

9 COMMUNITY SERVICE CENTERS



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1. INTRODUCTION

Community Service Centers in Uttarakhand play a crucial role in addressing the needs of local communities by providing access to essential services and resources. These centers serve as hubs for social welfare, healthcare, education, and government schemes, aiming to improve the quality of life for residents, particularly in remote and underserved areas. They offer a wide range of services, such as skill development programs, health check-ups, legal assistance, and support for marginalized groups. The centers often collaborate with local authorities, NGOs, and volunteer organizations to empower communities, facilitate development, and promote social welfare. In a state like Uttarakhand, where many areas are hilly and remote, Community Service Centers help bridge gaps in access to services, fostering social inclusion and overall regional development.

2. MARKET DEMAND AND TRENDS

The market demand and trends for Community Service Centers (CSCs) in Uttarakhand are influenced by several factors related to the region's socio-economic structure, government initiatives, and growing awareness of community welfare. Below are key points outlining the demand and trends:

1. Growing Demand for Localized Services

- **Rural and Remote Areas:** Uttarakhand has a large rural and hilly population where access to essential services like healthcare, education, and government welfare schemes is limited. There is an increasing demand for Community Service Centers that can bridge these gaps by offering localized support.
- **Disaster Management and Relief:** Due to the state's vulnerability to natural disasters like floods and landslides, there is a growing need for CSCs that can offer disaster relief, counseling, and recovery services to affected communities.

Government Initiatives and Support

- **State and Central Government Schemes:** The government of Uttarakhand and central authorities have been promoting several welfare schemes aimed at rural development, including health, education, and skill development programs. These schemes are often implemented through CSCs, thereby increasing their relevance and demand.
- **Digital India Campaign:** Under the Digital India initiative, CSCs are becoming hubs for digital literacy, financial services (like banking and insurance), and government services (like applying for certificates, pensions, etc.). This trend is helping bridge the digital divide and boost the usage of Community Service Centers.

3. DESIRED QUALIFICATION FOR PROMOTER

The desired qualifications for a promoter of a Community Service Centre (CSC) in Uttarakhand involve a combination of educational background, relevant skills, and experience in community development and service management. Below are the key qualifications and attributes:

1. Educational Qualifications

- **Minimum Requirement:** A graduate degree in Social Work, Rural Development, Public Administration, or Business Administration.
- **Preferred Qualifications:**
 - Postgraduate degrees in Social Work (MSW), Rural Management, Public Policy, or similar fields.
 - Additional certifications or training in community development, disaster management, or project management.
 - Courses related to digital literacy, health management, or financial inclusion may be an added advantage.

2. Relevant Skills

- **Leadership and Management Skills:** Ability to manage a team, coordinate with various stakeholders, and oversee daily operations of the CSC.
- **Communication Skills:** Strong verbal and written communication skills for interacting with local communities, government officials, NGOs, and other partners.
- **Project Management:** Experience managing projects related to community welfare, education, healthcare, or skill development.
- **Digital Literacy:** Knowledge of digital tools and platforms, as CSCs often focus on providing digital services such as e-governance, banking, and telemedicine.
- **Problem-solving skills:** Ability to identify community needs and develop solutions tailored to local issues.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

The business outlook and opportunities for Community Service Centers (CSCs) in Uttarakhand are promising due to the state's socio-economic conditions, rural demographics, government initiatives, and the increasing demand for localized services. The state's unique topography, with many remote and underserved regions, creates a significant need for accessible services. Below are key points outlining the business outlook and opportunities for CSCs in Uttarakhand:

1. Government Support and Schemes

- **Rural Development Focus:** The Uttarakhand government has actively worked towards rural development and infrastructure improvement. Various welfare schemes, such as skill development, health camps, digital literacy programs, and rural entrepreneurship, are implemented through CSCs. This government support makes CSCs a vital part of the state's development strategy.
- **Digital India and e-Governance Initiatives:** The Digital India mission has increased the demand for digital literacy and online service delivery in rural areas. CSCs are positioned as key players in offering digital services like online government applications, banking, insurance, and education, all of which present business opportunities.
- **Access to Essential Services:** Many parts of Uttarakhand are remote and lack basic healthcare, education, legal aid, and financial services. CSCs can fill this gap by providing these essential services at the community level, which is a significant business opportunity.
- **Health and Wellness Services:** With limited healthcare infrastructure in rural areas, CSCs can offer health check-ups, telemedicine, awareness programs, and referral services. Health camps organized through CSCs present a growing market segment for private healthcare providers and NGOs.

