



**Collectorate: Gajapati**  
**District Office: Mission Shakti**  
**(S.W.Section)**

Phone No. 06815-222025

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ନିଶ୍ଚଳ  
**ଶକ୍ତି**

**Notice for Expression of Interest for Engagement of WSHGs for setting up & management of Mo Seba Kendra under E & IT Department**

Letter No.: - 1843 /SW

Date: - 24.12.2021

Interested WSHG/Federation having willingness and aptitude for setting up of Mo Seba Kendra in each GP of the District is invited to submit their proposal before the concerned CDPO in the mentioned format (enclosed as Annexure-II) within 15 (fifteen) days of this notice i.e. by 07.01.2022 towards Setting up & management of Mo Seba Kendra. SHGs should be from the same GP/ULB where they propose to take up the activity.

Detailed eligibility criteria, selection procedure and application form is available in the Gajapati District Website i.e. [www.gajapati.nic.in](http://www.gajapati.nic.in)

The application must reach within the scheduled date and time at the office of the concerned CDPO of ICDS project Gosani/ Gumma/ Kashinagar/ Mohana/ Nuagada/ R. Udayagiri/ Rayagada. Application received after due date will be rejected.

Date of receipt of the applications with effect from: - 24.12.2021

Last date for receiving the completed applications: - 07.01.2022

*[Signature]*  
District Social Welfare Officer,  
Gajapati

Memo No.: - 1844 /SW

Date: - 24.12.2021

Copy to D.I.O, NIC Gajapati, Paralakhemundi for information with a request to webhost the notice.

*[Signature]*  
District Social Welfare Officer,  
Gajapati

**Memo No.:** - 1845/SW

**Date:** - 24.12.2021

Copy to District Manager, Gajapati, Mo Seba Kendra for favour of information and with a request to circulate this among their block officials for selection of eligible applicant.

*F.S.* *AS 24/12/21*  
**District Social Welfare Officer,  
Gajapati**

**Memo No.:** - 1846/SW

**Date:** - 24.12.2021

Copy to All CDPO of this District for information and instructed to display the notice and the format in their office and in all AWCs/Federations of their concerned block for fifteen days. The applications should be received as per the above notification with in the due dateline. They are requested to facilitate selection of willing and eligible WSHG members to take up this activity in accordance with the enclosed guideline.

*F.S.* *AS 24/12/21*  
**District Social Welfare Officer,  
Gajapati**

**Memo No.:** - 1847 /SW

**Date:** - 24.12.2021

Copy to all Block Development Officers of this District for favour of information and necessary action.

*F.S.* *AS 24/12/21*  
**District Social Welfare Officer,  
Gajapati**

**Memo No.:** - 1848 /SW

**Date:** - 24.12.2021

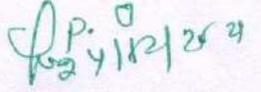
Copy submitted to steno to collector for kind information of Collector, Gajapati.

*F.S.* *AS 24/12/21*  
**District Social Welfare Officer,  
Gajapati**

Memo No.: - 1849/ISW

Date: - 24.12.2021

Copy submitted to PD, DRDA Gajapati for favour of kind information.

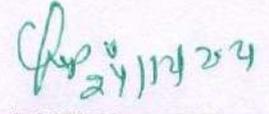
Fr. 

District Social Welfare Officer,  
Gajapati

Memo No.: - 1850/ISW

Date: - 24.12.2021

Copy submitted to Joint Secretary to Govt, Department of Mission Shakti, for favour of kind information.

Fr. 

District Social Welfare Officer,  
Gajapati

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

<b>(a) Infra establishment cost.</b>			
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/-
	<b>Total (a)</b>		<b>101700/-</b>
<b>(b) Operational cost</b>			
	Description	Qty	Approx cost
01	Shop rent	1	3000/-
02	Internet connectivity/month	1	500/-
	<b>Total cost (b)</b>		<b>3500/-</b>

## 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 warfare 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
	<b>Total</b>		<b>3412</b>	<b>96800</b>				<b>11450</b>	<b>383050</b>
	Total Monthly turnover			<b>479850</b>					
	Total income/month			<b>14862</b>					

## 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 10<sup>th</sup> 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 EoI 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 EoI 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 EoI. 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

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 <sup>th</sup> ) 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: