GOVERNMENT OF KERALA

Information Technology Department-Akhaya Project-Norms for selection of Entrepreneurs in the rollout in Six Districts - Modified selection process, application form and criteria to evaluate application form-Approved - Orders issued.

INFORMATION TECHNOLOGY (A) DEPARTMENT

Read: 1) Letter No. ASPO/ASK-RO-I/19/07 dated 28-6-2007 from the Director, Kerala State IT Mission, Thiruvananthapuram.

ORDER

As per the Government order read as paper 2 above, sanction was accorded to replicate the Akhaya Project in the remaining Six Districts of the State, thereby covering the whole State.

2. Director, Kerala State IT Mission vide letter read as paper first above, based on the experiences of rollout in seven districts, has requested for modifications in the procedures and criteria for selection of capable Entrepreneurs having entrepreneurial aptitude and social commitments.

3. Government have examined the request in detail and are pleased to approve the modified selection process, revised application form and criteria for evaluation as appended to this Order as Annexure I, II, & III respectively.

4. Director, Kerala State IT Mission shall forward the revised format to all Local Self Government institutions and District Collectors concerned.

[BY ORDER OF THE GOVERNOR]

K.R.JYOTHI LAL,
Special Secretary to Government.

To

Director, Kerala State IT Mission, Thiruvananthapuram.
Director, Akhaya, Thiruvananthapuram.
Secretary, Local Self Government (Urban) Department
Secretary, Local Self Government (Rural) Department
The Accountant General (Audit)/A&E, Kerala, Thiruvananthapuram.
Director, Public Relations Department.
Stock Site/Office copy

*Forwarded/By Order

Section Officer
State wide roll out of Akshaya project - Entrepreneur selection process

As the entrepreneurs are the backbone for the successful implementation of Akshaya Project in the State, due care is to be taken to scrutinize the selection of suitable hands to set up Akshaya centres. Therefore a three tier process, as detailed below, may be undertaken for their selection.

It is proposed that after a preliminary scrutiny of applicants based on the information furnished in the applications, may be called for a test followed by interviews at concerned LSGs. The weightage proposed for different levels are given below:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Level</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Screening of application based on the objective information about the applicant (Criteria attached in Annexure-I)</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>Test to measure social entrepreneurship</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>Interview</td>
<td>30%</td>
</tr>
</tbody>
</table>

The District Level Implementation Committee will be made the Appeal Committee regarding all matters pertaining to selection of entrepreneurs in a district.

It is proposed that the following Selection Committees shall be constituted by Government to interview and select the entrepreneurs. Individual Selection Committees at Grama panchayat/Municipality/Corporation levels shall be set up by District Collectors as soon as the Government order constituting the Committees is issued. Conveners of the selection committees shall complete the interview process within the time frame stipulated by District Collectors.

Selection Committees

A. Grama Panchayaths
1. Grama Panchayath President - Chairman
2. District panchayath member representing the Grama Panchayath area.
3. Block Panchayath members representing the Grama Panchayath area.
4. Grama Panchayath Secretary - Convenor.
5. Representative of lead bank/Service area Bank Manager
6. Representative of DIG/Akshaya Project Office

B. Corporation/Municipality
1. Corporation Mayor/Municipal Chairman - Chairman
2. Councillors responsible for the implementation of Akshaya
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 and also willing to operate as an Akshaya centre, then they may be selected to set up the Akshaya centre in that location. The District Mission Coordinator of Kudumbasree may identify those Kudumbasree IT units that can be converted into Akshaya centers against identified locations. The District Mission Coordinator shall ensure successful implementation of the Project in such locations including time bound completion of e-literacy training and rolling out of second level services/courses.

2. **Computer centres under LSGIs**: If in any of the identified locations where Akshaya centres are proposed to be set up there exist a computer centre under LSGIs having the specified hardware, software & space for operating an Akshaya centre, then the centre can be selected as an Akshaya centre by the LSGIs. Local bodies willing to convert their computer centres as Akshaya centres may inform the District Collector (Secretary DPC & Chief Coordinator Akshaya) for approval. The Secretary of the local body shall ensure smooth functioning of such centres including time bound completion of e-literacy training and rolling out of second level services/courses.

**Selection Procedure for entrepreneurs**

**Level 1**: Application processing

1. **Issue of district level advertisement inviting application from entrepreneurs indicating the locations for starting Akshaya centres** (details of preliminary Akshaya briefing to be included).
   (Action – Kerala State Mission (KSTTM)).

