



# गोंडवाना विद्यापीठ, गडचिरोली

(महाराष्ट्र शासन अधिसूचना क्रमांक २००७/(३२२/०७) विशि -४ महाराष्ट्र अधिनियम १९९४ (१९९४ चा महा.३५) च्या कलम ३ च्या पोटकलम (२) अन्वये दिनांक २७ सप्टेंबर, २०११ रोजी स्थापित राज्य विद्यापीठ)

महाविद्यालय व विद्यापीठ विकास मंडळ

डॉ. एस. एम. रोकडे  
संचालक (प्र.)

एम.आय.डी.सी. रोड कॉम्प्लेक्स गडचिरोली - ४४२६०५(महा.)  
फोन: ०७१३२.२२३३२२ फॅक्स : ०७१३२.२२३३२२  
Email : [bcud.gondwanauniversity@gmail.com](mailto:bcud.gondwanauniversity@gmail.com)  
web: [gondwana.digitaluniversity.ac](http://gondwana.digitaluniversity.ac)  
web: [gondwanauniversity.org](http://gondwanauniversity.org), [www.unigug.org](http://www.unigug.org)

क्र/गों.वि./बी.सी.यु.डी./168 (A) 2015

दिनांक : 03 / 06 / 2015

प्रति,

सर्व संलग्नीत महाविद्यालये  
गोंडवाना विद्यापीठ, गडचिरोली.

विषय :- माहे मे २०१५ मध्ये Digital India Week साजरा करण्याबाबत.

संदर्भ :- १. युजीसी न्यु दिल्ली यांचे पत्र क्र. D.O. No. 8-23/2013-TEL (pt.)

दि. ०८.०५.२०१५.

२. श्री. जेनेट मार्श, सिनीयर कन्सल्टंट, उच्च व तंत्र शिक्षण विभाग, मुंबई यांचा ई - मेल प्राप्त दि. ०१.०६.२०१५.

उपरोक्त संदर्भाकित विषयान्वये आपणांस कळविण्यात येते की, माहे मे २०१५ मध्ये Digital India Week साजरा करण्याबाबत श्री. जेनेट मार्श, सिनीयर कन्सल्टंट, उच्च व तंत्र शिक्षण विभाग, मुंबई यांनी ई - मेल द्वारे कळविलेले आहे.

करिता सोबत जोडलेल्या पत्रानुसार कार्यवाही घ्यावी.

सहपत्र :- संदर्भ पत्र.

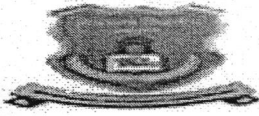
संचालक

महाविद्यालय व विद्यापीठ विकास मंडळ

गोंडवाना विद्यापीठ, गडचिरोली.  
महाविद्यालय व विद्यापीठ विकास मंडळ

गोंडवाना विद्यापीठ

गडचिरोली (म.रा.)



Vice Chancellor <vc@gondwana.digitaluniversity.ac>

## Digital India Week Preparations

1 message

jeannette.b.marsh@accenture.com <jeannette.b.marsh@accenture.com>

Mon, May 25, 2015 at  
11:35 AM

To: 'bcud@unipune.ac.in', 'statcell@unishivaji.ac.in', 'statofficer@unishivaji.ac.in', 'profdghundiwale@gmail.com', 'mahesh9493@yahoo.co.in', 'registrarsolapur@yahoo.in', 'kksustata@gmail.com', 'dr.gartmnu@yahoo.com', 'rokade1134@gmail.com', 'bcud.office@bamu.ac.in', 'bcud@sndt.ac.in', 'mangeshwarkhede@sgbau.ac.in', 'directorbcud@sgbau.ac.in', 'drdevelopment@sgbau.ac.in', 'registrardc01@gmail.com', 'msbhagwan@gmail.com', registrar@dbatu.ac.in, director@dte.org.in, directorateofart@gmail.com, dhepune@yahoo.co.in, spyavalkar@yahoo.com, jtdir.mumbai@vet.maharashtra.gov.in, director.ve@dvet.maharashtra.gov.in, jdbhutange@gmail.com, Asawaramesh@gmail.com, jtdir1@dvet.maharashtra.gov.in  
Cc: 'psec.higheredu@maharashtra.gov.in', ashish.a.nigam@accenture.com, 'vc@fort.mu.ac.in', 'puvc@unipune.ac.in', 'vcoffice@unishivaji.ac.in', 'vc@sndt.ac.in', 'vc@bamu.net', 'nnd\_vcsrtmun@sancharnet.in', 'maldar.nn@gmail.com', 'vc@sgbau.ac.in', 'vc@nagpuruniversity.nic.in', 'vc@gondwana.digitaluniversity.ac', vcoffice.srtmun@gmail.com, mukesh.kr@accenture.com, sagar.medhekar@accenture.com, Patilkirann@yahoo.co.in, kiran.patil74@nic.in, kiranjadhavdo@gmail.com

Dear All,

गोंडवाना विद्यापीठ, पडघिरोली  
महाविद्यालय व विद्यार्थी विकास मंडळ  
आवक क्र. १६८... दिनांक २५/५/१५  
जावक क्र. .... दिनांक .....

