

Final



# *Aadhaar* Enabled Public Distribution System - A Case Study of East *Godavari* District

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**February 2013**

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# Acronyms & Definitions

## Acronyms

AEPDS	<i>Aadhaar</i> Enabled Public Distribution System	FPS	Fair Price Shop
AERCMS	<i>Aadhaar</i> Enabled Ration Card Management System	JC	Joint Collector
ASA	Authentication Service Agency	MIS	Management Information System
ASO	Assistant Supplies Officer	MRO	<i>Mandal</i> Revenue Officer
AUA	Authentication User Agency	MSO	<i>Mandal</i> Supplies Officer
BPL	Below Poverty Line	PDS	Public Distribution System
CIDR	Central Identities Data Repository	POS	Point of Sale
DFCS	Department of Food and Civil Supplies	UID	Unique Identity
DSO	District Supplies Officer	UIDAI	Unique Identification Authority of India
EID	Enrolment Identification	VRO	Village Revenue Officer

## Definitions

- 1. Seeding:** It is the process of one-to-one mapping of the beneficiary *Aadhaar* number with his/her record in the scheme database and approval of the same by an appropriate authority.
- 2. Inorganic Seeding:** It is the process wherein seeding is done in bulk without the need to interact with each beneficiary individually. The process usually employs information technology applications and heuristic algorithms
- 3. Organic Seeding:** It is the process wherein seeding is carried out one-by-one interacting with the individual beneficiaries
- 4. KYR:** Know your resident - It is a set of mandatory information pertaining to residents
- 5. KYR+ :** It is the additional information , apart from mandatory KYR, captured by the registrar at the time of enrolment .

# Executive Summary

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## About the AEPDS Project

- The AEPDS in East *Godavari* district has met with tremendous success. To this end, the Collector and Joint Collector were awarded with the *Aadhaar* Governance award by the Prime Minister in 2012.

## Aim of the case study

- This case study aims to understand the factors that made the project achieve significant success; and document processes, benefits and challenges unique to the project.

### AEPDS - Success factors

- Strong leadership with a long term vision that motivated the team to achieve its objectives
- Meticulous planning for each activity including enrolment, seeding and AEPDS roll out
- Existence of digitised database of PDS beneficiaries helped to accelerate the process of seeding
- Focus on collecting feedback to refine processes before rolling out the pilot
- Enrolment activity undertaken at war footing ensured that almost all the beneficiaries had *Aadhaar* before the rollout of AEPDS

## Benefits

- The AEPDS project has helped increase transparency in PDS distribution, eliminate bogus as well as duplicate cases leading to savings for the government .

## Challenges

- Availability of POS devices and the presence of a good network in rural areas remains a major challenge for the roll out of the project beyond the pilot stage .

# AEPDS in brief

## Objectives

To achieve transparency in PDS by ensuring that only genuine and eligible beneficiaries receive the entitlements

To digitise transactions occurring at Fair Price Shops (FPS) and generate an online MIS for real-time tracking of flow of goods

To eliminate asymmetries of information among beneficiaries by providing them timely and accurate information about the supply of their entitlements at the FPS

## Key Players

### Department of Food and Civil Supplies (DFCS)

The Department of Civil Supplies is the registrar, as well as an AUA of UIDAI for East *Godavari* district. It also maintains a digitised database of all ration card holders in the district. This data base was seeded with *Aadhaar* numbers to enable AEPDS implementation. The various functionaries including JC, DSO, ASO, *Tehsildar*, MROs and VROs played an important role in rolling out the project.

### Infronics

Infronics is the POS device vendor selected for the pilot. It provides POS devices as per the specifications provided by UIDAI and DFCS.

### UIDAI

UIDAI facilitates key processes including enrolment of residents under *Aadhaar* and seeding of DFCS database with *Aadhaar* numbers, by providing detailed guidelines to the department. It also provides access to CIDR to facilitate *Aadhaar* authentication .

# AEPDS in Numbers

## Aadhaar Enrolment Status as on 25.12.2013

Population of the district	51,51,549
Total enrolments	51,27,390
Balance to be enrolled	24,159
Percentage enrolled	99.53%
Aadhaar numbers generated	51,12,142

## Aadhaar Seeding Status as on 03.01.2013

Total BPL cards	14,99,285
Total units	45,82,870
Seeding completed	34,66,454
Seeding Savings*	1,87,396
Percentage completed	75.6%

## Mobile and Bank A/c Status as on 25.12.2012

Total BPL cards	14,99,285
Total no. of bank accounts	7,63,869
Total no. of mobile phone numbers	16,12,232
Total SMSs sent out to beneficiaries	4,49,293

## Status of Pilot as on 25.12.2012

Total FP shops	2561
Total POS FP shops under the pilot	100
Total no. of cards	67,520

[Please See Annexure 1 for details on PDS in East Godavari](#)

\*Seeding savings refers to cases that have been quarantined from the database because the beneficiaries are either dead, permanently migrated, ineligible, government employees, or possess duplicate ration cards

