

# AP Online

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# Innovation Summary

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- Context
  - Technology will help the masses
  - Citizens have the right to information
  
- Challenge/ Opportunity
  - Use technology to streamline government procedures and provide a more fruitful interaction to access any government service

# Innovation

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- Govt of AP and TCS developed this online portal for all citizens of the state to access any government service
  
- First of its kind in the country when the concept was floated
  - Delivering Comfort, Convenience to Citizens by acting as single point contact.
  - Taking services to the doorstep of the citizens
  - **Innovative delivery model:** Kiosks, Automated Machines, Mobile Devices etc
  - While understanding the constraints in rural connectivity, innovative models for connectivity are being used:
    - Internet to connect kiosks in urban areas
    - Online/offline mode using web services to connect Kiosks in Rural areas
    - CDMA technology to connect to the mobile devices.

# Innovation Scorecard

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## □ Uniqueness

- First of its kind of service offered by any state or central government  
*Data source: APO*
- Unparalleled scope & exhaustiveness *Data source: APO*
- Unique Collection Model & Tie up with multiple banks *Data source: APO*  
*Have won the Stockholm challenge, best innovation in government initiatives*

## □ Impact

- Largest touch base – millions of people utilizing the services: Every month AP Online is accessed by more than 2.5 Million people:
  - 4 Lakh plus Transactions in rural areas.
  - 2 Lakh plus Transaction in urban areas.
  - 2 Million hits on the portal for accessing the services  
*Source: APO, validated through internal records*
- A farmer getting his *Khasra, Pahani* (Land Records) without even visiting the government office. Savings in time, elimination of corruption, cut in red tapeism. *Source: APO, validated through onsite visit and defined processes*
- A entrepreneur is getting a provisional Small Scale Industry Certificate within 10 minutes of application *Source: APO, validated through onsite demonstration*

# Innovation Scorecard

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## □ Leverage

- Managing a huge network of 1600 Kiosks, running 30 unique services, and handling Rs 250 Crs of turnover with only 31 people on board

Source: APO, validated through internal records

## Jury Questions and Auditor Remarks

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- ❑ First of its kind in ANY central government? Definitely unique to India. No data points were available for other countries. The challenges of dealing with the government and getting the rural population to use the services is unique as well
- ❑ What is the business model? Where do they make their money? The business model is to charge a transaction fee (typically Rs5 for every transaction). Some services like exam results are declared free of cost, but the operators do charge a fee for these
- ❑ Unique in its breadth of services and reach : also a working model of public and private partnership. Other states in India like Delhi and MP as well as the central government are adopting the model. Also internationally, (US and Europe) the model is beginning to attract interest

## Auditor Remarks

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- ❑ The technological advancement of the portal is evident from the fact that for the first 3 hours when the board results were declared, only APO was accessible. This is the crucial period. The franchisees made a lot of money by charging people for printing the results on an electronic mark sheet
- ❑ Now face challenges with getting buy in from other government departments to take the innovation to the next level.