5. MARKET POTENTIAL AND MARKETING ISSUES

The market potential and marketing issues for Community Service Centers (CSCs) in Uttarakhand are shaped by the region's unique challenges, growing demand for services, and increasing awareness of government and community-driven initiatives. Below are the key aspects of market potential and the marketing issues that CSCs face in Uttarakhand:

1. Growing Demand for Localized Services

- **Rural and Remote Population:** Uttarakhand has a predominantly rural and hilly population, and many areas still lack access to essential services such as healthcare, education, digital literacy, and financial services. CSCs serve as a critical infrastructure to provide these services locally, creating substantial demand.
- **Government Schemes and Services:** With various welfare schemes like financial inclusion programs, health insurance schemes, and digital literacy initiatives being rolled out in rural areas, CSCs are increasingly being used as the delivery mechanism for these services. This increases their demand as key access points for government programs.
- **Disaster Management and Relief Services:** The state's vulnerability to natural disasters (such as floods, landslides, and earthquakes) presents opportunities for CSCs to offer disaster relief, awareness programs, and community support, thus broadening their market scope.
- **Health and Wellness Services:** There is growing awareness of health-related issues, especially after the COVID-19 pandemic, and the need for services like telemedicine, health camps, and wellness programs. CSCs can capitalize on this demand by offering such services in collaboration with healthcare providers.

Marketing Issues:

Lack of Awareness and Trust

- **Community Engagement:** One of the primary marketing issues for CSCs in Uttarakhand is building awareness and trust within local communities. People in rural areas may not be familiar with the full range of services available through CSCs, and their participation in these services may be low due to a lack of awareness or trust in the systems. Overcoming these barriers requires grassroots outreach, regular community engagement, and demonstrating the tangible benefits of CSC services.
- **Cultural Sensitivity:** Given the diversity of Uttarakhand's population, including various local languages, dialects, and traditions, marketing CSC services must be sensitive to cultural nuances. Failure to effectively communicate in regional languages (such as Garhwali or Kumaoni) may limit community participation.

6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

The business inputs and material requirements for establishing and operating a Community Service Centre (CSC) in Uttarakhand are crucial for ensuring the smooth functioning and provision of services to the local community. Below are the key components required for setting up and running a CSC:

1. Physical Infrastructure

- **Location and Space:** A suitable space that is easily accessible by the community is essential. It should be well-lit, well-ventilated, and spacious enough to accommodate various activities such as health camps, training programs, computer labs, and customer service counters. A ground floor location or one with ramp access may benefit accessibility, especially in rural areas.
- **Furniture and Fixtures:** Basic furniture such as tables, chairs, counters, filing cabinets, and shelves for storing documents and equipment. Comfortable seating is essential for both staff and visitors.
- **Reception Area:** A dedicated space to greet and guide visitors, including a counter or desk, and a waiting area with seating.
- **Storage Space:** A secure storage area to store documents, supplies, equipment, and materials related to different services offered by the CSC.

2. Technology and Equipment

- **Computers and Laptops:** The heart of a CSC is its digital infrastructure, as most services offered (e.g., government application submissions, financial services, telemedicine, e-learning) require computers or laptops.
- **Internet Connectivity:** A reliable and high-speed internet connection is necessary for accessing digital services and offering e-governance, banking, and telemedicine services.

If the location is in a remote area, satellite internet or mobile data solutions might be considered.

- **Printers and Scanners:** Printers are essential for printing documents, certificates, forms, and reports. Scanners are required for digitizing documents and handling applications or forms.
- **Projector and Audio-Visual Equipment:** For training programs, workshops, and community awareness sessions, projectors and sound systems may be required.
- **Telephone and Communication Systems:** A telephone line and/or mobile connection are necessary for communicating with clients and coordinating services.
- **UPS and Power Backup:** Uninterrupted power supply (UPS) systems are essential to ensure that services can continue in case of power outages, which are frequent in rural areas, especially in Uttarakhand.

3. Human Resources and Staff

- **Trained Personnel:** A skilled workforce is essential for running the CSC smoothly. This includes:
 - **Community Service Executives:** To manage daily operations, assist customers with accessing services, and handle administrative tasks.
 - **IT Specialists:** To manage computer systems, troubleshoot technical issues, and ensure smooth delivery of digital services.
 - **Health Professionals (Optional):** If offering healthcare services such as telemedicine, nursing staff, or doctors may be required.
 - **Trainers and Educators:** For providing vocational training, digital literacy, and other skill-building programs.
 - **Administrative and Support Staff:** Managing paperwork, documentation, and customer service.

7. OPERATIONS AND EXECUTION PROCESS

The operations and execution process of a Community Service Centre (CSC) in Uttarakhand involves a series of steps to ensure the smooth functioning and effective delivery of services to the local community. Given the diverse needs of rural populations, the process must be well-structured, adaptable, and responsive to the challenges posed by the geography, infrastructure, and socio-economic conditions of the region. Below is a detailed overview of the operations and execution process:

1. Planning and Setup

- **Location Selection:** Identify a central, easily accessible location in the community. The center should be close to the population it aims to serve, ideally in places with good foot traffic, such as near marketplaces or transport hubs.
- **Infrastructure Development:** Set up the necessary infrastructure, including office space, communication systems, utilities, furniture, and equipment. Install internet connectivity and ensure a stable power supply, with backup solutions (such as solar power or generators) for reliability in remote areas.

2. Service Delivery

- E-Governance Services:
 - Provide access to government services such as digital applications for subsidies, welfare schemes, pensions, health insurance, and more. Customers can access these services through online platforms, and CSC staff assist them in filling out forms and submitting applications.
 - Offer document printing, form submission, and certification services related to various government departments (e.g., income certificates, domicile certificates, etc.).
- Telemedicine and Health Services (if applicable):
 - Coordinate telemedicine consultations with healthcare professionals for remote medical advice. Ensure the availability of basic health screening tools such as blood pressure monitors, thermometers, and first aid kits at the center.
 - Organize health awareness programs and camps in collaboration with local health authorities or NGOs.
- Skill Development and Training:
 - Conduct digital literacy programs, vocational training, and skill development courses. These programs can enhance technical skills, entrepreneurship, or job-specific skills to empower local youth and women.
 - Develop customized training programs based on the local community's needs, such as agriculture, handicrafts, tourism, or small business management.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in the year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Administrative support and owner (self-employed)	1	12	0	0
2	Facilitator	1	12	0.12	1.44
	Helper	1	12	0.06	0.72
	Total				2.16

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Site Selection for Centre	0.5
2	Arrangement of Finance	1

3	Purchase of Machinery	1
4	Purchase of raw material	1
5	Staff Hiring	0.5
6	Marketing	1
Total time required (some activities shall run concurrently)		5

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.09
3	Plant & Machinery	1.35
4	Equipment and Furniture Exp.	0.36
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.13
7	Working Capital	2.94
Total Project Cost		4.89

11. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.96
2	Bank Finance	2.94
Total		4.89

12. LIST OF MACHINERY AND EQUIPMENT

A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	2	0.30	0.60
2	Color Printer	1	0.50	0.50
3	Xerox Machine	1	0.12	0.12
4	Printer	1	0.08	0.08

5	Network Installation		0.05	0.05
Grand Total Amount				1.35

B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Networking Equipment	1	0.05	0.05
2	Office Set Up	1	0.20	0.20
3	Communication devices (Phones, intercom systems, public address systems, etc)	1	0.10	0.10
4	Others			0.02
Total Rs.				0.36

13. SUPPLIERS OF MATERIALS AND EQUIPMENT

The availability of raw materials and equipment from local manufacturers is a promising advantage for the entrepreneur. Choosing the right mix of products and suitable machinery and tooling to facilitate modern and flexible processes is essential. Here are some of the suppliers of business equipment and raw materials an entrepreneur can consider:

1. Computer Hardware and Technology Suppliers

- **HCL Infosystems Ltd.**
 - **Products:** Computers, laptops, printers, scanners, networking devices, software solutions.
 - **Address:** HCL House, Noida, Uttar Pradesh, India
 - **Contact:** +91-120- 478 5000 / sales@hcl.com
 - **Website:** hclinfosystems.in
- **Dell India**
 - **Products:** Desktop computers, laptops, printers, networking equipment, servers.
 - **Address:** Dell International Services India Pvt Ltd, Bangalore, Karnataka, India
 - **Contact:** 1-800-425-2067
 - **Website:** dell.com

2. Furniture and Fixtures Suppliers

- **Godrej Interio**

- **Products:** Office furniture, ergonomic chairs, workstations, filing cabinets, desks.
- **Address:** Godrej & Boyce Mfg. Co. Ltd., Mumbai, Maharashtra, India
- **Contact:** +91-22-6802 4040 / info@godrejinterio.com
- **Website:** godrejinterio.com

14. SALES REALIZATION

Sr. No	Service	Sales in Percentage	INR
1	Xerox	25.0%	1.8
2	Print Out	25.0%	3.6
3	Form Fill Up	15.0%	1.35
4	Aadhaar/Pancard/Ration Card Enrollment	10.0%	1.8
5	Mobile Recharge and DTH Recharfe	5.0%	0.18
6	Passport Services	5.0%	0.9
7	Scheme Enrollment	15.0%	0.9
Total		100.00%	10.53

PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	10.53
B.	Cost of production	
i)	Raw materials	0.10
ii)	Utilities	0.10
iii)	Manpower Cost (Salaries/wages)	2.16
iv)	Administrative expenses	0.04
v)	Packaging Cost	0.01
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	0.66
viii)	Repairs & maintenance	0.10
ix)	Rent	0.09
x)	Interest	0.33
xi)	Misc. expenses	0.00
	Total (B)	3.69
	Gross profit/loss (A – B)	6.84
	Less: Depreciation	0.19
C.	PBIT	6.65
D	Income-tax	-
E	Net profit/loss	6.65

F.	Repayment (Annual)	0.09
G	Retained surplus (E-F)	6.56

15. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.09
Depreciation	0.19
Interest	0.33
Manpower	0.65
Total Fixed cost	1.26
Variable cost	
Raw materials	0.10
Utilities	0.10
ManPower	1.51
Administrative expenses	0.04
Selling & distribution expenses	0.66
Total Variable cost	2.41
Contribution margin	20%
Break-Even Point in Value	6.29

16. STATUTORY APPROVALS

To establish a Community Service Centre in Uttarakhand, you must obtain several statutory approvals and comply with various regulations. Here are the key steps and requirements:

1. **Business Registration:** Register your driving school as a legal entity, such as a private limited company, partnership, or sole proprietorship.
2. **Registration under the Societies Registration Act, 1860 or Companies Act, 2013:** Depending on the legal structure of the centre.
3. **Approval from the Uttarakhand State Pollution Control Board:** For environmental clearances, particularly for handling medical waste.
4. **Building Plan Approval and Fire Safety Certificate:** From the local municipal authority and Fire Department, respectively.
5. **Regular Inspections:** Be prepared for regular inspections by the State Transport Department to ensure ongoing compliance with regulations.

17. TRAINING CENTERS AND COURSES

Here are some training centers and courses related to Community Service Centres (CSCs) in Uttarakhand that offer skill development, e-governance, and other relevant courses. These programs are designed to help individuals improve their skills and work in CSCs or similar service centers:

1. Uttarakhand Skill Development Mission (UKSDM)

- **Courses Offered:** Digital literacy, e-governance, entrepreneurship, financial literacy, soft skills, vocational training, skill development programs in various sectors.
- **Training Areas:** IT, healthcare, hospitality, retail, construction, agriculture, etc.
- **Address:** 3rd Floor, Vishwakarma Bhawan, Near Survey Chowk, Dehradun, Uttarakhand, India
- **Contact:** +91-135-2652727
- **Website:** uksdm.org

2. National Institute of Electronics and Information Technology (NIELIT) – Uttarakhand

- **Courses:** Digital literacy, computer courses (DCA, CCC), e-governance, programming, hardware and networking, and other IT-related courses.
- **Training Areas:** E-governance, computer science, and digital skills for better service delivery in government schemes.
- **Address:** NIELIT Centre, IT Park, Dehradun, Uttarakhand, India
- **Contact:** +91-135-2645480
- **Website:** nielit.gov.in

3. State Institute of Rural Development (SIRD) – Uttarakhand

- **Courses Offered:** Capacity building and training for rural development, governance, communication, and e-governance services.
- **Training Areas:** Rural development, community mobilization, financial inclusion, digital literacy, etc.
- **Address:** State Institute of Rural Development, Niranjanpur, Dehradun, Uttarakhand, India
- **Contact:** +91-135-2786901
- **Website:** sird-uk.org

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not Bikery any recommendation.