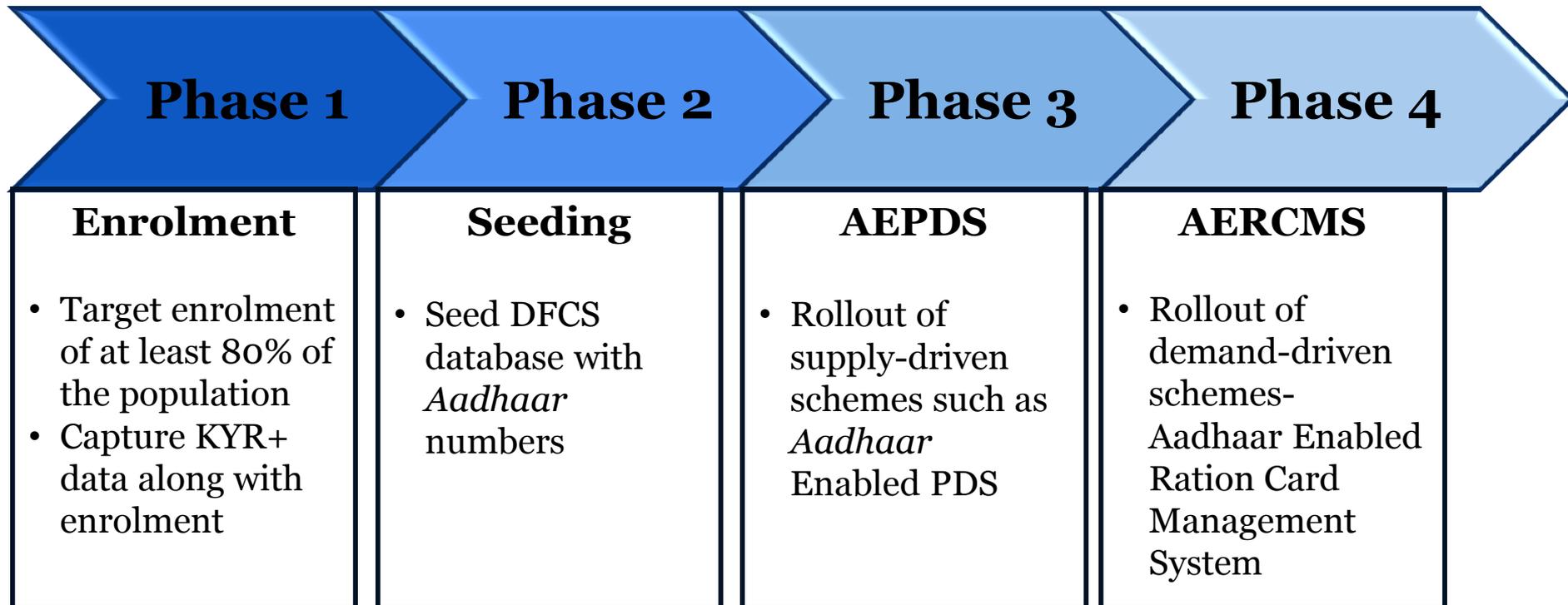
# Best Practices

- 1 Keeping the 'big picture' in mind
- 2 Detailed action plan
- 3 Training
- 4 Monitoring
- 5 Feedback mechanism

# 1. Keeping the 'big picture' in mind

The vision to leverage the power and utility of using *Aadhaar* for targeted and efficient delivery of government schemes has been a very critical success factor.

- The district administration led by the Collector and Joint Collector had a firm belief that *Aadhaar* is not just a unique identity, but can be used for much more.
- The utility of *Aadhaar* for delivery of the various government schemes was envisioned at the very start of the project. With this 'big-picture in mind, the entire project on Aadhaar enabled PDS was divided into four phases.



## 2. Detailed action plan

The district administration prepared a detailed action plan up to the village level for implementation of the four phases of the project.

- Guidelines were issued from the Joint Collectors' office to accelerate the process of enrolment.
- Resources within the Civil Supplies department were allocated and their roles and responsibilities were defined.
- Detailed methodology was prepared to ensure high enrolment. Key processes included filling KYR+ forms, intimation to citizens about enrolment camps, processes to be followed by the enrolment agencies and monitoring of the above processes.
- Each functionary of the revenue department was trained on *Aadhaar* enrolment processes. JC himself trained them in batches before rolling out the project.
- Detailed instructions regarding logistics arrangements at enrolment centers were issued to the enrolment agencies as well as *Tehsildars*, DSO, MSOs and VROs.
- Detailed monitoring guidelines and formats were prepared for tracking the progress of the project. Control room was set-up at the district office to resolve issues as soon as they arise.

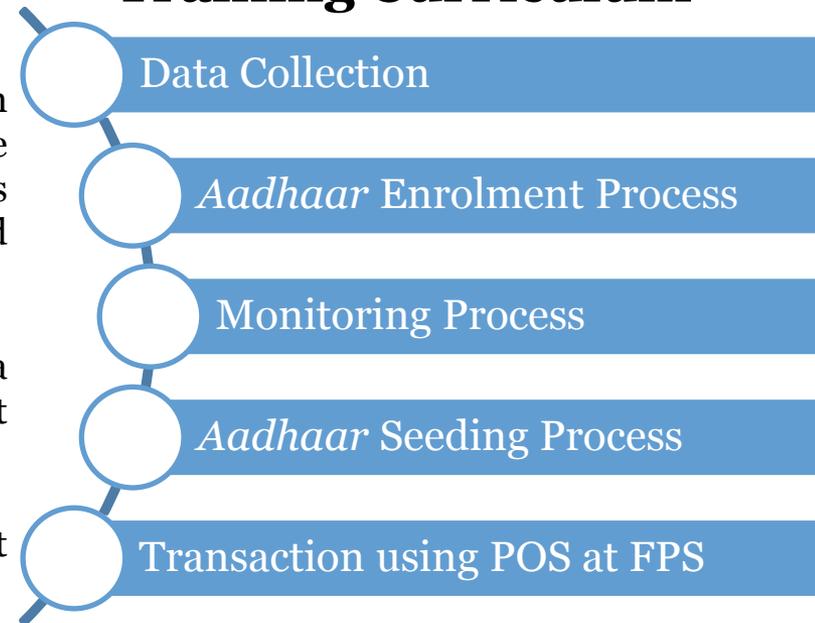


## 3. Training

The Joint Collector himself conducted many trainings to educate his team about the core processes related to the project. These sessions were also used to generate buy-in from internal stakeholders and to address their queries.

- As it was essential to ensure that everyone in the Civil Supplies department from DSO to VRO understood their roles and responsibilities, a number of training sessions were conducted.
- A lot of the inputs for the training curriculum arose from the observations of the JC during his field visits, during the initial phase of the project. As the pace of enrolment was not picking up, it was decided that extensive training should be focused on.
- The VROs who had to support collection of the KYR+ data and generate awareness among people about enrolment were trained on these core activities.
- *Tehsildars* and MSOs were trained on managing the project at their level.
- Control rooms also helped in resolving queries of field functionaries

### Training Curriculum



## 4. Monitoring

Monitoring was integral to the success of the project. Each functionary was provided a set of key metrics to monitor and report to the central project management team.

