No. T-13017/4/2021-LTDP
Government of India
Ministry of Personnel, Public Grievance & Pensions
Department of Personnel and Training
(Training Division)

310, Block-4, Old JNU Campus,
New Mehrauli Road, New Delhi- 110067
Dated: October 25, 2021

To

1. Secretaries of all the Ministries/Departments to Govt. of India
2. Chief Secretaries/Administrators to all the State Governments/ Union Territories

Sub: Nomination for MBA Degree Programme in Digital Governance & Management at IIM-Visakhapatnam during 2021-23 - Commencing from January, 2022.

Madam/Sir,

The undersigned is directed to enclose herewith Indian Institute of Management-Visakhapatnam (IIMV)'s Brochure regarding nomination for MBA Degree Programme in Digital Governance & Management during 2021-23 and to request you to recommend the name of suitable officers from IAS/CSS/CSSS Cadres working under your administrative control for the said programme. All the particulars of the course including the eligibility conditions and the course fee to be borne by the National e-Governance Division, Meity, under Capacity Building scheme, are mentioned in the 'Term & Conditions' (Enclosed).

Vision & details of the programme

2.1   Digital India is a flagship programme o f the Government of India catalyzing the transformation of the country as a digitally empowered society and knowledge-economy. Use of modern tools and techniques of Information Technology fosters resource optimization and boosts productivity. It is envisaged that New India would create a digital economy of USD 1 Trillion by 2025, equivalent to about 20% of the country's nominal GDP by then.

2.2   India is now getting ready for emerging technologies such as 5G, artificial intelligence, block chain, augmented reality, virtual reality, machine learning & deep learning, natural language processing and robotics. These are going to play a crucial role in the government and industry alike, whether it is planning or decision-making; accelerating development or analyzing deployment, problem solving or product development; discovering new trends or drawing out unknown correlations.

2.3   Frontier Technologies, evolving business models, dynamic policy & regulatory frame work and cyber security have further pronounced the need to have a competent team within the Government and the Industry to achieve intended outcomes of the technology interventions. The need to build

adequate and relevant capacities to conceptualize, lead and implement digital initiatives is widely recognized at all levels.

2.4   One of the focus areas of the MeitY is to develop and strengthen digital capacities at all levels. National e-Governance Division (NeGD) has been playing a pivotal role in supporting MeitY in the implementation of the Digital India Programme and in building required capacities at various levels. In furtherance of this endeavour, NeGD is partnering with the Indian Institute of Management Visakhapatnam (IIMV), an institution of national importance, in launching a bespoke MBA program specializing in Digital Governance and Management. IIMV, located in the state of Andhra Pradesh that has many firsts to its credit on the technology front, offers a conducive environment for value-added learning.

2.5   MeitY encourages the Ministries and Departments at the Centre and the States as well as enterprises in the public and private sectors, to make use o f this learning opportunity so that the benefits of the Digital India programme could be fully leveraged for realizing national goals.

2.6.   The programme is broadly structured as follows:

On-campus, physical classes (12 weeks, spread over 5 visits)	250 Hours
Off-Campus, virtual classes (evening and/or weekends; 65 weeks)	470 Hours
International Immersion (2 Weeks)	060 Hours
Field Visits (1 Week)	010 Hours
Capstone Project (off-campus, virtual)	080 Hours
Total (20 weeks per semester). 4 semesters	870 Hours

Program & its Commencement

2.7.   The Post Graduate Program in Digital Governance and Management (PGP-DGM) leading to the award of Master of Business Administration (MBA) degree was launched by the Indian Institute of Management Visakhapatnam (IIMV), an institution of national importance, under the aegis of the National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY). The programme is scheduled to commence at the Indian Institute of Management-Visakhapatnam (IIMV) from January 2022 (Tentative).

Target Audience

2.8.   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)

- Central and State Government Officers with minimum 5 Years of experience in Group 'A' or 'B' services.
- Upper age - 45 years
- Minimum 15 years of residual service

2.9   It is also submitted that the applicants will be short-listed/selected on their performance in CAT/GMAT/GATE/GRE/IIMV Test, as chosen by the candidate; evaluation of SOP, technical knowledge and domain experience. Short-listed candidates will be called for a personal interview by the institute.

Program Objective

2.10.   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.

