एम. एस. राव, आइ.ए.एस.
अध्यक्ष एवम् मुख्य कार्यकारी अधिकारी
M. S. RAO, IAS
President & Chief Executive Officer

सत्यमेव जयते

File No. NeGD/CB/01-01/2019 (Part-1)

July 12, 2019

Subject: Master of Business Administration (MBA) Degree programme in Digital Governance & Management

Dear *Sir/Madam*,

This is with reference to the letter of Secretary MeitY, dated May 28, 2019, copy of which is attached for your kind reference. As you are aware, the nature and scope of digital governance is shifting from standalone service delivery systems to integrated systems based on a nationwide enterprise architecture. Under Digital India, all citizen entitlements and business approvals are envisioned to be delivered in a cashless, contactless and paperless manner with an integrated service delivery ecosystem. This thrust for transformation along with frontier technologies, evolving business models, dynamic policy framework and increasing privacy & cyber security related concerns demand significant re-alignment in the established technology and managerial practices to ensure achieving intended outcomes of the technology interventions.

2.   One of the major challenges faced by the Government and associated industry partners is a lack of executives with a wider perspective and skill-sets to embrace this opportunity with the pace required to match up to the best in the world. It is, therefore, important that all key players in the digitalization value-chain, such as senior executives in Government and managers from industry are aware of the nuances of technology-enabled management, service delivery and data-based decision-making. Digital Governance discipline has also matured over the years and deserves a dedicated curriculum in formal education.

3.   Recognizing this need and scope, National e-Governance Division (NeGD) has partnered with the Indian Insitute of Management, Visakhapatnam (IIM-V), in launching a bespoke MBA programme specializing in Digital Governance and Management. IIMV, located in the state of Andhra Pradesh that has many first to its credit on the technology front, offers a conducive environment for value-added learning.

4.   The Programme is a judicious mix of management & technology courses offered in classroom and virtual mode to minimize the absence from work, a capstone project of practical importance and an international immersion of two weeks. The programme will be helpful to Governemnt officials, responsible to design and lead digital initiatives. It is requested to identify and nominate suitable officials, having requisite qualifications, from your State/UT to take advantage of this programme. The

Room No. 1028, 1st Floor, Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi - 110003 Page 1 of 2
Tel: +91-11-24301628, Telefax: +91-11-24369222, E-mail: ceo@digitalindia.gov.in
www.meity.gov.in, www.negd.gov.in, www.digitalindia.gov.in

programme fee for the selected officers will be sponsored by the National e-Governance Division, MeitY.

5.   Further details on the programme and selection process can be obtained from the PGPDGM Office, Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (Phone No. 0891-2824444; mail ID: pgpdgmoffice@iimv.ac.in) and the website of IIMV. For clarification, if any, NeGD Capacity Building (CB) Team may be reached at kamal.jain@digitalindia.gov.in and negdcbpmu@digitalindia.gov.in.

                    With regards,

                                                    Yours sincerely,

                                                    (M.S. Rao)

To,

All Chief Secretaries of States/UTs

सचिव
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार
Secretary
Ministry of Electronics &
Information Technology (MeitY)
Government of India

अजय साहनी, आई.ए.एस.
AJAY SAWHNEY, I.A.S.

File No. NeGD/CB/01-01/2019 (Part-1)
Date: May 28th, 2019

Dear Chief Secretary,

Subject: **Master of Business Administration (MBA) Degree programme in Digital Governance & Management**

Digital India is a flagship program catalysing the transformation of the country as a digitally-empowered society and knowledge-economy. It is promoting e-Governance for citizen-empowerment, social progress, inclusive growth and ease of doing business for economic advancement.

2.   The need to build adequate & relevant capacities to conceptualize, lead, & implement Digital Initiatives is widely recognized at all levels. Frontier technologies, evolving business models, dynamic policy & regulatory framework and increasing cyber security related concerns have further pronounced the need to have a competent team within government to ensure achieving intended outcomes of the technology interventions.

3.   Indian Institute of Management-Visakhapatnam (IIM-V) has come up with a Master of Business Administration (MBA) Degree programme in Digital Governance & Management. The Program is of 18-months duration spread over 4 terms of 4.5 months each, blended with a judicious combination of traditional and virtual class-room modes learning, as well as an 'International immersion' of about 2 weeks at an international school. The participants will be required to carry out a Capstone Project of practical importance with potential for implementation in the Digital Governance space, identified in consultation with and endorsed by their respective nominating authorities. The total off-duty duration distributed to the 4 terms is 15 weeks, thereby allowing the officers to continue with their assigned work for the remaining duration. This MBA programme is seen as a useful catalyst in further supplementing the nation-wide Capacity Building for Digital India programme, both in the Public and Private sector.

