

# Smart Village Program

## Government of Andhra Pradesh

Summarized by Professor Darwin  
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### **The 20 Non-negotiables:**

1. Homes for all – with access to toilet, safe-drinking water, and regular power
2. Every household has diversified livelihood opportunities and/or micro-enterprise
3. Access to skills development and Village Enterprise Development with bank and market linkages
4. End open defecation
5. Has functional solid/liquid waste management system
6. End all preventable maternal deaths and infant deaths
7. 100 percent institutional deliveries
8. Zero school drop outs of boys and girls up to 12th grade
9. Functional toilet, potable water, electricity available in schools, health centers, village buildings
10. Malnutrition free (children below 9 years of age)
11. No girl-child marriages (girls below 18 years of age)
12. Every farm has soil health card: essential micro-nutrients and diverse livestock & trees
13. Every village household has a functional bank account
14. Every village has its own dynamic development plan prepared by community participation
15. Every village has green trees all over its geographic boundaries
16. Every village has functional water conservation and harvesting structures
17. Every village has functional Information Centre, Computer Lab, and “your-service” Centre
18. Every village has telecom/internet connectivity
19. Village meetings to be held four times a year with minimum 2/3 attendance
20. Every village has a functional grievance redressal system

### **Approaches:**

- a. Community engagement, participation and mobilization for local level development
- b. Converge government, private and voluntary initiatives with people’s aspirations and local potential to achieve comprehensive development.
- c. Leverage the leadership, capacity, commitment and energy of partners and volunteers
- d. Partner with voluntary organizations, co-operatives, academic and research institutions
- e. Attention to a life-cycle approach and gender sensitization
- f. Focus on outcomes and sustainability
- g. Protect local traditions and heritage of the village
- h. Self-reliant development through participative approaches of the villagers

## **Monitoring and Learning**

The self-monitoring and learning system ensures that all the key stakeholders in the Smart Village Program, including sponsors and service providers, will capture and understand the following 5P elements of the program:

1. Progress – measured against work plans, key results, and inputs
2. Process – level of adherence to quality
3. Performance – achievement of outcomes and impact
4. Participation – level of participation of people, Partner(s), SHGs, other stakeholders
5. Persistence – level of coverage and sustainability of these benefits

Five SMART Metrics and indicators:

1. Specific – simple and relevant to the location, intervention, people
2. Measureable – easily measurable/observable by the community
3. Appropriate – to the local culture, program, resources
4. Reliable – valid information
5. Time-bound – timely for decision making and policy guidelines

## **Strategies:**

1. Capacity Development and Empowerment at individual, group and institutional level to help ensure the demand, delivery, reach and use of quality services.
  - a. Identifying systemic bottlenecks and gaps
  - b. Improving data analysis and monitoring
  - c. Enhancing appropriate technical and entrepreneurial skills, and
  - d. Promoting social norms and behaviors favorable to village/community development
2. Social and Behavioral Change at community and individual levels:
  - a. Identifying, promoting and strengthening holistic development
  - b. Promoting behavior and practices favorable to realization of human rights
  - c. Empowering and enabling rights of disadvantaged - women and children
  - d. Bottom-up planning and Good Governance
  - e. Partnership and Collaborations

## **Expected Outcomes:**

1. Collective responsibility to realize their shared vision of development
2. Incorporation of latest affordable technologies, and resources to facilitate and accelerate participatory, inclusive and sustainable development through partnerships.
3. Development of processes to strengthen on-going services and schemes for effectiveness and efficiency in equitable access and utilization of entitlements.
4. Significant improvements in the identified developments

## **Programs to Achieve the Objectives**

### **The Seven Missions**

1. **Rural Empowerment Mission:**  
Making agriculture and allied activities profitable and sustainable for all around improvement of the rural economy.
2. **Social Empowerment Mission:**  
Ensuring quality education, healthcare and nutrition for all citizens in order to achieve the millennium development goals and other global indicators.
3. **Knowledge and Skill Development Mission:**  
Ensuring quality vocational education by providing students with skills that will make them employable and to further their education/research.
4. **Urban Development Mission:**  
Establish three mega cities and 10 smart cities. Solid waste management and treatment of wastewater; and clean and green urban spaces are also key.
5. **Industry Sector Mission.**  
Increasing the share of industrial sector for sustainable economic development - make the State attractive destination for national and global investment flows.
6. **Infrastructure Mission:**  
Establish port-led development and road connectivity throughout the State. Provide quality power to agriculture, industry, domestic and commercial sectors.
7. **Service Sector Mission:**  
Enhancing job opportunities through tourism, construction, hospitality, financial services, education, IT and other allied activities.