Highlights of the Program

2.11.   The program is delivered in blended learning mode. It envisages an on-campus presence of just 12 weeks spread over 5 visits across four semesters, i.e., two years. This ensures that the officers participating in the Program can continue to attend to their duties undisturbed, during the entire remaining duration of the Program. The cost of board, lodging and local-transport of participants while on campus, is also included in the fee borne by the NeGD.

2.12   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.
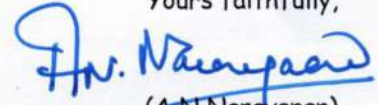
Program Fees

2.13.   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. The programme fee for selected officers is sponsored by the National e-Governance Division, Meity, under Capacity Building scheme. The other expenses & claims of the

participating officers are to be borne by the respective nominating Ministries/ Departments/ Organizations themselves, where the officer is currently posted.

3.   It is requested that nomination of the willing and eligible IAS/CSS/CSSS officers along with Vigilance Clearance, Standing adverse entry, overall ACR (APAR) Grading, Cadre Clearance etc. may be sent directly to Prof. Neena Pandey, Programme Chair (PGPDGM), Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (mail ID: pgpdgmchair@iimv.ac.in); under intimation to this Department. The last date of receipt of application for the programme is **November 24, 2021**.

Encl: Terms & Conditions

Yours faithfully,

(A N Narayanan)
Director (Training)
Telefax: 011-26107960
E-mail: an.narayanan@nic.in

Copy to:

i)   Office of Establishment Officer, Department of Personnel & Training, North Block, New Delhi.

ii) Director (CSS), CS Division, Department of Personnel & Training, Lok Nayak Bhawan, Khan Market, New Delhi.

iii) Deputy Secretary (CSSS), CS Division, Department of Personnel & Training, Lok Nayak Bhawan, Khan Market, New Delhi.

iv) National E-Governance Division (NeGD), M/o Electronics & Information Technology, Electronics Niketan, 6 CGO Complex, New Delhi-110003

v)   Technical Director (NIC), JNU (Old Campus), New Delhi with the request that the circular may be posted on the DoPT's website under heading 'What's New'.

vi) Shri M. Chandrasekhar, Director, Indian Institute of Management, Visakhapatnam

IIM
भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam
विद्या परं दैवतम्

Andhra Bank School of Business Building, Andhra University Campus,
Visakhapatnam:530003 Tel: +91 891 2824 444/460 | e-mail: pgpdgmadm@iimv.ac.in

September 07, 2021

Admission & Eligibility – PGPDGM 2021-23

1. This document details the process that will be adopted for selecting candidates for admission to the Post Graduate Program in Digital Governance & Management (PGPDGM) at the Indian Institute of Management Visakhapatnam (IIMV) for the batch of 2021-23.

   The admission process seeks to identify the most promising candidates for the PGPDGM batch of 2021-23 for IIMV. The Institute uses multiple parameters, such as work experience, candidates' scores in an entrance examination, performance in Personal Interview etc. to judge the suitability of candidates for the PGPDGM program. Evaluation by multiple criteria is also consistent with empirical research on recruitment and selection that shows greater efficacy of recruitment processes that uses multiple criteria. Such multiple criteria are used to arrive at a composite score for every candidate, which is used to select candidates. The remaining part of the document explains this process in detail.

2. **Eligibility Criteria**

   The eligibility criteria for admission into the Program are as follows:

   - The applicant must hold a bachelor's degree (minimum 55% marks or equivalent) that has been recognized by an authorized body in India. The Bachelor's degree obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or its equivalent.

   - The applicant must not be more than 50 years of age as on November 24, 2021 (If the applicant is Central/State government employee, then he/she must not be more than 45 years of age as on November 24, 2021 in order to be considered for Sponsorship from NeGD, MeitY).

   - The applicant needs to have a minimum of **three** years of full-time work experience at an officer or executive level or higher (Central/State government employees should have **five** years' work experience in Group A or Group B in order to be considered for Sponsorship from NeGD, MeitY); as a professional or as an entrepreneur in any industry as on November 24, 2021. Part time work experience, clerical (non-officer/non-executive) experience and apprenticeship will not be considered as eligible work experience.

- If the applicant is Central/State Government employee, then he/she should have minimum 15 years of residual service in order to be considered for Sponsorship from NeGD, MeitY.

- Applicants require a valid CAT/GMAT/GRE score to be considered for admission. Alternatively, applicants also can choose to apply for PGPDGM by opting to take the **IIMV Admission Test**, to be conducted by IIMV, on a date and time to be announced in due course. The IIMV test will be computer based proctored test that the applicant can take from a computer/laptop anywhere provided they have an Internet connection, and the device has a camera.