4.   The programme is considered to be suitable for the executive officers responsible to design and implement the Digital Governance initiative in the Government. You may consider nominating suitable officials, having prerequisite qualifications, from your State/UT. The prescribed programme fee for selected officers will be sponsored by the National e-Governance Division, MeitY, under Capacity Building scheme. The programme structure, prescribed fees and general terms & conditions are attached to this letter for more information.

5.   Further details on the program and selection process may be obtained from the PGPDGM Office, Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (Phone No. 0891-2824444; mail ID: pgpdgmoffice@iimv.ac.in) and the website of IIMV. For clarification, if any, NeGD Capacity Building (CB) Team may be reached at kamal.jain@digitalindia.gov.in and negdcbpmu@digitalindia.gov.in.

With regards,

Yours sincerely,

(Ajay Sawhney)

Enclosure: As above

To,

All Chief Secretaries of States/ UTs

Master of Business Administration Program in Digital Governance and Management
(2019-21 Batch) at the Indian Institute of Management Visakhapatnam
(under the aegis of NeGD/MeitY, GOI)

General Terms & Conditions

(1) **Program & Its Commencement**

The Post Graduate Program in Digital Governance and Management (PGPDGM) leading to the award of Master of Business Administration Degree is scheduled to commence at the Indian Institute of Management Visakhapatnam (IIMV) from September 9, 2019, for which, reporting and registration at IIMV campus will also be held on the same day.

(2) **Target Audience**

The Program is meant for officers of All India Services, Central Services-organized & non-organized, technical & non-technical, faculty members of State Administrative Training Institutes, and, for officers of the State Civil Services (SCS) & Non-State Civil Services (Non- SCS)

o Central and State Government Officers with minimum 5 Years of experience in Group 'A' & 'B' services.

o Upper age - 50 years

o Minimum 8 years of residual service

(3) **Program Objective**

The customized Program is designed with a view to enhancing the digital capacities in participants. It is envisaged that graduates from the Program would catalyse the footprint and impact of Digital India growing more pervasive and profound, thereby contributing to quantitative and qualitative transformation in the delivery of services to end-users.

(4) **Highlights of the Program**

The Program is of 18-months duration spread over 4 terms of 4.5 months each. It is a blended learning model with a judicious combination of traditional and virtual class-room modes. The total off-duty duration distributed to the 4 terms is 15 weeks and for remaining 57 weeks the officer can continue to be on duty. The details of schedule is as given below:

Term	Description	Duration
Term-1: (18 weeks)	On-campus Orientation	0.5 week
	On-campus Learning	2.5 weeks
	Off-campus: Online Learning	14 weeks
	Assessment: On-campus	1 week
Term-2: (18 weeks)	On-campus Learning	2 weeks
	Field Visits: Off-Campus	1 week
	Off-campus: Online Learning	14 weeks
	Assessment: On-campus	1 week

Term-3: (18 weeks)	On-campus Learning	2 weeks
	Off-campus: Online Learning	15 weeks
	Assessment: On-campus	1 week
Term-4: (18 weeks)	On-campus briefing & project-guidance	1 week
	Off-campus: International Immersion	2 weeks
	Off-campus: Mentor-guided Project-work	14 weeks
	Final Assessment: On-Campus	1 week
Summary	On-campus Duration (5 visits)	**12 weeks**
	Field Visits/International Immersion	**03 weeks**
	Off-campus Duration (at respective places)	**57 weeks**
	Total	**72 weeks**

The Program is designed for an immersive and active learning experience for participants. All nominated Officers will be required to carry out a Capstone Project of practical importance and with potential for implementation in the Digital Governance & Management space, identified in consultation with and endorsed by their respective ministries/departments/organizations. The Project Report will have to be submitted by the officers, to their respective employers towards the end of the fourth term viz. conclusion of the Program. A Nodal Officer, as may be identified by the respective ministries/departments/organizations, of suitable domain expertise, experience and seniority is required to mentor and guide the nominated officer, in coordination with IIMV, in developing the Project and carrying it out successfully.

The selected officers will be required to complete the "Domestic component' as well as the 'International component' of about 2 weeks at an international school. Details of the 'Academic Terms and Conditions' of the Program, Application Form and other documents can be referred on the website of IIMV (www.iimv.ac.in).

