Vidyalaya Sangathan,18, Institutional Area, Shaheed Jeet Singh Marg, New Delhi – 110 016.
3. Shri G.S. Bothyal, Commissioner, Navodaya Vidyalaya Samiti, B-15, Institutional Area, Sector-62, Noida, District - Gautam Budh Nagar, -201307.
4. Prof. R. Govinda, Vice-Chancellor, National University of Educational Planning & Administration (NUEPA), 17-B, Sri Aurobindo Marg, New Delhi – 110 016.
5. Prof. Rajaram S. Sharma, Joint Director, CIET, National Council of Educational Research & Training (NCERT), Sri Aurobindo Marg, New Delhi-110016.

(S. C. Khuntia)

केन्द्रीय विद्यालय संगठन

F. No. 6-1/2015/KVS(HQ)/Acad/Digital India Week |67-97   Dated: 10.06.2015

The Deputy Commissioner
Kendriya Vidyalaya Sangathan
All Regional Offices.

Subject: Digital India Week and Activities at Schools.

Madam/Sir,

Digital India Program of the Government of India is a transformational campaign changing the manner in which governance and public services are provided to citizen. Digital India also aims to "Transform India into a digitally Empowered society and Knowledge based economy", the focus is on being transformative to realize IT (Indian Talent)+ IT (Indian Technology)=IT (India Tomorrow).The program also aims to delivering good governance to citizen by synchronized and coordinated engagement with both central and state government delivering of services through e-governance represents a paradigm shift in which will involve government deptt./officials changing the way they work and tools they use to enable faster and more efficient delivery.

To deliver the message of the Digital India to citizen and to showcase the Government's initiative in the area of e-Governance, a formal launch of this program, spread over a week, is being organized. It is expected that formal launch will take place shortly and dates will be communicated accordingly.

A series of activities focused around the existing Digital Services Delivery platforms would be organized to provide contextual and engaging information about Digital India to citizen. The main focus will be on School Students and teachers who will be engaged through on online platforms like NROER, O-labs, NCTE, U-DISE, NIOS, MHRD/State Portal etc. during the Digital India Week.

It has been envisaged that all schools having internet connectivity, functional computers and power supply etc. will take part in the DI Week (broadcast/streaming of IEC videos and other audio-visual content on DI week etc.) students/factualty members from adjoining schools where such facilities are available. Various activities such as competitions for students and teachers, sessions on digital services, Digital India Fest etc. are to be conducted during the Digital India Week.

A note received from Ministry on Digital India Week Activities in the schools is being enclosed. You are requested to circulate this to all schools under your region and ensure that these schools are meaningfully engaged on these activities, as and when the program of Digital India Week is intimated.

Thanking you,

Yours faithfully,

(Nagendra Goyal)
Deputy Commissioner (EDP)

Copy To:
1. The Director, ZIET-Mumbai, Chandigarh, Bhubaneshwar, Mysore and Bhopal for information.
2. The Section Officer (UT-2), SE & L, MHRD with reference to your letter No. F No.7-87/2015-UT-2 for information please.

Deputy Commissioner (EDP)

Digital India is an Umbrella Program that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them is seen as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. Digital India is to be coordinated by DeitY and implemented by the entire Government. One of the key characteristics of Digital India is to have a common branding in order to ensure highest transformative impact. It is the responsibility of the Department of Electronics & IT (DeitY) to ensure this common branding for the Digital India Program.

This umbrella program, approved at the level of Hon'ble Prime Minister, weaves together a large number of ideas and thoughts into a single comprehensive vision of making technology as the key enabler for transformative changes in the delivery of public services and participative governance in the country. The impact of the Digital India Program will be wide-ranging. For citizens across the country, Digital India will have a transformational impact which will improve the delivery and greater access to information and e-services.
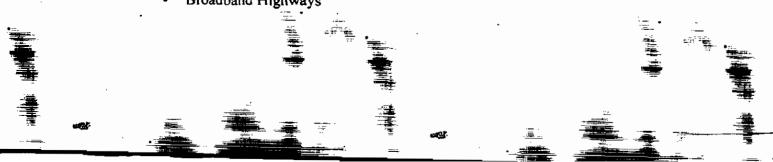
1.1 Vision of Digital India

The vision is centred on three key areas:

- *Vision Area 1*: Digital Infrastructure as a Utility to Every Citizen includes:
    - High speed internet as a core utility
    - Cradle to grave digital identity -unique, lifelong, online, authenticable
    - Mobile & Bank A/c enabling participation in digital & financial space
    - Easy access to a Common Service Centre
    - Shareable private space on a public cloud
    - Safe and secure Cyber-space

- *Vision Area 2*: Governance & Services on Demand includes:
    - Seamlessly integrated across departments or jurisdictions
    - Services available in real time from online &mobile platform
    - All citizen entitlements to be available on the cloud
    - Services digitally transformed for improving Ease of Doing Business
    - Making financial transactions electronic & cashless
    - Leveraging GIS for decision support systems & development

- *Vision Area 3*: Digital Empowerment of Citizens includes:
    - Universal Digital Literacy
    - Universally accessible digital resources
    - All documents/ certificates to be available on cloud
    - Availability of digital resources / services in Indian languages
    - Collaborative digital platforms for participative governance
    - Portability of all entitlements through cloud

1.2 Pillars

There are 9 pillars of growth areas under the Digital India programme. Each of these area is a complex programme in itself and cuts across multiple Ministries and Departments.
- Broadband Highways