We have received a letter (attached) from the Ministry of HRD, New Delhi, to encourage Universities/Colleges and Technical/Management Institutions to celebrate **Digital India Week** to be held in May (Exact dates will be communicated once confirmed by PMO).

**All NKN/NMEICT connected Universities/Colleges and Technical/Management Institutions should take part in the Digital India Week** (Broadcast/streaming of IEC videos and other audio-visual content on Digital India etc.). Students/faculty members from institutions not connected under NKN/NMEICT are to be invited to participate in the nearest connected institution. Various activities such as competitions, sessions on digital services, Digital India Fest etc. are to be conducted during the DIW. Further specifics are in the enclosed attachment.

In addition to this please also furnish the following details by end of day today.

- Contact details (VC/Principal/Director name, email-id, phone/fax number, etc)
- Streams of education (Humanities, Science, Social Science, Commerce, IT, Management, etc)
- Levels of studies: Graduation, Post Graduation, MPhil, PhD, etc)

Thanks,

Jeannette Marsh,

Senior Consultant – Department of Higher and Technical Education

9820082510

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 **Digital India Week.PDF**  
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SP Goyal  
Joint Secretary (TEL)  
Tel. No.: 011-23383451  
Fax No.: 011-23382298  
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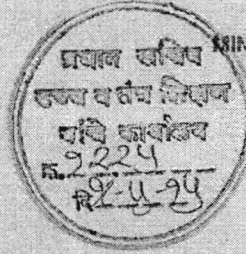
सूचना का  
अधिकार

भारत सरकार  
मानव संसाधन विकास मंत्रालय  
उच्चतर शिक्षा विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA

MINISTRY OF HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT OF HIGHER EDUCATION  
SHASTRI BHAVAN  
NEW DELHI-110 115

Dated: 8<sup>th</sup> May, 2015

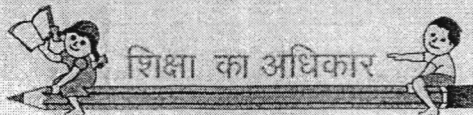
D.O. No. 8-23/2013-TEL (pt.)



Dear Sir,

Government of India has announced 'Digital India', which is a Programme to transform India into a digitally empowered society and knowledge economy. It aims at changing the manner in which governance and public services are provided to citizens. 'Digital India' also aims to 'transform India into a digitally empowered society and knowledge based economy', the focus being transformative, to realize IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow). The Programme also aims at delivering good governance to citizens by synchronized and coordinated engagement with both Central and State Governments. Delivery of services through e-governance represents a paradigm shift, which will involve Government Departments/Officials changing the way they work and tools they use to enable a faster and more efficient delivery.

- 'Digital India' has spread across three vision areas i.e. 'Digital Infrastructure as a Utility to Every Citizen', 'Governance & Services on Demand' and 'Digital Empowerment of Citizens'.
- To deliver the message of 'Digital India' to citizens and to showcase Government's initiatives in the area of e-Governance, a formal launch of this Programme, spread over a week, is being organized. It is expected that the formal launch will take place shortly and dates will be communicated accordingly.
- 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. University/College and Technical/Management Institutions' students and faculty members are key target groups to be engaged in activities on the available online platforms (NKN, NMEICT, AICTE, MyGov etc.) during the 'Digital India Week' (DIW). Their engagement will not only disseminate information about the existing digital services/platforms, but also increase usage & sharing of digital resources.
- It has been envisaged that all NKN/NMEICT connected Universities/Colleges and Technical/Management Institutions will take part in the DIW (broadcast/ streaming of IEC videos and other audio-visual content on Digital India etc.). Students/faculty members from adjoining Universities/Colleges and Technical/Management Institutions not connected under NKN/NMEICT are to be invited to participate in the events/activities of the nearest University/College and Technical/Management Institution where such facilities are available. Various activities such as competitions for students and faculty members, sessions on digital services, Digital India Fest etc. are to be conducted during the DIW.