JC

- Review district level action plan
- Track progress of enrolments
- Track issues and complaints
- Review performance of enrolment agencies

DSO

- Monitor issues and complaints raised at the control room
- Track progress of enrolments
- Review *mandal* action plans

*Tehsildar*

- Review *mandal* level action plan
- Monitor activities of enrolment agency
- Safekeeping of the KYR+ forms
- Track progress of enrolments

MSO

- Track attendance of the operators
- Ensure accuracy of data-entry from KYR+
- Verification of certification of operators
- Safekeeping of the KYR+ forms

One of the major responsibilities of the functionaries of the DCFS was to monitor the progress of the project. This included monitoring of enrolment and seeding activity; tracking issues and complaints about key processes; controlling the activities of external agencies such as enrolment agency, technology company, business correspondents and banks.

An online MIS was developed that feeds real-time information about the progress of *Aadhaar* seeding and transactions occurring at FPS

## 5. Feedback Mechanism

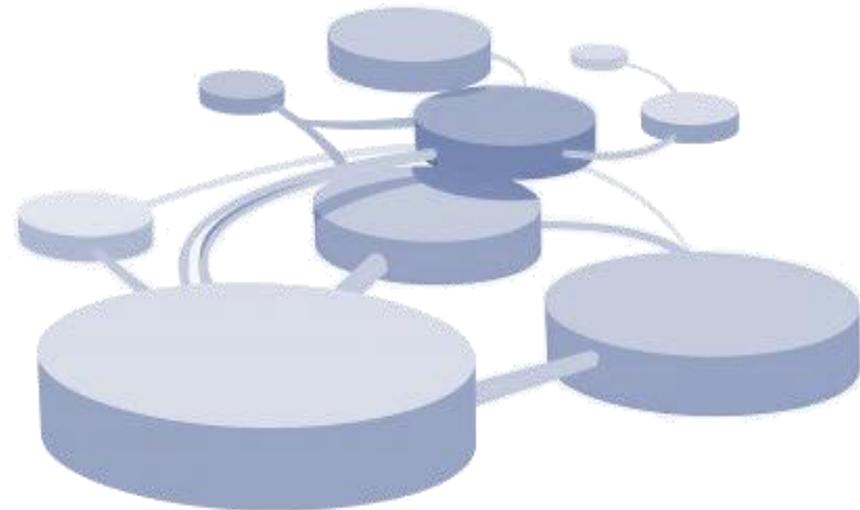
One of the major reasons for the success of the project was the focus on collecting and acting on feedback. This played a vital role in accelerating the project as most of the issues were resolved as soon as they were highlighted/ identified.

- Control rooms besides monitoring project activities were an important method for collecting feedbacks
- Regular review meetings were conducted to collect feedback from the field functionaries
- Joint Collector as well as others in his team conducted field visits and performed key processes themselves to ensure that they get a first-hand experience of the operational problems
- VROs were empowered to report issues directly to the control room to avoid delays associated with bureaucratic structure
- Feedback register are placed at FPS to register complaints and issues as and when they arise

***Feedback received from the field was integrated into the design of the POS machine used for AEPDS. Some of these include:***

- Use of cable-antenna along with the POS device in areas with low network connectivity
- Designing modems that can draw power from the POS device. This is helpful in areas where there are extensive power cuts
- Colour coding of POS keypad to match with the instructions on the touch-screen. These helped operators to identify buttons without necessarily reading them

# Key Processes: Enrolment, Seeding and PDS Distribution



# Enrolment

## Aadhaar enrolment by DFCS as Registrar



Aadhaar enrolments in AP commence with the DFCS as registrar in August 2010. Later, others join.



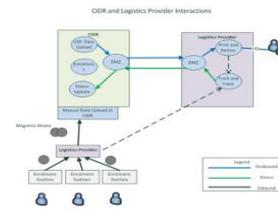
Enrolment activity started at the centers in East Godavari from December 2010 and beneficiaries details were recorded, and are assigned with an EID.



A data packet with beneficiaries details along with their KYR+ is sent to the UIDAI. KYR+\* details captured for only a few residents.



UIDAI generates UID number and shares the EID-UID database to help the registrar know which EID got a corresponding UID



FCSD being a registrar gets a copy of the KYR+ data base as well as the EID-UID database

## Aadhaar enrolment with KYR+ data



East Godavari district administration decides to capture KYR+ data of ration card during Aadhaar enrolment



Permanent Enrolment Centers (PEC) were set up to enrol the beneficiaries along with their KYR+ data.



Missing KYR+ data for the previously enrolled beneficiaries is collected by the VROs who go to their home to fill the missing data\*.



If beneficiary is available, VROs fill the KYR+ form and mobilises citizens without Aadhaar to enrolment centers by allotting fixed days for enrolment



