

DIGITAL INDIA VOLUNTEER PROGRAMME (DIGI – SEVAK)

BACKGROUND

Digital India is the government's flagship programme that aims to ensure that citizens are made aware of rules, regulations and ethics of digital space so as to have a good experience. Though volunteeret, mobile phones, social media and radio are effectively help in reaching out to the people, word of mouth remains to be an important mode of communication in villages and small towns and cities.

To achieve maximum mobilization, active participation from volunteers will be required. The objective of this activity is to involve maximum participation of tech-savvy youth in spreading the message about Digital India for the betterment of the country in a cost-effective manner.

OBJECTIVES

- To help people to get rid of their fear of technology and make them friendly towards it.
- To make people aware about the importance of digital India and digital services
- To create awareness among citizens about cyber hygiene and digital literacy
- Promotion of various e-Services offered by the government
- Work as brand ambassadors for the Digital India programme in various outreach programmes

SCOPE OF WORK

- **Awareness:** To make people aware about the importance of digital India and digital services as well as to create awareness among citizens about cyber hygiene and digital literacy.
- **Data Collection:** All trained DI volunteers to collect data from citizen/students (villages, departments, Panchayat, CSCs, RWAs, PHC, Sub Centre, High Schools, Senior Secondary Schools, Colleges, Block Office, Community Centres etc.), when required.
- **Training:** As a part of Digital Literacy programme, trained DI Volunteers to train citizens and motivate them to take up digital literacy courses.
- **Collecting Feedback:** Enter feedback data at a Portal after various outreach programmes and activities of Digital India.
- **Participate:** DI Volunteer to participate in all DI outreach programme.
- **Translation:** Translation work may be given documents in English to translate in different Indian languages Activities with sequencing and timelines.

**All work will be assigned to the volunteers electronically.*

WORKFLOW

The following steps will be taken to manage the volunteers:

1. Online registration of the volunteers
2. 5 hours online training (orientation) by NEIIET and assessment
3. Confirmation mail to all volunteers who successfully completing the orientation

4. Online notification of tasks
5. Online acceptance of tasks by the volunteers
6. Completion of the tasks by the volunteers
7. Assessment of the completed tasks by the volunteers
8. Start rating and rewarding as per the Digital India volunteer policy

ELIGIBILITY

- Minimum bachelor's degree in any discipline.
- Must have organizational skills and strong written communication skills
- He/She should have good conduct and no criminal record.
- Basic IT literacy skills like using MS Office, Internet surfing, emailing and knowledge about social media.

It is mandatory for each volunteer will need to specify personal details like name, address, mobile number, email ID, educational qualifications, and two or more interest areas (Interest Areas : Awareness, Data Collection, Training, Collecting Feedback, Participation and Translation) while online registration.

REGISTRATION

Registration of volunteers will be from all sections of the community. Volunteers will be asked to complete a simple online registration form appropriate to the role that they are applying for and to supply two references. Volunteers will receive a role description and volunteer agreement containing full information about their chosen area of work and a clear idea of their responsibilities and the volunteer's responsibilities to them.

ORIENTATION

Volunteers will be given induction and 5 hours training on Digital India, eGovernance, digital literacy and other related domains. The assessment of the volunteers will be done by NIELIET.

ONLINE SUPPORT

All the correspondence with the volunteers will be done through emails and through online volunteer management system. Support sessions will provide the opportunity for ongoing dialogue about the development of the volunteering role and any advice and guidance as needed.

REWARD & MOTIVATION STRUCTURE

As a token of appreciation for volunteers effort in the DI campaign, the following rewards will be made available for ALL that complete the respective duration of the campaign and have performed tasks assigned to them with enthusiasm and diligence.

On completion of 5 hours training organized by NIELIET the volunteer will receive free talk time along with a Goody kit comprising of Digital India shirt, cap and badge.

Sl. No.	Duration (Hours)	Stars	Rewards
1	20	1	✓ Acknowledgement certificate of participation as a Digital India volunteer.
2	50	2	✓ Acknowledgement certificate of participation as a Digital India volunteer. ✓ Opportunity to become a part of future Digital India activities and events.
3	100	3	✓ Acknowledgement certificate of participation. ✓ Opportunity to become a part of future Digital India activities and events. ✓ Appreciation letter from a senior officer from DietY.
4	500 & more	4	✓ Certificate of appreciation as "Leader For Change" from a senior officer from DietY. ✓ Appreciation letter from senior officer from DietY. ✓ Opportunity to become a part of future Digital India activities and events. ✓ Outstanding Volunteers to lead a delegation of DI Volunteers to meet and interact with senior leaders in Government. ✓ Opportunity to become an intern with NeGD for a period of three months.

DURATION

The duration of the volunteership is valid upto one year only. If the volunteer wishes to continue, he/she needs to re-register online.

CODE OF CONDUCT

Volunteers shall observe the following Code of Conduct, which shall include but not be limited to, the following:

- Volunteers will conduct themselves professionally in their relationship with Digital India programme managers and the public in general.
- No Volunteer shall interact with or represent Digital India to the media (print and electronic).
- In general a Volunteer may not interact with or represent Digital India vis-à-vis third parties. However, some Volunteers may specifically be authorized to interact with third parties on behalf of NeGD depending on the nature of their roles and responsibilities.
- Volunteers will follow the advice given to them regarding representations to third parties.
- Any papers and documents written and/or published by the Volunteer should carry the caveat that the views are the personal views of the Volunteer and do not represent or reflect the views of the government.
- The volunteers must ensure good behaviour towards women and physically challenged.
- The volunteers must respect everyone equally irrespective of their gender, class, creed etc.