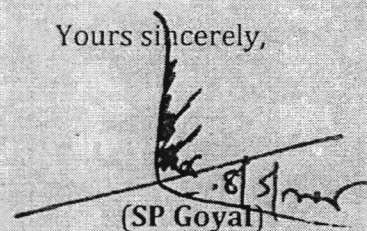
सर्व शिक्षा अभियान

सब पढ़ें सब बढ़ें

6. Keeping in view the above, I would request you to peruse the enclosed note and issue necessary instructions to all the Universities/Colleges and Technical/Management Institutions to start preparations for the DIW activities. It is also requested that information sought in the enclosed note be provided at the earliest and a 'Nodal Officer' be nominated, in the State for the DIW. The name and contact details of the Nodal Officer may be communicated to this Ministry and Smt. Caralyn Khongwar Deshmukh, Director, Capacity Building, National e Governance Division, Department of Electronics & Information Technology (DeitY) at [carakhongwar.edu@nic.in](mailto:carakhongwar.edu@nic.in).

*With regards,*

Yours sincerely,

  
(SP Goyal)

Encl: As above.

**Dr. Sanjay Chahande,**  
Principal Secretary,  
Technical & Higher Education Department,  
Government of Maharashtra,  
Mantralaya,  
4<sup>th</sup> Floor, Room No. 411,  
Annexe Building,  
Mumbai-400032

## 1 About Digital India

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

### 1.3 Expected Impact of Digital India by 2019

- 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 Objectives & 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 through functional digital & financial literacy, Swachh Digital India
- Collect participant database and feedback
- Sustained engagement

### 2.3 Schedule of Events

- 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

### 2.4 Universities/Colleges

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

- Disseminate information and increase usage of NKN & NMEICT services
- Create a pool of Digital Volunteers among college/university students
  - Learn & contribute
- Encourage to do more research in the domain both technical & social aspects
- Increase access of available schemes/fellowships available for academic groups
- Encourage to opt ICT domain as career leading to creation of trained human resource in future
- Increase digital network & sharing of digital e-learning resources

#### 2.4.1 Selection of Universities/Colleges

The activities is be conducted at universities/colleges connected under NKN/NMEICT and have facilities of working computers (desktops/laptops), power availability and internet connectivity at a venue which may facilitate at least 150-200 participants. Students/faculty members from adjoining universities/colleges not having the above facilities may be invited to participate at the selected university/college.

All the selected universities/colleges have to organize event at the main campus & as well as at all the other campus/affiliated colleges connected with NKN/NMEICT and have basic requirements i.e. working computers (desktops/laptops), power availability and internet connectivity at a venue which may felicitate at least 100-150 participants.

The statewide list of NKN/NMEICT connected universities received from NKN/NIC team is enclosed at Annex I.

#### 2.4.2 Tentative Activities

The tentative activity to be conducted at universities & colleges is enclosed as Annex-II which includes pre-event activities, activities during event day and post event activities.

Academia related schemes, fellowships, e-Services, portals, ICT based best practices etc of the Ministry/Department/Academic Bodies is to be demonstrated at the venue via online, webcasting, audio-visual materials and/or via existing portals etc. Gratification/prizes are to be given to the selected winners of different competitions. The selection of winners is to be done on each level i.e. college/university, 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/ university website/ educational portals/Digital India Social Media page etc
- Posting of updates, photos on Digital India social media page and own social media page/ university/college website
- Inviting local media personnel at the event
- Posting of local news coverage at Digital India social media pages and own social media pages/university website

### 4 Coordination Mechanism

NeGD/DeitY will provide assistance in implementing the universities/colleges 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 universities/colleges. For this purpose, the latest database of universities/colleges is to be shared with NeGD. The link of developed application will be sent to all the universities/colleges for entering event updates on activities.

Kindly send the contact of a Nodal Officer from your department/institution to [ajeetkumar@negp.gov.in](mailto:ajeetkumar@negp.gov.in) / [manju\\_j@nic.in](mailto:manju_j@nic.in) / [carakhongwar@negp.gov.in](mailto:carakhongwar@negp.gov.in)

#### 4.1 Requirements

The department/institution is required to provide the following for better planning and smooth implementation of the Digital India activities at NKN/NMEICT connected universities/colleges:

- Details about universities/colleges listed at Annex I.

Sr	Items
i	Contact details (VC/Principal/Director name, e-mail ID, phone/fax number etc)
ii	Streams of education (Humanities, Science, Social Science, Commerce, IT, Management etc)
iii	Level of studies: Graduation, Post Graduation, MPhil, PhD etc

The department/institution shall issue advisory to the colleges/universities connected with NKN/NMEICT 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.