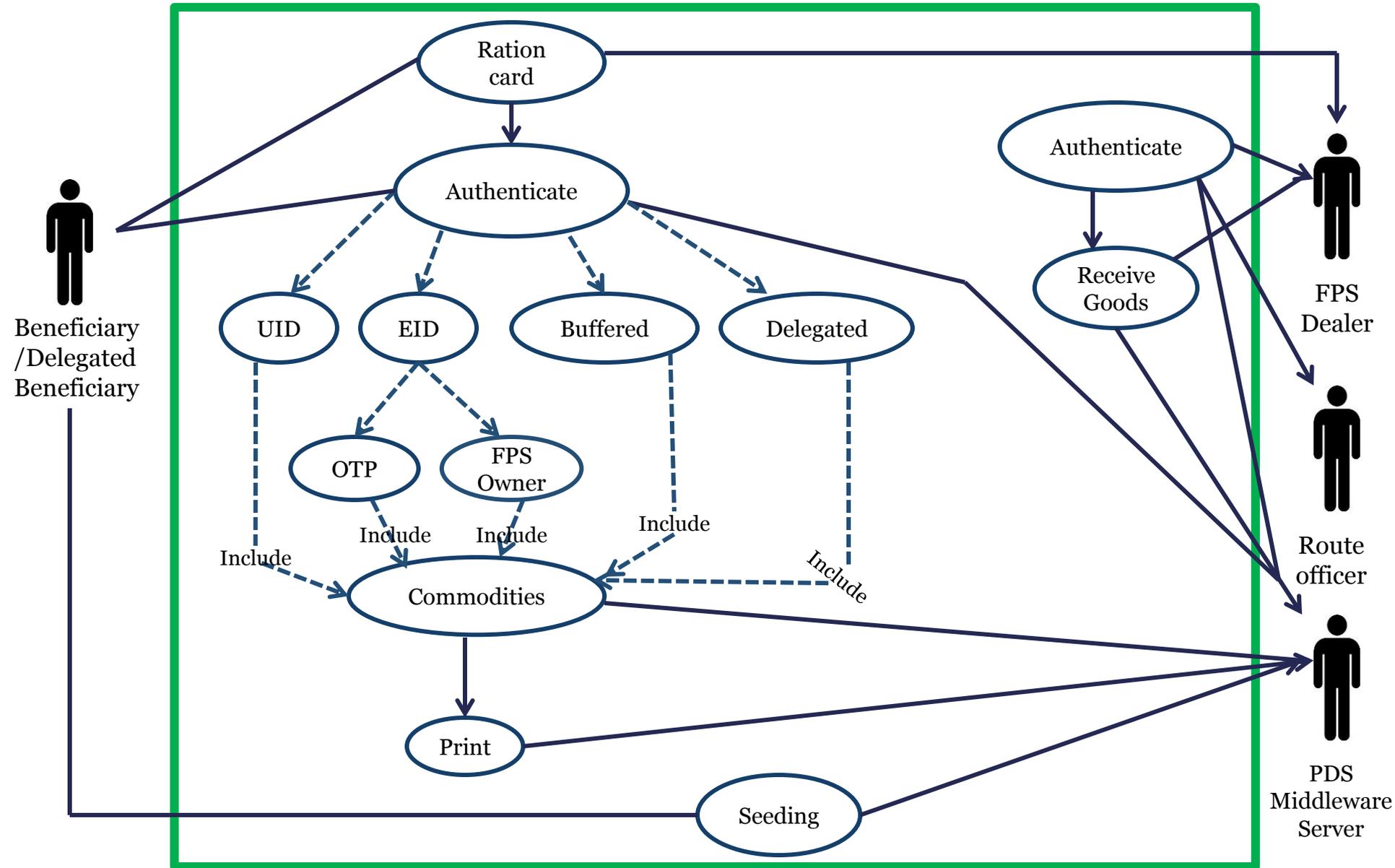
Beneficiaries reach the PEC and enroll themselves for Aadhaar and provide KYR+ along with bank account and mobile number.

## Best Practices

- Special training for revenue and civil supplies staff and awareness programmes for citizens were conducted.
- Village level enrolment plans and schedules were prepared for all 1403 villages and were monitored on a weekly basis.



# PDS Workflow (1/2)



# PDS Workflow (2/2)

## Ration transfer using Aadhaar



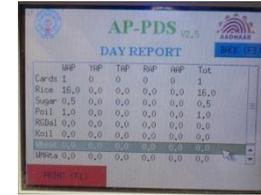
Commodities are transported from go downs to FPS. Delivery is authenticated by Route Officer



An SMS is automatically sent to all card holders informing the arrival of stock



Beneficiary approaches FPS with either the Ration Card or Aadhaar number to take ration



POS validates ration card number and displays the details of family members



Online authentication is done by sending Aadhaar number and fingerprint to UIDAI

### Authentication



POS provides balance stock report to the FP Shop dealer. EPOS-MIS up to the level of individual member gets updated real-time



POS device records all transactions along with time stamp and sends the data to the central EPOS MIS server. It provides printed receipt to the beneficiaries



If details do not authenticate, exception handling is done. These include OTP, Tehsildar enrolment or FPS dealer authentication



After authentication FPS dealer enters details of commodities. The transaction details are the sent to EPOS server and the commodities are provided to the beneficiary .

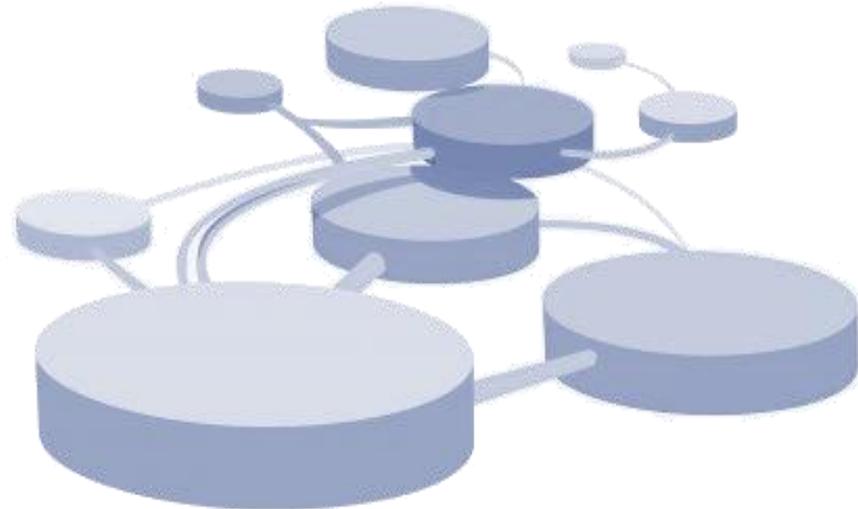
### Best Practices

- An sms is sent to the beneficiary informing the arrival of entitlements at the FPS and the quantity approved for the card holder.
- Provision of on the spot seeding of the beneficiary; and use of one-time-password (OTP) with VRO involvement when authentication fails.

# Benefits

The pilot has started showing results that were envisioned when the project was launched. These include :

- Transparency in the flow of PDS
- Elimination of duplicate and bogus ration cards
- Timely and accurate information to beneficiaries
- Financial savings for the department
- Enrolment of beneficiaries that are not covered under PDS