2. **An official poster will be displayed in every LSGI's indicating the locations under the LSGIs. Notices with details of Akshaya and date and time of preliminary briefing will be made available in the local body office (with Akshaya Nodal Office).**
   (Action – Akshaya District Office)

3. **Announcement of dates for preliminary briefing on the website and through press releases in all papers through DIO (PRD) and district wise preliminary briefing to prospective Akshaya entrepreneurs.**
   (Action – KSTTM)

4. **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 Akshaya District.
5. Preliminary screening will be done on prefixed criteria. A minimum of 30 marks out of a total of 100 marks would be required for passing the preliminary screening. (Action – KSTIM)

Level 2: Test

6. All candidates selected after preliminary screening will be called for the test at selected centres to assess their social entrepreneurship aptitude. (Action – KSTIM)

7. Based on the weightage of the preliminary screening and written test, candidates would be shortlisted for interview. However, the number of shortlisted candidates for any one centre will be restricted to two. (Action – KSTIM)

8. List of shortlisted candidates along with their marks and application forms will be forwarded to Selection Committee convenors by District Collectors. (Action – District Collector)

Level 3: Interview

9. District Collectors shall announce through a press release that the short listing is completed and the location wise final list for interview shall publish in all the local body offices. District Coordinator shall also publish the list in the District Akshaya Office. (Action – District Collector/ District Coordinator).

10. The Selection Committee convenors have to ensure that all the Committee members are informed about the interview and that the selection interviews are conducted on the scheduled dates itself. The Convenors shall verify all relevant certificates and records 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)

1 In case many candidates have the highest marks, then all of them will be included and in case the number exceeds ten, no others with lesser marks will be short listed. If there is more than one candidate with second highest marks and if the shortlisted candidates on account of highest mark has not equated or exceed ten candidates, then all of them will be included. Same rule will hold true for others up to the tenth highest marks.
11. The Selection Committee shall consider the following:
- Entrepreneur's general ability to run the venture, especially evaluating their managerial, marketing, administration and financial skills etc and his/her relationship with local communities, local acceptance and social commitments etc.

12. The Selection Committee shall rank the entrepreneurs immediately after the interview and the convenor shall get the list signed by all members of the Committee three itself. Convenors of selection Committees shall forward LSGL wise - centre wise list of selected entrepreneurs along with interview marks to District Collectors latest by the day after the interview.

13. District Collectors shall take steps to recheck the list based on the marks provided during interview and publish the provisional rank list of successful candidates immediately at the office of DPO and Akshaya District Office. The list may also be forwarded to the Kerala State TP Mission for next level activities.

14. The provisional rank list can be checked by the candidates and in the case of any difference of opinion or disputes, appeal can be filed before the Appeal Committee within seven days from the date of publishing of provisional rank list by the District Collectors.

15. On receiving any appeal from the candidates, the Appeal Committee shall take appropriate decision on the appeal by considering all aspects within two weeks time. The decisions of the Appeal Committee shall be final and binding for all parties concerned.

16. Location wise rank list of selected candidates shall be finalized after the period stipulated for appeal and shall be published in local bodies as well as in District Planning Office and Akshaya District Office.

Norms for selecting Akshaya entrepreneurs in Locations where entrepreneur are not identified through first phase selection process

17. If in any location, suitable entrepreneurs are not identified through the above selection process or if the selected entrepreneur/s are terminated due to valid reasons, then a new selection process to identify suitable entrepreneur/s is to be initiated at local body level. For the purpose, following steps shall be followed.
As soon as the first-level selection process is completed or as and when such a situation arises, the Akshaya District Office shall prepare a list of such locations citing valid reasons for second-level selection process.

- The list shall be submitted to District Collector for approval and shall be forwarded to concerned local bodies.

- The local bodies shall give sufficient publicity inviting applications from prospective entrepreneurs to start Akshaya centres in the locations.

- Entrepreneurs shall submit application/s as per the procedures stipulated above under section 4.

- The applications shall be short listed as per the criteria prescribed under section 5 above and shall be called for a test at a convenient location as fixed by District Office of Akshaya on consultation with State Office.

- All other norms prescribed above for the selection of entrepreneurs such as weightage for application, test & interview and selection committee, appeal committee etc. shall be valid for the second-level selection process also.

- After interview the provisional rank list shall be submitted to District Collector for approval and shall be published at concerned local bodies and Akshaya District Office.

- Akshaya District Office shall prepare the final rank list after considering appeal and shall publish at concerned local bodies and Akshaya District Office.
APPLICATION FORM FOR THE SELECTION OF ENTREPRENEURS

Details of Demand Draft

Name of Location ____________________________

DD No. ____________________________________
Date ________________________________________
Bank ____________________________

PART A - PROFILE
1. Name of Applicant: ____________________________
2. Present Residential Address: ____________________________
   House Name/Number: ____________________________
   Street: ____________________________
   Post office: ____________________________
   Pin code: ____________________________
3. Panchayat: ____________________________
4. Municipality/Corporation: ____________________________
5. District: ____________________________
6. State whether you are a permanent resident of this particular locality for the last two years:
   Yes [] No []
7. E-mail: ____________________________
8. Phone No. & Mobile No. ____________________________
9. Gender: Male [ ] Female [ ]
10. Age & Date of Birth (DD/MM/YYYY): ____________________________