### **Five Grids:**

The government has a vision of connecting each household to access to the basic amenities by establishing the following five grids in a definite timeframe.

1. **Water Grid** - to provide regular drinking water supply
2. **Road Grid** - to provide all-weather access to transport
3. **Power Grid** - to provide 24X7 uninterrupted quality power supply – 9 hours daily to farmers
4. **Gas Grid** - to provide access to gas
5. **Fiber Optic Grid** - to provide internet connectivity to each household

## **Five Campaigns:**

To enhance awareness for soliciting participation of all stakeholders in the government initiatives

1. Call for Self Help:
  - to harness the strength of the Self Help Groups and to generate employment for quicker reduction of unemployment and poverty.
2. Call for Technology:
  - to integrate technology with agriculture to make it sustainable and more profitable to the farmers.
3. Call for Education:
  - to create awareness that elementary education is the right of every child
4. Call for Water:
  - to better manage water, following the ridge to valley approach for improving water-use efficiency of surface and ground water.
5. Call for Hygiene:
  - to keep the villages and cities clean. It includes cleaning of streets; clearing of drainage systems; waste management; keeping public institutions clean, etc.
  - to improve awareness on the individual habits of usage of toilets, hand-washing, safe handling and storage of drinking water.

## **My Village Programs:**

To promote the wellbeing of the village

1. Pensions –compliant and enhanced pension distribution – Adhaar card
2. Health camps – primary health check-up and referral services
3. Veterinary camps – health check-up, vaccination and referral services
4. Sensitizing people through five campaigns
5. Sensitization on Primary sector, Social Empowerment, Knowledge/Skill Development and Urban Mission as part of micro planning for villages.
6. Preparation of Village Vision and Micro Plan to build village brand
7. Grievance Redressal - receiving and registering petitions, collecting department-wise data on Adhaar-linked profiles.

## **Result Based Management:**

Result-based management framework, tools, timeframe and formats will be developed for each of the above, and shared with Partner(s) for reporting and participation, as appropriate. Awards and appreciation letters are proposed to be given in the following categories:

1. Best Smart Village
2. Best Facilitator(s)/ Partner(s)
3. Best Practices and Innovations
4. Best In-Charge Officers
5. Best District Collectors

## Appendix

### Recommended Reading Materials:

- Open Innovation: The New Imperative for Creating and Profiting from Technology  
Author: Henry William Chesbrough
  
- Open Business Models: How to Thrive in the New Innovation Landscape  
Author: Henry Chesbrough
  
- Service Innovation Triangle: the building blocks for innovation  
<http://www.bi.edu/PageFiles/214077/Service%20Innovation%20Triangle%20Booklet.pdf?epslanguage=en>  
Author: Dr Peder Inge Furseth & Dr Richard Cuthbertson, Norwegian Business School
  
- Alexander Osterwalder's Materials on the Business Model Canvas  
  
Value Proposition Canvas (explained) - SlideShare  
[www.slideshare.net/juliusparrisius/value-proposition-canvas-explained](http://www.slideshare.net/juliusparrisius/value-proposition-canvas-explained)  
This deck explains what the Value Proposition Canvas  
  
Mapping Customer Pains to Value  
<https://www.youtube.com/watch?v=xTtwAmjais>  
  
Value Proposition Design - SlideShare  
[www.slideshare.net/ypigneur/value-proposition-design-47698911](http://www.slideshare.net/ypigneur/value-proposition-design-47698911)
  