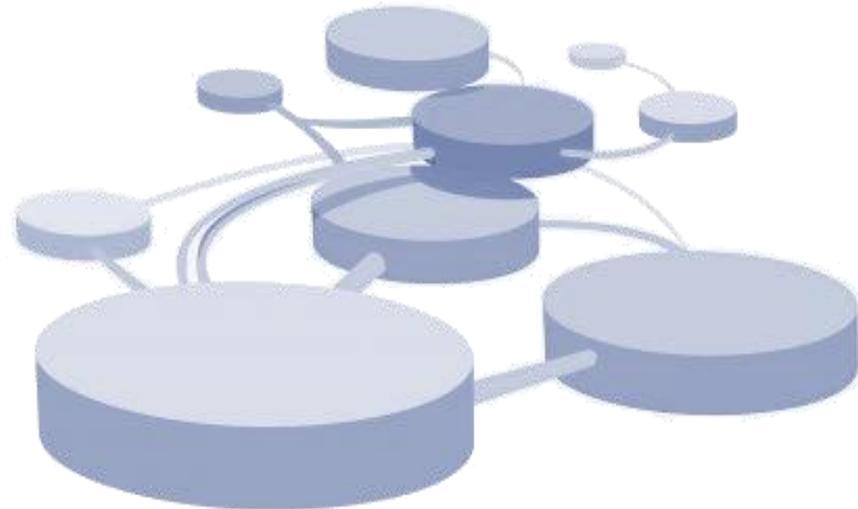


# Benefits

- **Transparency in the flow of PDS**  
*Aadhaar* enabled real-time MIS or the EPOS MIS has ensured that the flow of PDS ration can be tracked from the point it reaches the FP shop until it gets distributed to the beneficiary.
- **Elimination of duplicate and bogus ration cards**  
As many as 1,87,396 cards have been identified as duplicate or bogus. Before the introduction of *Aadhaar*, ration for these beneficiaries was being diverted to the open market .
- **Timely and accurate information to beneficiaries**  
Timely and accurate information to beneficiaries about the arrival of their entitlement at the FPS through SMS. Earlier, beneficiaries had to make repeat visits to the FPS to enquire about the arrival of their entitlements. Many a time, FPS dealers misinformed them about their due entitlement. However, with the introduction of the POS device that reads out the amount of entitlement and generates receipt in the local language (*Telugu*) this information asymmetry has been eliminated
- **Savings for DFCS**  
As per the DFCS estimates, savings of Rs.32,349 and Rs.11,924 for the Central and State government respectively can be made from each FPS per month. These savings can be used to expand the outreach of PDS to a large part of the uncovered population.
- **Enrolment of beneficiaries not covered under PDS**  
*Aadhaar* enabled Ration Card Management System (AERCMS) can support beneficiaries by providing them the facility to register for PDS, update their existing ration cards, receive duplicate cards in case of loss, and transfer or surrender cards on the basis of their *Aadhaar* number. This would not only expand the PDS to the uncovered population but will also help in simplifying processes for existing card holders.

# Challenges

Completion of *Aadhaar* enrolment and seeding the details with the digitised database presented an excellent opportunity to the DFCS to implement the project. However, there were a few challenges that had to be addressed for the successful implementation of the entire programme.



# Challenges and Strategies Adopted

## ➤ **Connectivity**

This problem was addressed using a combination of network options like GPRS, Broadband, WiMax etc. Active support of service providers like BSNL can help in scaling up the project to the entire district.

## ➤ **Training and Capacity Building**

Structured on-field and off-field training programs were organised within civil supplies offices in the field and at ration shop owners.

## ➤ **Selection of Service Provider (POS device)**

Service provider was chosen based on domain expertise of civil supplies and expertise in development of applications for handheld devices.

## ➤ **Standardization of workflows**

Agile methodology was adopted to include features as per requirement of users like Fair Price shop owners to improve the workflow. Four versions of POS software and middleware were released within a week to make the system user friendly.

## ➤ **Opening of bank accounts**

Weekly meetings were held with bankers at district level and revenue department staff assisted bankers in collecting details of citizens for opening of accounts on bulk mode and on individual basis. Some bankers have started offering bulk opening now and others are in the process of enabling their systems.

## ➤ **Mobile number seeding**

Many mobile numbers got seeded at the time of enrolment of UID. Enrolment agencies were particularly asked to collect mobile numbers to the extent possible during enrolment. Remaining mobile numbers are seeded after collecting the same during door-to-door survey.

# Unaddressed Challenges

## ➤ **Resistance from the FP Shop owners**

The dealers are resisting the idea as they perceive that the process is time consuming and would be an additional burden on them.

## ➤ **Supply of the POS devices**

The Department of Civil Supplies has laid down clear specifications for the POS device to be used for the project. As of now, supply of 2,500 such devices needed is a major challenge as no service provider is ready to deliver this large quantity. This is major barrier that can decelerate the project.

## ➤ **Delay in opening of bank accounts**

As the Direct Cash Transfer Scheme for PDS has not yet been launched, it is not an immediate challenge. However, as the percentage of beneficiaries without bank accounts increases, this would become a major challenge. The current process of account opening using *Aadhaar* is very slow.

## ➤ **Failure of *Aadhaar* authentication for old-aged people**

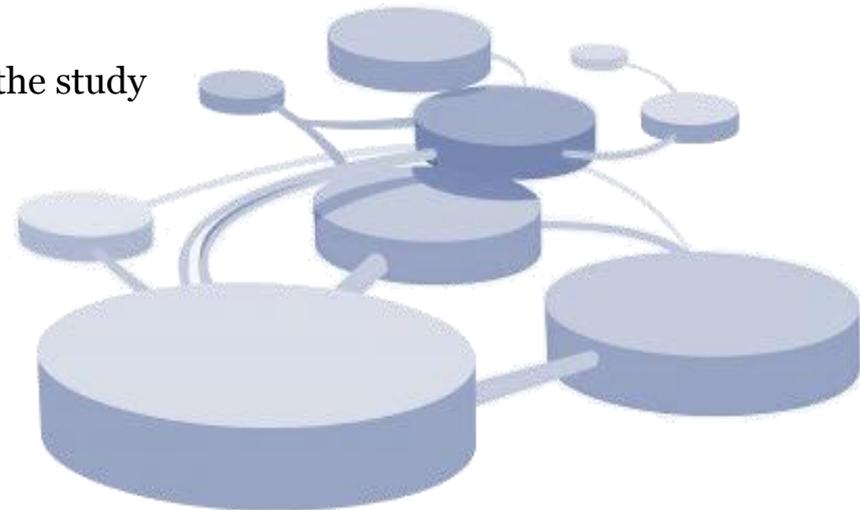
During the field work a few cases of old aged beneficiaries who had problems with *Aadhaar* authentication were observed. Though the percentage of such people in the total population is low but this has been a universal problem to which a solution does not seem in sight.