(5)   **A. Program Fees**
The all-inclusive Program Fee is Rs.16,50,000/- (Rupees Sixteen Lakhs Fifty Thousand only) per participant (exclusive of GST, if any applicable) including the international immersion programme of 2 weeks.

B. Other Expenses

The exclusions from this Fee are:

(a) To & fro domestic travel costs of participants for attending classes at IIMV as per the schedule prescribed by the Institute

(b) Per-diems and Insurance of participants whether in India and abroad (during the Program)

The above Program Fees, as given in 5(A) for the eligible selected officers of Central and State Government/s as duly recommended by respective cadre control authority, will be sponsored by National e-Governance Division, Ministry of Electronics and Information

Technology (GoI). The "Other Expenses" as defined above are to be borne by the respective nominating ministries/departments/organizations themselves, where the officer is currently posted.

(6) **Pay & Allowances**
The nominating ministry/department/organization etc. where the officer is currently posted, will meet the cost of: (a) pay and allowances during the training period; (b) travel from place of posting to Visakhapatnam and back; (c) travel, board and lodging (as per his/her eligibility) towards field visits (if any) of the participant for collection of data/information for the Capstone Project; (d) travel to Visakhapatnam for presentation of the Project at the end of the Program; and, (e) Per-diem allowances during domestic travel and international immersion (as per eligibility); and, such other allowances/expenditure as may be permissible to the officer.

(7) **Accommodation**
During the residential component of the Program in IIM Visakhapatnam and while abroad on International Immersion, IIMV will provide suitable single-occupancy accommodation to the participants. During the residential component (domestic), accommodation is provided to only those officers who are not posted at Visakhapatnam. Further, such officers are required to make their own arrangements for to & fro commute to the Program venue.

(8) **Conditions for Officers admitted to the Program**

In case of officers sponsored by the Government of India/State Governments for this Program:

i. The period of absence from work (as per the schedule prescribed by IIMV) is to be treated as on duty under FR 9(6)(b)(i).

ii. Nominating Authorities may recommend names of only those officers who are likely to stay with their ministries/departments/organizations for the entire duration of the Program and are responsible to lead/ implement Digital Governance projects in their respective area of operations.

iii. Concurrence of State Governments, wherever necessary, would have to be obtained by the Competent Authority before forwarding the nominations.

(9) **Bond to be executed by the Officers**
Before joining the Program, the officer is required to execute a Bond to the extent that "in the event of his/her failing to resume duty or resigning or retiring from service or otherwise quitting service, without returning to duty after expiry or termination of the period of the Program; failing to complete the Program, or quitting the service at any time within a period of five (5) years after his/her return to duty, the officer shall forthwith pay to the Government or as may be directed by the Government, on demand, all charges and expenses that shall or may have been incurred by the Government for this course i.e. all monies paid to him/her or expended on his/her account during training such as pay and allowances, leave salary, cost of program fee, travelling and other expenses, cost of international travel and cost of training abroad met by the Government/agency concerned, together with interest thereon, from the date of demand,

at Government rates for the time being in force on Government loans with the nominating/ cadre controlling authority, as the case may be.

(10) **Application Process**

Nominations of suitable officers (who are clear from vigilance angle) along with complete information in the prescribed pro-forma are to be sent through proper-channel to reach IIMV on or before 10/07/2019. Nominations received after this date will not be considered.

Nominations received in time would be scrutinized and officers fulfilling the conditions of eligibility will be invited for the selection process by IIMV, under intimation to NeGD/MeitY, Gol. The selection process will take place at Visakhapatnam only, the date and time for which will be communicated to the short-listed candidates by IIMV.

In order to save time, officers may send an Advance Copy of their applications to IIMV. The officers will also be called for the selection process based on their advance applications. However, final selection will be subject to receipt of the candidate's formal application, duly recommended by the competent authority, along with Vigilance Clearance. Therefore, it is in the interest of the officers to get their applications routed through proper channel, as early as possible.

The costs of travel, board and lodging of applicants for attending the selection process may be borne by the individual officers and reimbursement thereof claimed as per their eligibility, after their applications are cleared through proper channel.

(11) Further details on the Program and clarifications (if any) may be obtained from the PGPDGM Office, Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (Phone No. 0891-2824444; and mail ID: pgpdgmoffice@iimv.ac.in) and/or the website of IIMV. For any clarification, you may also reach to NeGD Capacity Building (CB) Team at: negdcbpmu@digitalindia.gov.in

oOo