Competition for Name and Logo for CSC Scheme

Background on Common Service Center (CSC) Scheme

Set up under the National e-Governance Plan (NeGP) formulated by the Department of Electronics and Information Technology (DeitY), Government of India, the Common Services Centers (CSCs) are ICT enabled front-end service delivery points at the village level for delivery of Government, Financial, Social and Private Sector services in the areas of agriculture, health, education, entertainment, FMCG products, banking, insurance, pension, utility payments, etc.

The Scheme is being implemented in a public private partnership (PPP) framework with a focus on rural entrepreneurship & market mechanisms. The CSCs have been set up by implementation partners called as Service Centre Agencies (SCA), who are appointed by State Designated Agencies (SDAs) through a transparent bid process. The CSCs are operated and managed by Village Level Entrepreneurs (VLEs) who are appointed by the SCAs. Further it is being proposed to set up one CSC in every panchayat to take public services closer to Citizen's doorstep.

To facilitate the successful implementation of the CSC Scheme, a Special Purpose Vehicle (SPV) named "CSC e-Governance Services India Ltd" has been incorporated under the Companies Act 1956.

Service offering:

G2C services

One of the key mandates of the CSC scheme is to deliver G2C services across all States/districts. Some of the G2C services being offered are:

- Election services: All CSC to deliver election related services
- IRCTC: CSC to deliver railway services
- PAN cards: All CSC to deliver PAN card services.
- BSNL: All CSC to collect BSNL bills
- Passport: All CSC to deliver passport services
- Agriculture: 10,000 CSC availing extension services

Financial Inclusion: Under Financial Inclusion services, CSCs offer banking, insurance and pension.

- Banking: As one of the world's largest government approved ICT enabled network CSCs are ideally positioned to strengthen India's banking scenario by extending the business correspondent network. About 15,000 CSCs across India are delivering banking services. In the last two years, 1.5 crore transactions have been recorded.

- Insurance: In August, 2014, Insurance Regulatory and Development Authority of India (IRDA) issued guidelines to enable utilization of CSC network to promote insurance penetration in rural areas. Till now more than 2000 VLEs have obtained the required license (RAP License) for the sale and service of insurance products. CSC also collects premium for almost all insurance companies.

- Pension: National Pension scheme started for rural citizens through CSC- the Company became an aggregator for PFRDA. More than 24,000 centers across India for the citizens are enrolling citizens for Swavalambhan Scheme.

UIDAI: CSCs offer an excellent front end infrastructure for the entire suite of Aadhaar based services.

- Permanent Enrolment Centers
- UID e-Aadhaar Print services.
- Best Finger Detection services for citizen (convenience)
- Demographic Data correction and biometric update.
- Aadhaar seeding for Service Providers
- UIDAI Auth services- Demographic/OTP/Biometric (+ Advanced Auth - Iris)
- e-KYC service

Education: CSCs are playing a significant role in empowering citizens of the country with ICT skills.

- E Literacy Program one person in every family to be made e literate: Ten Lakh persons to be trained.
- Under E-vidya 25,000 women to be empowered. Under Department of women and child welfare. 25,000 women to be trained
- Skill development – NSDC

- 10,000 CSCs to become NIELIT facilitation centers and 10,000 more to deliver NIOS services.
- E-Inclusion: IT Training for Rural SC/ST Women is to train 45,000 rural SC/ST women beneficiaries

Skill Development: Agreements have been signed with National Skill Development Council to deliver skill services.

Health: CSCs are also delivering the telemedicine service.

Apna Portal Services: CSC SPV is maintaining APNA.CSC.GOV.IN national portal for providing various G2C and B2C services. This Portal Includes interfaces for delivery of various G2C and B2C services like Electoral services, Passport, PAN, UID letter printing, Mobile bill Payment, DTH/Mobile Recharge etc. Combined with an automated fool proof Prepaid Wallet management system, this portal becomes one stop solution for end to end service delivery.

Why a new Name and Logo for CSC?

At present all State Governments have different names and logos for their Common service centers. For instance, Jharkhand calls its CSC – Pragya Kendra, Gujarat by the name of e-Gram. CSC SPV is declaring an open contest to design a **Name (for Common Service Center) and Logo** which captures the essence of the mission and purpose of the CSC Scheme. As mentioned above, wide range of services are being delivered through CSCs with the aim of taking ICT closer to the residents of rural India.

Given the critical nature of the CSC project and its far reaching impact on the lives of every Indian resident, it is imperative that the powerful idea behind the project gets communicated to its recipients in a way that is motivating. By branding the project we are in effect placing the residents at the heart of our efforts and acknowledging that everything we do is eventually for their benefit. A **Name and Logo** can then be thought of as a visual shortcut that communicates what the brand stands for.

CSC-SPV invites proposals from the public to create a brand for the CSC Scheme (Name, and Logo). The entry selected would carry a cash prize of Rs. 50,000 to the winner. Consolation prizes of Rs. 5,000 would be provided to three participants.

EVALUATION CRITERIA
- The New CSC logo can be a graphic, symbol or emblem that will be identified as the common brand image for CSCs across India, irrespective of the State CSC is in.
- The logo should capture the objective of the CSC Scheme comprehensively while stating graphically the vision of CSCs.
- The New Name for CSCs should go along with the new Logo in all States depicting a uniformity underlining the implementation of the Scheme at the ground level.

- Entries will be judged on creativity, originality, composition, technical excellence, artistic merit and visual impact.
- The name and logo must not contain any provocative, objectionable or inappropriate content.

TECHNICAL PARAMETERS

- Logo should be designed in:
  - Logo in Colour
  - Logo in Black and white
- The size of the logo may vary from 4 cm X 4 cm to 60 cm X 60 cm.
- Please do not imprint or watermark your logo and design.
- A small description should be provided to explain the concept.
- Participants should attach the Logo and Name in JPEG or PNG or PDF format.

TERMS AND CONDITIONS

- The Competition is open to all Citizen of India.
- The winning design of the Name and Logo will be the intellectual property of the Government of India and the designer cannot exercise any right over it. The prize winning logo is meant to be used by Government of India for promotional and display purpose, IEC material and also for any other use as may be deemed appropriate for the CSC-SPV initiative.
- Multiple entries by the same participant will not be considered, and subsequent entries will be disqualified.
- Please note that the name and logo must be original and should not violate any provision of the Indian Copyright Act, 1957.
- Anyone found infringing on others' copyright will be disqualified from the competition. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- All the entries received will be evaluated by the Screening Committee.
- The disqualified entries shall not be used by the Ministry for any purpose and the Ministry shall have no intellectual rights over the same.
- The decision of the Selection Committee will be final and binding on all the contestants and it does not owe any clarifications to any participants for any or their decisions.
- The winner of the competition shall be required to submit the logo in an editable, open file and on a digital format.
- The employees of DeitY and CSC e-Governance Services India Limited as well as their family member are not allowed to take part in this competition.

Any legal proceedings arising out of the completion/its entries/winners shall be subject to local jurisdiction of Delhi state.