\*POS machine used for PDS distribution

# Annexures

1. About PDS in East Godavari
2. Timeline of Activities
3. Inorganic Seeding of Aadhaar
4. MIS Reports
5. Savings Calculations
6. AEPDS in News
7. Sources of information for the study



## Annexure 1: PDS status in East Godavari<sup>+</sup>

- The PDS system in *Andhra Pradesh* provides rice, kerosene, red gram, sugar and palmoline oil at subsidised prices to 15.18 lakh BPL card holders in the East *Godavari* district
- The subsidy is shared between the Central and the State government
- Kerosene subsidy is borne entirely by the Central government
- It is estimated that total subsidy of Rs.5,110 flows annually through every BPL card.

Commodity	Subsidy contribution by Central government*	Subsidy Contribution by State government*	Total Subsidy *	Commission to Dealer *
Rice	13.70	9.40	23.10	0.20 per kg
Sugar	25.00	-	25.00	0.16 per kg
Palmoline Oil	14.65	8.00	22.65	1.00 per ltr
Red Gram	-	12.90	12.90	0.55 per kg
Kerosene	28.00	-	28.00	0.25 per ltr

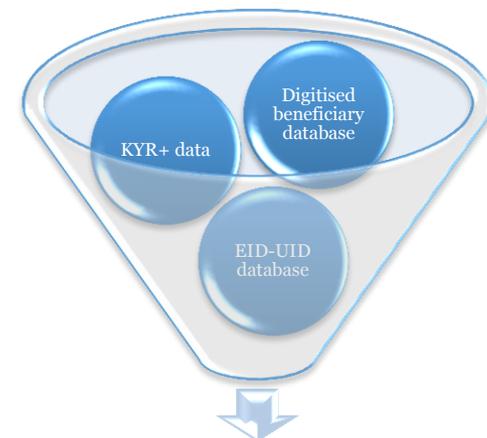
\*Units: In Rupees

## Annexure 2 - Time line of events for AEPDS



## Annexure 3: Inorganic Seeding of Aadhaar

- It is a process under which *Aadhaar* numbers can be added to the PDS beneficiaries database without involving the beneficiary.
- DFCS already has a digitised database of all ration card holders of the district
- EID from the KYR+ form is used to source the UID number and the UID name from the EID-UID database
- The UID names and names in the ration card obtained from KYR+ are matched to ensure that the beneficiaries are the same



Inorganically seeded database of beneficiaries

Data picked from KYR+ form

EID matched with EID-UID database

FAMILY DETAILS									
HOUSEHOLD CARD NO	SLNO	MEMBER NAME	AGE	RELATION	EID (28 Digits)	UID (12 Digits)	EID / UID NAME	MOBILE NO	BANK NAME
WAD048308700192	1	A.Santhi	35	Holder	1111161140673620110922100809	759460916735	Avula Asha	9705255182	Punjab National Bank
WAD048308700192	2	A.Naga Vardhan	19	Son	1111161140673720110922101009	547967085331	Avula Naga Vardhan	9705255182	-- Select Bank Name --

Comparison of these two names

UID is seeded against the name of the beneficiary when EID in KYR+ matches with EID in the EID-UID database

## Annexure 4: MIS Reports (1/2)\*

### Mandal - wise Seeding Status Report

S.No.	Mandal	Total BPL Cards	Total BPL Units	Seeding Completed Cards	Seeding Completed Cards Without Atleast One Mobile No	Seeding Partially Completed Cards	Seeding Not Confirmed Cards	Total EID Count	Total UID Count	Total Mobile Count
1	Addateegala	10,064	32,096	5,644	531	3,161	728	25,818	16,876	22,554
2	Ainavilli	17,489	54,168	3,005	7,915	5,486	1,083	45,505	43,270	16,041
3	Alamuru	16,736	56,562	3,123	675	1,806	11,132	14,860	13,615	11,887
4	Allavaram	16,674	51,785	1,637	11,430	3,207	400	47,122	44,137	14,419
5	Amalapuram	22,501	68,199	2,670	13,219	5,828	784	58,387	54,184	19,682
6	Amalapuram (Urban)	9,264	29,012	1,015	4,503	2,924	822	21,937	19,931	8,144
7	Ambajipeta	17,017	53,643	1,536	9,425	5,153	903	44,959	42,118	13,289
8	Anaparthi	20,583	57,094	4,716	3,226	2,579	10,062	26,437	21,584	14,922

Report provides a quick snapshot of seeding status of Aadhaar for any period of time.

### Bank-wise Account Details

District :East Godavari Mandal :Kakinada (Urban) Bank Name :ANDHRA BANK Branch Name :ALCOT GARDENS As on :16-Jan-2013 03:01:51 PM											
Sl. No	Household Card No	Member SL No	MemberName	Account No	Branch Name	Mobile	UID	EID	MICR CODE	IFSC CODE	Remarks
1	WAP0483087D0004	1	Penke Srinivas	000000000000000000	JAGANNAICKPUR	9908857148	-	11111607701833 20110220174545	533011005	ANDB0000256	
2	WAP0483087C0497	1	Koyyanaa Lakshmi	00001440100110 017	KAKINADA	9849663350	-	11112201400760 20110807175624	533011002	ANDB0000303	
3	WAP0483087C0327	1	Nallam Ramakrishna	00053110002600 374	KAKINADA	9542180002	481377399333	11111524281270 20110905104707	533011002	ANDB0000303	
4	WAD0483087C0338	1	Murtha	00157710100018 255	KAKINADA	9502514255	611077983870	-	533011002	ANDB0000303	
5	WAP0483087B0470	1	Penkey Mangatayaru	00157710100043 969	KAKINADA	9849205188	244976274485	11111525105244 20110730114533	533011002	ANDB0000303	
6	WAP0483087A0252	1	Pala Lakshmi	00157710100051 597	KAKINADA	9849663350	656791380707	11111513609282 20110726165621	533011002	ANDB0000303	
7	WAP0483087C0056	1	Vasamsetti Rama Krishna	00157710100022 638	SHANTHINAGAR	-	818015871743	11111525105676 20110805165634	533011015	ANDB0001577	

This report is shared with the concerned banks to update Aadhaar number in their Core-Banking System.