- A look at Use Cases – No Return on Investment in Village adoption  
A look at “Akodara” village in Sabarkantha District – Gujarat. This village was adopted by ICICI bank and is India's first digital village.  
<http://www.businesstoday.in/sectors/banks/icici-launches-digital-village-project-adopts-gujarat-village/story/214196.html>  
  
<http://www.thehindu.com/opinion/op-ed/at-akodara-indias-first-digital-village/article7418012.ece>  
  
<http://computer.financialexpress.com/features/egovwatch-rural-village-gets-a-digital-makeover/8593/>

## Some Survey Results -2015/2016

### Pain Point Survey Conducted

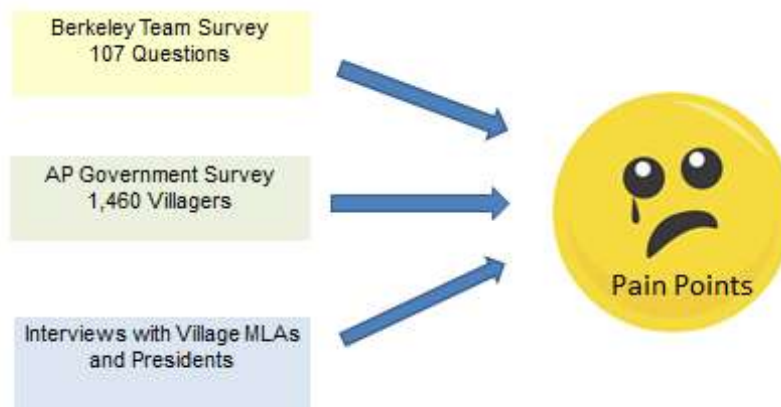
#### Berkeley Survey

1. Housing
2. Sanitation
3. Telecommunications
4. Transportation
5. Energy
6. Food & Water
7. Education
8. Health & Safety
9. Community Data
10. Financial Inclusion
11. Economic Drivers
12. Cultural Identity

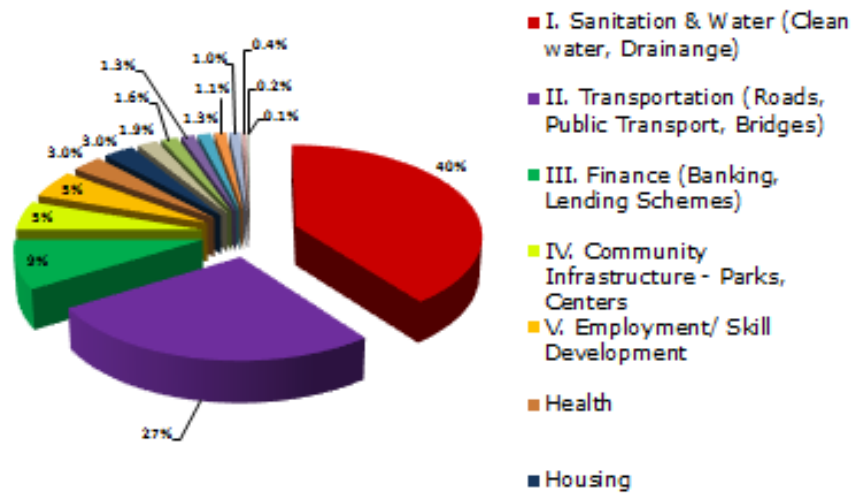
#### AP Government Survey

1. Quality of Services from Govt
2. Agriculture support
3. Waste management
4. Health services
5. Sanitation and Water
6. Financial Inclusion
7. Welfare Programs
8. Housing
9. Transportation
10. Skill Development
11. Vision (Outlook)

### Methodology for Identifying the Pain Points



## Pain Point Survey Results



## Pain Points

### Based on Personal Interviews with 50 Villagers

1. Lack of Access to Information
  - About programs, schemes related to individual development
2. Corruption
  - Major obstacle
3. Limited Economic drivers
  - Agriculture & Cottage industries
4. Emigration to Cities
  - Major drivers: Education & Employment
5. Education
  - Lack of Access