- Universal Access to Mobile Connectivity
- Public Internet Access Programme
- e-Governance – Reforming government through Technology
- eKranti – Electronic delivery of services
- Information for All
- Electronics Manufacturing– Target NET ZERO Imports
- IT for Jobs
- Early Harvest Programmes

1.5 [illegible heading]

- Broadband in 2.5 lakh villages, universal phone connectivity
- Net Zero Imports by 2020
- 400,000 Public Internet Access Points
- Wi-fi in 2.5 lakh schools, all universities; Public wi-fi hotspots for citizens
- Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs
- Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
- e-Governance & eServices: Across government
- India to be leader in IT use in services – health, education, banking
- Digitally empowered citizens – public cloud, internet access

2   Digital India Week

To deliver the message of the Digital India to citizens and to showcase the Government's initiative in the area of e-Governance, a formal launch of this program, spread over a week, is being organized. A series of activities focused around the existing Digital Service Delivery platforms would be organized to provide contextual and engaging information about Digital India to the citizens. National e-Governance Division (*NeGD, an autonomous business division within Media Lab Asia, under the Ministry of Communication & Information Technology, Government of India*) is the implementing agency for Digital India Week.

2.1   Objective & Strategy

- Effectively deliver the message of Digital India to all citizens
- Expand visibility of Digital India by way of effective branding across various platforms with special focus on new media and public interface touch points.
- To establish credibility of message by ensuring value proposition in terms of demonstration of service delivery to citizens by converging existing and new services, usage of digital infrastructure under Digital India
- Sustained connection with people by identifying and engaging serious stakeholders through ICT platform and increasing the demand for e-services.
- Communication in vernacular languages as far as possible

2.2   Approach to Digital India Week

- Build-up Pre-event buzz through print and electronic media
- Pre-event activities including Volunteer Registration
- Invite citizens for events at various locations
- Inform and educate about eServices and benefits
- Value addition though functional digital & financial literacy, Swachh Digital India
- Collect participant database and feedback
- Sustained engagement

- Pre-event Media Launch- social media, TV, radio etc.
- Mailers & broadcast of PM's message to eService users across various Digital platforms
- Pre-event at universities/colleges & other delivery points at NKN/NMEICT nodes etc.
- Launch of Digital India Week with Mann ki Baat by Hon'ble PM
- Organizing events at village level- CSCs, eSchools, Gram Panchayats etc.
- Organizing events at all block and sub-divisional HQs
- Organizing events at all District HQs
- Organizing event at all State HQs
- Organizing National Event

2   Schools

Students and teachers are a key target groups to be engaged in activities on the available online platforms during the Digital India Week. Engagement of students and teachers is very important for success of Digital India Initiatives. Their engagement will:

- Disseminate information about the various existing e-services and education e-platforms and tools and inform about recently launched and to be launched services/platforms using existing Digital points of presence (School level)
- Increase use of ICT platforms in Education Sector (for various purposes- Administrative as well as Academic -training, e learning, educational resources, networking, etc
- Enhance visibility and increase usage of. NROER, O-Labs services
- Enhance and deepen reach and realization of the objectives of ICT@Schools,(RMSA)
- Increase digital network & sharing of digital e-learning resources across Educational platforms (NCTE, NROER, NCERT, NUEPA, CBSE, KVS, NVS, etc)

2.4.1 Selection of Schools

It is envisaged that the activities are to be conducted at schools which have facilities of working computers (desktops/laptops), power availability and internet connectivity. Schools do not having these facilities is to be invited to participate at the nearest school selected under Digital India Week.

2.4.2 Tentative Activities

The tentative activity to be conducted at schools is enclosed as Annex-I which includes pre-event activities, activities during event and post event activities.

Academia related schemes, fellowships, e-Services, portals, ICT based best practices etc of the Ministry/Deptt/Academic Bodies may be demonstrated at the schools via webcasting, audio-visual materials. Gratification/prizes are to be given to the selected winners (boy & girl students; male & female teachers) of different competitions. The selection of winners may be done on each level i.e. school, block, district, state and national etc.

3   Media Coverage

Promotion/branding of activities during Digital India Week are to be done through the following:

- Posting of event links and details on the website of ministry/department/ institution/ school website/ educational portals/Digital India Social Media page etc
- Posting of updates, photos on Digital India social media page and own social media page/ school/institution website

- Inviting local media personnel at the event
- Posting of local news coverage at Digital India social media pages and own social media pages/school/institution website

NeGD/DeitY will provide assistance in implementing the school activities during Digital India Week. An application is to be developed by NeGD for better coordination and measure output of activities to be conducted at schools. For this purpose, the latest database of schools is to be shared with NeGD. The link of developed application will be sent to all the schools for entering event updates on activities.

Kindly send the contact of a Nodal Officer from your department/institution to **ajeetkumar@negp.gov.in / manju_j@nic.in / carakhongwar@negp.gov.in** .

For better planning and smooth implementation of the Digital India activities at schools, the department/institution is required to provide the following:

- School Database
  - Contact details (School head name, e-mail ID, phone/fax number etc)
  - Availability of internet connectivity, functional computers and electricity supply

The department/institution shall issue advisory to the schools to initiate preparations for conducting activities during Digital India Week. At present the expected month for conducting Digital India Week is May 2015. However, final date of the event will be shared upon confirmation from PMO.