\* Source: East Godavari district administration

## Annexure 4: MIS Reports (2/2)\*

### Mandal - wise Transaction Report

S.No.	Mandal	Total BPL Cards	WAP	YAP	AAP	TAP	RAP	Ration Drawn Cards	No of Transactions	WAP	YAP	AAP	TAP	RAP	Total Rice Sold (In Kgs.)	Total Koil Sold (In Ltrs.)	Total Dal Sold (In Kgs.)	Total Palmoil Sold (In Ltrs.)	Total Sugar Sold (In Kgs.)	Total Wheat Sold (In Kgs.)	Total WholeMeal Atta Sold (In Kgs.)	Total Omss Rice Sold (In Kgs.)
1	Allavaram	830.000	656.000	43.000	2.000	0.000	129.000	9.000	9.000	4.000	1.000	0.000	0.000	4.000	119.000	11.000	3.500	9.000	4.500	0.000	0.000	0.000
2	Amalapuram (Urban)	673.000	514.000	48.000	1.000	14.000	96.000	1.000	1.000	1.000	0.000	0.000	0.000	0.000	16.000	2.000	0.000	1.000	0.500	0.000	0.000	0.000
3	Gollaprolu	24,293.000	19,105.000	1,044.000	10.000	650.000	3,484.000	95.000	95.000	67.000	2.000	0.000	4.000	22.000	1,126.000	119.000	2.000	95.000	47.500	30.000	0.000	0.000
4	Kakinada (Rural)	3,735.000	2,782.000	180.000	2.000	151.000	620.000	88.000	89.000	49.000	2.000	0.000	14.000	23.000	1,134.000	84.000	5.000	88.000	44.000	0.000	0.000	0.000
5	Kakinada (Urban)	16,869.000	14,321.000	637.000	2.000	895.000	1,014.000	141.000	141.000	127.000	4.000	0.000	2.000	8.000	2,018.000	0.000	30.000	137.000	70.000	0.000	0.000	0.000
6	Karapa	1,135.000	946.000	77.000	0.000	6.000	106.000	2.000	2.000	2.000	0.000	0.000	0.000	0.000	24.000	0.000	1.000	2.000	1.000	0.000	0.000	0.000

### Mandal-wise Rejected Seeding Report

S.No.	MANDAL	TOTAL UNITS	REJECT WITH REMARKS								
			DEAD	MIGRATION/MARRIED	IN_ELIGIBLE	GOVT EMPLOYEE	BOGUS	DUPLICATE	RAP_TAP	TEMPORARILY SUSPENDED	OTHERS
1	Addateegala	3,078	926	1,763	6	9	16	24	334	0	0
2	Ainavilli	1,940	402	847	10	3	185	15	474	0	4
3	Alamuru	853	81	284	79	1	138	256	14	0	0
4	Allavaram	4,815	754	2,588	11	4	15	54	1,381	0	8
5	Amalapuram	3,953	803	2,268	7	21	110	14	662	0	68
6	Amalapuram (Urban)	1,795	341	1,295	2	5	2	12	126	0	12

\* Source: East Godavari district administration

## Annexure 5: Savings Calculation

Commodity	Total No. of Cards Saved	Total Quantity Saved (kg/ltr)	Average no. of cards for which ration is not drawn per FP Shop	Average Quantity Saved (kg/ltr)	Government of India Subsidy Saved	State Government Subsidy Saved	Total Amount Saved per FP Shop
Rice	4041	52505	86	112	15305	10501	25806
Sugar	4655	2369	99	50	1260	0	1260
Palmoline Oil	4632	4628	99	98	1443	788	2230
Red Gram	4632	2316	99	49	0	636	636
Kerosene	7502	24074	160	512	14342	0	14342
<b>Total</b>					<b>32349</b>	<b>11924</b>	<b>44274</b>

### Explanation:

- Analysis was done for 47 FP Shops where the pilot was launched in the 1<sup>st</sup> phase
- The average cards, unit and quantity details of sales register, seeding report and POS report have been taken for analysis
- Net savings is equal to sales register minus seeding report

## Deccan Chronicle

# Plans afoot to start e-ration system

Staff Reporter

**KAKINADA:** Plans are afoot to introduce an e-ration system in all the 2,600 fair price shops in East Godavari district in a phased manner, according to A. Babu, Joint Collector. Addressing a training programme on 'Aadhaar seeding' project here on Saturday, Mr. Babu said that the first of its kind e-ration system, launched at 47 fair price shops in the district, evoked good response. He said that the idea was to expand the project to all the fair price shops to distribute rice, dal, edible oil, sugar and kerosene at subsidised prices.

"The government is planning to launch village malls to supply groceries at subsidised prices to the poor by using bio-metric," he said, adding that the whole idea was to ensure that all the genuine beneficiaries must enjoy the

subsidies being offered by the government.

Explaining in detail the e-ration system, Mr. Babu said that the fingerprints collected at the fair price shops would be matched with that of the Aadhaar data through online. After getting the confirmation about the beneficiary, the dealer of the fair price shop would distribute the commodities at the price fixed by the government, he said.

Referring to the 'Aadhaar' unique identification number, Mr. Babu said that the UID numbers were given to 44 lakh people from the district so far.

Permanent Aadhaar enrolment centers were opened all over the district for the benefit of those who were yet to get enrolled. "The ration cards would be given at the mandal level in the future," he said.

## THE HINDU

Today's Paper » NATIONAL

Published: September 6, 2012 00:00 IST | Updated: September 6, 2012 05:30 IST

**Aadhaar-linked PDS: East Godavari shows the way**

K.N. Murali Sankar

*Beneficiaries draw ration by just giving their fingerprints*



**SIMPLE STEP:** A beneficiary giving her fingerprint before drawing the monthly quota of ration at a fair price shop in Kakirada on Wednesday. — Photo: K.N. Murali Sankar

Sixty five-year-old Rayudu Appayamma of Durga Nagar in Godarigunta wonders when she is asked by the fair price shop dealer to give the impressions of all her ten fingers. Watching the small electronic device with a tinge of suspicion, the woman obliges the dealer. Within a few seconds, the machine generates a receipt with the details of the woman, paving the way for her to collect her quota of 35 kg rice from the shop at highly subsidised price of Re. 1 a kg.

Thanks to Aadhaar-linked ration distribution, a pilot project launched in the district for the first time in India, beneficiaries of white ration cards and subsidised coupons are drawing their monthly ration just by giving their fingerprints. Besides reducing the time-taking manual entry of details of the cardholders, the system also ensures distribution of the subsidised commodities only to genuine beneficiaries.