PART B - EDUCATION
12. Your Formal Education:
   Post Graduate [ ] Graduate [ ]
   Diploma [ ] Pre-Degree / Plus two [ ]
13. Have you any Professional Degrees?
   Yes [ ] No [ ]
   (Engineering/Medicine/MBA/MCA/LLB etc.)
   If yes, specify: ____________________________
14. Computer Education (Government approved programmes):
   a. Post Graduate Degree: ____________________________
   b. Post Graduate Diploma: ____________________________
   c. Graduate: ____________________________
   d. Diploma: ____________________________
   e. Certificate Course: ____________________________
   f. Basic Computer Awareness: ____________________________
   g. Others: ____________________________
15. Do you undergo any Entrepreneurship Development Program
   Yes [ ] No [ ]
   If yes,
   a. Name of the Agency: ____________________________
   b. Duration of programme: ____________________________
PART C - EMPLOYMENT STATUS

16. Employment status  
   a. Self employed  
   b. Unemployed  
   c. Employed in private firms  

17. If you are self-employed/employed indicate your years of experience: 

18. Do you own Internet cafe/Computer Centre?  
   Yes  
   No  
   a. If yes,  
      (1) Year of commencement:  
      (2) No. of Computers available:  
      (3) Total floor space in Sq.ft:  
      (4) No. of employees:  
      (5) Is your Computer Centre or Internet Cafe in the proposed location?  
         Yes  
         No  

19. Do you own any other business?  
   Yes  
   No  
   a. If yes,  
      (1) Describe primary activity:  
      (2) No. of Employees:  

PART D - BUILDING STATUS

20. Status of building proposed for starting Akshaya Centre in the proposed location?  
   Own  
   Rented  
   To be rented  
   (Proof of which has to be produced at the time of interview)  

21. Details of proposed building  
   a. Built up space available for centre, Area in Sq.ft:  
   b. Electricity connection  
      Yes  
      No  
   c. Telephone connection  
      Yes  
      No  

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

Place:  
Date:  
Name & Signature  

N.B. If the information furnished above is found to be false at the time of verification, your application is liable to be rejected.
<table>
<thead>
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<th>Name of Location</th>
<th>Part A Profile</th>
<th>% of marks</th>
<th>Total Marks</th>
</tr>
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<tbody>
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<td>A</td>
<td>Applicant / LSO: District: Block: Panchayath</td>
<td>40</td>
<td></td>
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<tr>
<td>1</td>
<td>Name of Applicant</td>
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<tr>
<td>2</td>
<td>Panchayath</td>
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</tr>
<tr>
<td>3</td>
<td>Block</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Municipality / Corporation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Same Panchayath / Municipality / Corporation</td>
<td>26</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Same Block</td>
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<tr>
<td>8</td>
<td>Same District</td>
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</tr>
<tr>
<td>9</td>
<td>Other District</td>
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<td>10</td>
<td>Permanent resident of this particular Panchayath for the past two years - Yes</td>
<td>17.5</td>
<td>7</td>
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<tr>
<td>11</td>
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<td>Gender</td>
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<td>Date of birth</td>
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</tr>
<tr>
<td></td>
<td>25 - 40 years</td>
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<td></td>
<td>&gt; 40 years</td>
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<td>20 - 25 years</td>
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<td></td>
<td>&lt; 20 years</td>
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<td>15</td>
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<td>SC/ST</td>
<td>20</td>
<td>8</td>
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<tr>
<td></td>
<td>Others</td>
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</tr>
<tr>
<td>16</td>
<td>Total Scoring Under A</td>
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<tr>
<td>17</td>
<td>Part B Educational Qualification</td>
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<tr>
<td>18</td>
<td>Formal Education</td>
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<td></td>
<td>Professional Degree</td>
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<tr>
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<td>Post Graduate</td>
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<td>Graduate</td>
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<td>Pre Degree / Plus Two</td>
<td>15</td>
<td></td>
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<tr>
<td></td>
<td>Computer Education</td>
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<td></td>
<td>Post Graduate</td>
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<td>15</td>
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<td></td>
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<td>Post Graduate Diploma</td>
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<td>Diploma</td>
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<tr>
<td></td>
<td>Certificate Course</td>
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<tr>
<td></td>
<td>Have you undergone Entrepreneurship Development Training</td>
<td>25</td>
<td>10</td>
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<tr>
<td></td>
<td>Programmes - Yes</td>
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<tr>
<td>19</td>
<td>Total score under Part B</td>
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<td>20</td>
<td>Part C Building Status</td>
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<tr>
<td></td>
<td>25 - 40 years a building/premises in the proposed location having an area of</td>
<td>100</td>
<td>20</td>
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<td>&gt;= 400 Sq ft.</td>
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<tr>
<td>21</td>
<td>Total score under Part C</td>
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<td>Grand Total (A+B+C)</td>
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