

N-11016/4/2018-ESD
Government of India
Ministry of Statistics and Programme Implementation
Central Statistics Office (Economic Statistics Division)

Level 4, East Block 6
R. K. Puram, New Delhi – 110066
Dated 4th April 2019

OFFICE MEMORANDUM

Subject: Minutes of the 2nd meeting of the Steering Committee on 7th Economic Census held under Secretary (S&PI)

The undersigned is directed to refer to the 2nd meeting of Steering Committee on 7th Economic Census held under the Chairmanship of Secretary, M/o Statistics and PI on 18th March 2019 at Conference Hall, Ground Floor, Sardar Patel Bhawan and to forward herewith the approved minutes of the meeting.

Enclosure: As above



(Chandrajit Chatterjee)

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To,

Members of Steering Committee and participants of 1st meeting

Copy for information to:

1. PPS to Secretary (S&PI), Sardar Patel Bhawan, New Delhi
2. PPS to DG (ES), MoSPI, New Delhi
3. PA to ADG (ESD), CSO, New Delhi

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Ministry of Statistics and Programme Implementation
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Subject: Minutes of 2nd meeting of Steering Committee on 7th Economic Census

The 2nd meeting of the Steering Committee on 7th Economic Census was held under the Chairmanship of Chief Statistician of India (CSI)-cum-Secretary, Ministry of Statistics and Programme Implementation (MoSPI) on 18th March 2019 at Conference Hall, Ground Floor, Sardar Patel Bhawan. The meeting was attended by the representatives of M/o Corporate Affairs, M/o Labour & Employment, M/o Information & Broadcasting, M/o Electronics & IT, O/o Registrar General of India, NITI Aayog, NSSO and IFD of the MoSPI. The list of participants attended the meeting is at Annexure-I.

2. The Agenda for the meeting was to brief the Steering Committee on various activities completed till date and seek approval of the financial outgo/expenditure plan on various activities for successful completion of the 7th EC in 2019. Media planning, choice of various communication modes, preparation of multimedia creatives, etc. for effective media campaign was also discussed in details in the meeting. The revised timelines for commencement of training activities and fieldwork roll out by CSC in view of Lok Sabha General Elections were also discussed in the meeting.
3. At the outset, the Chairman welcomed the members of the Committee. He mentioned about the preparatory work that has gone into the exercise of the 7th Economic Census and that the project, which heavily leverages on Information Technology and a new model of data collection is being deployed the implementation phase. He reiterated the commitment and emphasis on the data coverage and quality and that all necessary steps are being taken to ensure the same at all stages.
4. Subsequently officers of Economic Statistics Division (ESD) of MoSPI made a presentation covering all activities completed till date; contours of work order for CSC e-Gov Services Limited (CSC-SPV); Components & financial outgo for activities being done by CSC SPV, Service Level Agreement with CSC SPV; Overall 7th EC project financials; 7th EC implementation strategy and roll out; Media strategy and roll out plan; Central/State level operations committee; live demonstration of IT application and supervision framework.
5. The 7th EC project financials were discussed in detail. The component wise financial proposal submitted by CSC (Rs. 856.53 Crore) and the one that was concurred by IFD (Rs. 840.42 Crore) was discussed in the meeting. The components of draft work order to CSC that included broad activities to be completed by CSC, per unit norms for enumeration & supervision, milestone linked payment, penalties for deficient services defined in the service level agreement (SLA), performance bank guarantee/indemnity bond by CSC, etc. were also discussed in the meeting. Steering Committee was also briefed on various other activities (outside scope of CSC work order) such as media campaign rollout, honorarium & other support to state government/NSSO

for effective field supervision, creation of IT infrastructure for secured data transfer from CSC to MoSPI, etc. that are critical for successful conduct of the 7th EC.