### First district

After completing enrolment of 'Aadhaar' data close to 99 per cent, the East Godavari district was given the task of linking the public distribution system with the data collected through the Unique Identity (UID) exercise. Though 50 districts have been selected for the pilot project at the national level, East Godavari is the first district to implement it successfully. The new system has been launched in 47 fair price shops in the district on a pilot basis.

Through the Aadhaar-seeding project, the district officials have clubbed the UID data with that of the beneficiaries of the ration cards and supplied GRPS-based electronic devices to the fair price shops. Initially, the impressions of all the ten fingers are being collected, from which the device detects the 'best finger' to access the 'Aadhaar' data. Any member from the cardholder's family can draw the ration, provided he/she is enrolled for the UID.

"We are enjoying the result at the end of one-and-a-half year's hard work," says Babu A., Joint Collector, while monitoring the e-distribution of ration from his chambers.

### Pat from Nilekani

A personal call from Nandan Nilekani, the brain behind the 'Aadhaar,' has made the bureaucrat joyous. "By the month-end, we can prepare fraud and savings matrix as well," says the Joint Collector.

"Using the device is like exercising my vote on the electronic voting machine," Ms. Appayamma says.

- Using the electronic device reduces tedious manual entry of details
- System also ensures distribution of ration to genuine beneficiaries

# Annexure 7: Source of information

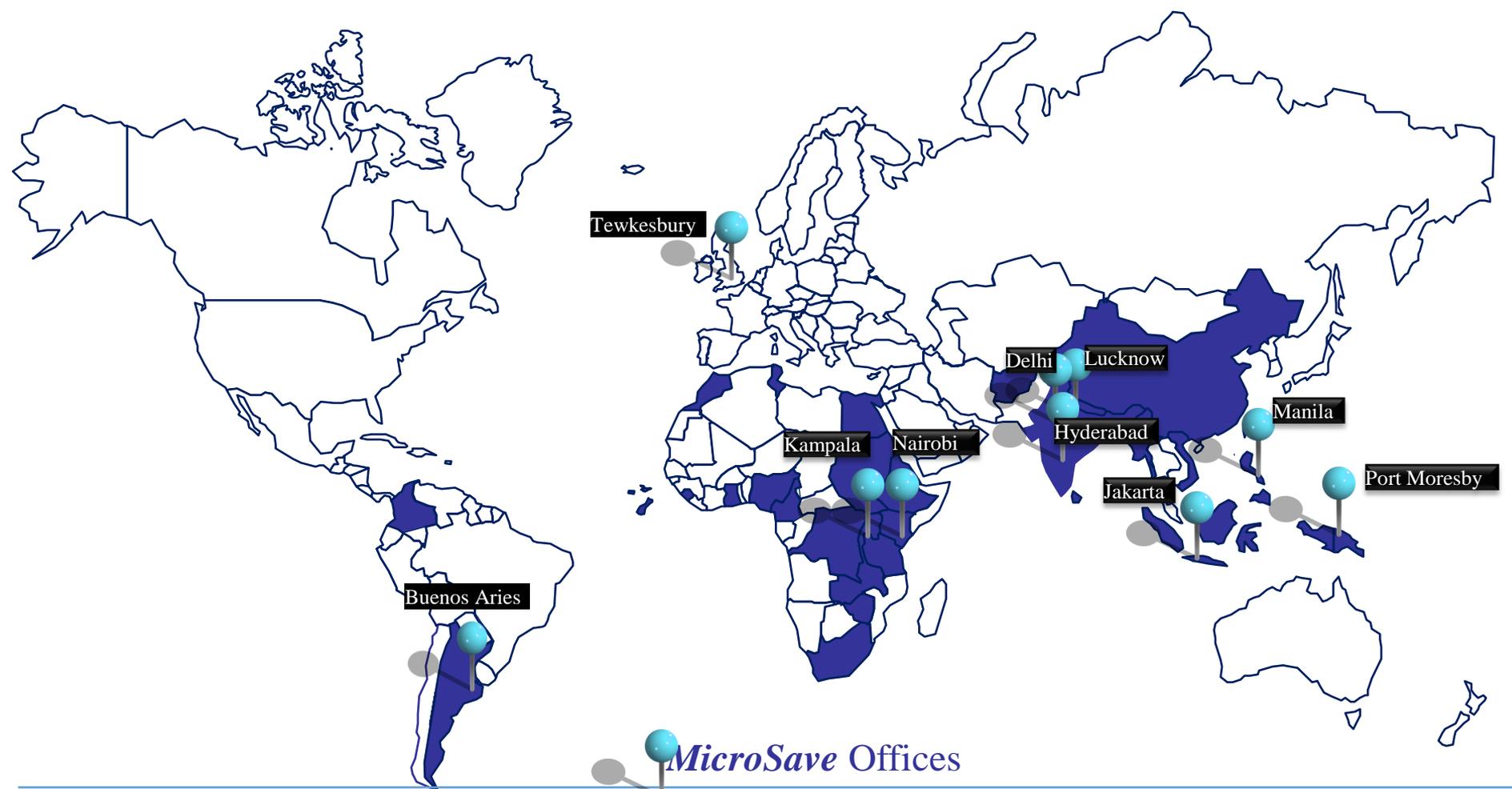
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## Interviews

1. Ms. *Neetu Kumari Prasad*, Collector East Godavari
2. Mr. *A Babu*, Joint Collector, East Godavari
3. Mr. *Gandham Chandradu*, Sub-Collector of *Rampachodavaram* Division (Agency Area)
4. Mr. Ravi Kiran, District Supplies Officer. East Godavari
5. Mr. *Prasad*, Assistant Supplies Officer, East Godavari
6. Mr. *Viswesvara Rao*, Deputy *Tehsildar*.
7. Ms. *Bharti*, VRO in *Rampachodavaram* Division
8. Interviews with beneficiaries and FP Shop owners

## References

1. *MicroSave's* work with UIDAI
2. PDS System – The *Aadhaar* Way, report published by East Godavari Administration
3. Report and Analysis of *Aadhaar* Enabled Public Distribution System in East Godavari, by Mr. *A Babu*, Joint Collector, East Godavari
4. UIDAI: <http://uidai.gov.in>



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