DISENGAGEMENT

- NeGD may disengage a volunteer on grounds of misbehaviour or violation of Code of Conduct.
- NeGD may disengagement a volunteer if he/she is inactive for a period of 2 months.

Upon disengagement, the Volunteers shall hand over all papers, ID cards, equipments or assets which may have been given to them.

INTELLECTUAL PROPERTY RIGHTS

The copyright of all content/project/proposal/concept created during Internship shall be owned by NeGD. The Volunteer/ College/ institute shall seek written permission of NeGD before utilizing such content.

TARGET GROUPS

We aim to build a huge network of 2 lac volunteers for the Digital India programme.

1. National Service Scheme volunteers
2. Retired Government Servants
3. IT professionals
4. NIELIET student alumni

ICT FEATURES FOR VMS

- Attendance Management
- Calendar Management
- Event Management
- Group Management
- Membership Management
- Recognition Management
- Registration Management
- Reminders
- Scheduling
- Volunteer Profiles

Governance Structure:

Just as rules and regulations exist for interaction with traditional media, accordingly similar rules must be created for engaging with the volunteers as well.

Some of the key aspects of such a governance structure for VMS include:

Account Governance

Account Creation: The VMS establishes an organisation's online directory of registered users as volunteers. A volunteer can access his/her account in terms of accessing details about their profiles, list

of tasks assigned to them as well as the count of hours they have completed depending upon which rewards are they eligible for.

Login and passwords: Each new account requires a URL, user name and/or email address and a password. A proper record of login ids and password must be maintained. This is critical as multiple people may be authorised to post on behalf of the department.

Response and Responsiveness:

Responsiveness: This indicates the how often would the tasks and information around them be updated, in what manner would the responses be posted, what would be the turnaround time of responses etc. The major attraction of VMS is the spontaneity and immediacy of response and feedback and those visiting the site would expect the some kind of response within a pre-defined time limit.

As far as possible, it is important to state upfront the scope of response – given/not given, type of response – official/unofficial, response time – 1 day/1 week etc. so that expectations are set correctly. Some of the ways to ensure timely response is Email integration i.e. email writing, list management, list building, proper lead direction so the right internal person takes actions on leads in a timely fashion and Daily management.

Response: While creating a policy for responses, it may be noted that -

- While volunteers are free to send response in their personal capacity, it is mandatory that while they are doing so, they must clearly identify themselves, confidential information must not be divulged and should not be seen to represent “official view” unless authorised to do so.
- Another important aspect that needs to be addressed is the Escalation Mechanism. There has to be a defined hierarchy not only of responses but also of queries. A Frequently Asked Question (FAQ) and Fixed Response Format (FRF) may be applied.
- The next level may be queries related to projects/programme, for which no separate official response may be needed because all relevant information may be available in the public domain and the query may be responded accordingly.
- The next level of query may be more specific where an “official” response may be needed. Such a categorization will help organizations in streamlining their responses.
- Finally, there should be congruence between responses posted on VMS and those in traditional media.

Resource Governance

Allocation of Resources: Since using VMS is a resource intensive exercise, it is important to ensure that resources and their responsibilities are clearly marked out very early. Many organisations have a dedicated team including outsourced resources to manage their engagement while others primarily uses internal resources.

More often than not, it is advisable to create a dedicated team. One of the key issues that impacts the resource requirement is whether the conversation is moderated or un-moderated. In case of moderated conversation, dedicated resource/s is critical. One of the key resources is an internal champion within the system who can lead the strategy within the department.

It is important to note that since the engagement in VMS requires different skill sets, the champion and other resources identified would require orientation & training specifically for the tasks assigned to them and keep abreast of the fast paced developments in this media

Roles & Responsibilities: The roles and responsibilities of the team responsible for creating, managing and responding on VMS must be clearly defined.

- In Indian context, they may also need to be aligned to roles and responsibilities defined for responding to RTIs.
- For most interactions, flexibility may be given to the staff to respond to regular queries or comments.
- Escalation mechanism defined in the governance structure must clearly define accountability at all levels.
- The role definition must not be limited just to responses, but also include responsibility for matters related maintenance of login ids and passwords, issues related to data security, archives, privacy, etc.

Accountability: Clearance systems that distinguish between situations when an official position is required, and when open conversation is appropriate. This has to have at its heart a redefinition of accountability. The officials designated for engagement with citizen using the VMS should be covered under a well defined immunity provision in consonance with the RTI Act and the IT Act and the IT Amendment Act 2008.

Data & Information Security Governance: The Government's communication to citizens via VMS should follow the same data retention policy as its communication through other electronic and non-electronic channels. Data portability compliance varies from one VMS platform to another. Hence, privileged access may be mandated by the Government along the same lines "take down notices" and "information requests" currently being sent to VMS and other platforms for intellectual property rights infringement and other offences.

Identity Management: Identity management for the purposes of this document refers to management of identities of individual/s who seek to engage with government agencies through the VMS. Such management relates specifically to registration mechanisms, delineation of personal identity from official identity of government officials and need to engage in a non-anonymous manner in such consultations. Towards this end, the departments may like to use following or any other suitable mechanism to achieve the above:

- Provide for activation of registration for engagement by seeking confirmation of email addresses
- Send acknowledgement/responses to queries to registered email addresses
- Providing official email ids and accounts to each and every government official authorised to engage on behalf of the department and permit use of only official accounts for engagement

However, while applying the above, The Information Technology (reasonable security practices and procedures & sensitive personal data or information) Rules, 2011 stated in the preceding paragraphs above must be complied with.