6. Steering Committee was briefed on the CSC's project implementation strategy on engaging enumerators & supervisors; training design and state wise physical training roll out places/dates; features of the IT application for data collection, correction, monitoring dashboard & field supervision; strategy for metro cities and few urban areas; area codes and maps to be used for work allocation to enumerators and ensuring complete geographical coverage; framework for field supervision by CSC and state/FOD officials, etc. Support from State/UT and constitution of Project Operations Team by NSSO (FOD) for successful & timely conduct of fieldwork by CSC was also discussed in the meeting.
7. Steering Committee was also informed that an estimated expenditure (Rs. 926.22 Crore) for undertaking all these activities may exceed the Cabinet Committee of Economic Affairs (CCEA) approval of Rs. 913 Crore for the 7th Economic Census activity in 2019. The Committee was informed about the provision for mobilizing an additional ten per cent from the funds for Capacity Development Scheme of the Ministry.
8. Based upon the discussions held during the meeting, the following decisions were taken:
 - a. Content of the work order to CSC SPV and Service Level Agreement between MoSPI and CSC SPV, as prepared by the ESD, was approved. Release of mobilization fund of Rs. 13 Crores to CSC SPV was appreciated and agreed to.
 - b. The Committee appreciated the need for furnishing a performance bank guarantee of ten percent of total project cost as per MeitY guidelines for e-Governance project. However, in view of CSC being a MeitY/government promoted company, the proposal of CSC for furnishing indemnity bond of the value of the total project cost (in lieu of ten percent performance bank guarantee) was accepted by the Committee.
 - c. The overall financials projected by ESD for 7th EC was approved and ESD was directed to seek necessary approvals for increase in project cost submitted to the committee.
 - d. The media campaign spread and strategy proposed by ESD was approved. It was suggested that the phasing of media campaign be aligned with the phasing of field work of 7th EC. The details and schedule of State and District level trainings would be shared with PIB for developing a strategy to cover the same through regional press conferences and regional media. It was decided to constitute an operational team with officers from MoSPI, CSC, BOC and PIB for better coordination on operational issues.
 - e. For generating awareness through FICCI, CII, ASSOCHAM and their State/ regional formations, it was decided to write to these Industry Chambers and also invite them for State and District Training workshops to be organized by CSC in April/May 2019.

- f. With respect to the 7th EC logo proposed by ESD, it was suggested that 'Seventh' be dropped from headline and colour variants may be tried before finalizing the same. It was also decided that the logo, finalized with approval of Secretary, MoSPI may be formally launched before roll out of census.
- g. The minute details and flow on the IT application be worked out by ESD in collaboration with NSSO (FOD) and feedback to be provided to CSC for incorporation in the IT application. Supervision framework proposed by ESD was approved by the Committee with the direction to incorporate the same in the IT application at the earliest and latest by 31st March 2019.
- h. In view of general elections during April-May 2019, the revised timelines submitted by the ESD for various activities of 7th EC was discussed and approved as under:
- i. Field testing of IT application: 23/24 March 2019
 - ii. Registration of 10 lakh enumerators and supervisors: 31 March 2019
 - iii. Complete IT application (incl 2nd level supervision): 31 March 2019
 - iv. Pilot roll out in 10 States on IT app: 1 – 5 April 2019
 - v. All India Training of Trainers (AITOT): 12 April 2019
 - vi. Media awareness/ publicity roll out: 30 April 2019
 - vii. State and District Training: 16 April – 17 May 2019
 - viii. Completion of security audit, UAT and hosting of application: 22 April 2019
 - ix. Launch of field work by CSC: 01 June 2019 (on or before)
 - x. Release of provisional results: 31 October 2019
- i. These timelines may be adhered to in letter and spirit by MoSPI and CSC SPV.
9. The 3rd meeting of the Steering Committee will be held in 2nd week of April 2019 wherein the final implementation strategy will be presented based on findings of the pilot to be held across State/ UTs in first week of April 2019.
10. The meeting ended with a vote of thanks to the Chair.

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Annexure I

**List of participants in the Steering Committee Meeting on 7th Economic Census held on
18.03.2019**

Sl. No	Name	Designation	Organisation
1.	Shri Pravin Srivastava	Secretary & CSI	M/o Statistics & PI
2.	Shri Jyotirmoy Poddar	Director General (ES)	CSO, MoSPI
3.	Shri Rakesh Kumar	Additional DG	FOD, NSSO, MoSPI
4.	Shri A K Sadhu	Additional DG	CPD, NSSO, MoSPI
5.	Ms. Maushumi Chakravarty	Additional DG (Media & Comm.)	BOC, M/o I&B
6.	Dr. Atul Kumar Tiwari	Media Adviser (MoSPI)	PIB, M/o I&B
7.	Shri A.K. Mishra	Deputy Director General	NSSO (FOD), MoSPI
8.	Shri Janardan Yadav	Deputy Registrar General	RGI
9.	Shri N.K. Santoshi	Deputy Director General	M/o Labour & Employment
10.	Dr. Pankaj Srivastava	Deputy Director General	ESD, CSO
11.	Shri Pravin Chandrekar	Director	MEITY
12.	Shri G Jagannath	Deputy Secretary	NITI Aayog
13.	Shri Anoop Kumar	Deputy Secretary	IFD, MoS&PI
15.	Ms Divya Sharma	Deputy Director	M/o Corporate Affairs
16.	Shri Chandrajit Chatterjee	Deputy Director	ESD, CSO
17.	Shri Deepak Kumar	Deputy Director	ESD, CSO
18.	Shri Sunil Kaushik	Senior Statistical Officer	ESD, CSO
19.	Shri Aditya Singh Hada	Junior Statistical Officer	ESD, CSO
20.	Shri Dharmender	Junior Statistical Officer	ESD, CSO

cc
4/4/19.