- For the sake of clarity, it is emphasized that candidates may opt for only ONE of the tests, namely, CAT, GMAT, GRE, IIMV Test, to apply for PGPDGM. When once a particular test is chosen, valid score of that test only (and not of others) will be considered by IIMV.

Applicants are required to ensure that the following documents are submitted along with the application form. It is emphasized that the application form will be considered to have been completed only upon submitting of all of the following documents. Incomplete applications and/or applications not adhering to the requirements specified herein are liable for rejection.

3. **Documents to be submitted:**

   1. Copy of Government issued Photo Identity proof (Driving License/Passport/PAN Card/ Aadhar card etc.,)
   2. SSC, HSC Marks sheets
   3. Bachelor's Degree Marks sheet and Certificate
   4. Master's Degree Certificate (if applicable)
   5. Valid Test Score card (CAT / GMAT / GRE) (if applicable).

      ✓ *Candidates applying with GMAT score should get their **GMAT** scores officially reported to the Institute using the code* **NF 1-2C-25**

      ✓ *Candidates applying with GRE score should get their **GRE** scores officially reported to the Institute using the code:* **3132**

   6. Work Experience letters / Last Pay-drawn Certificates (LPCs)/ Authenticated Salary Slips (First & Last) - indicating Date of joining, Date of leaving (if any) and duration of service. The work experience letters, LPCs or the Salary Slips, as the case may be, would be required for each of the employment positions served by the applicant)
   7. Copy of Caste Certificate (in case of NC-OBC / SC / ST/ EWS) and PwD certificate - if applicable.

It may be noted that:

   a. NC-OBC certificate is valid for one year from the date of issue; ensure that you submit a valid certificate (valid till the date of registration to the program - January 2022).

b. The PwD certificate must be issued by a Government hospital signed by a panel of three doctors or by a Chief medical officer (CMO) as per the RPwD Act 2016.

c. EWS certificate should be issued by an officer of the rank of Tehsildar or above.

4. **Application Process:**

The application form for admission to PGPDGM 2021, will be available at https://admissions.iimv.ac.in/pgpdgm/. Applications to the PGPDGM can be submitted from September 08, 2021 till November 24, 2021 (5:00pm).

5. **Interview Process:**

Applicants will be short-listed based on their performance in CAT / GMAT / GRE / IIMV Test, as chosen by the candidate; evaluation of SOP, Technical Knowledge and Domain Experience and Professional References. Shortlisted candidates will be called for a Personal interview. The interview panel will evaluate each candidate's performance on the basis of such factors/parameters as General Awareness, Communication Skills, Quality of Work experience, Motivation, etc.

Currently employed candidates will be required to produce "No Objection Certificate" from the Competent Authority* in Part B of the application form by the stipulated date given on Institute website, indicating that they are permitted to pursue the program. Final selection will be made based on a composite score comprising the performance in CAT/GMAT /GRE/IIMV Test, Diversity, Technical Knowledge and Domain Experience, SOP, Professional References and Personal Interview scores. The composite total score will be calculated using a multi-factor model. The admission offer will be made to a certain percentage of applicants depending on the availability of seats and their satisfying a minimum cut-off on the composite score.

For Central and State government candidates, the competent authority is their Cadre Controlling Authority.

6. The information in this document is applicable only for the admissions cycle PGPDGM 2021-23 batch of IIM Visakhapatnam and therefore, no inference can be made from this document about the admissions process that will be used for future admission cycles at IIMV. The Institute (IIMV) reserves the right to change, modify or adopt any new admissions process that it deems necessary, at any point.

7. Any candidate who fails to participate in either IIMV Test (if applicable) or at the interview stage will be disqualified from the process.

Any dispute concerning Admissions for the PGPDGM Batch 2021-23 would be subject to the jurisdiction of the competent courts within the territorial jurisdiction of the city of Visakhapatnam only.

Ref.: IIMV/PGPDGM/2021/Dir/77   12/10/2021

Sir,

MeitY-GOI Sponsored (Free) Online MBA Program - Invitation for Nominations

1. Greetings from Indian Institute of Management Visakhapatnam!

2. The Post Graduate Program (MBA) in Digital Governance and Management (PGP-DG&M) of IIM Visakhapatnam is the first of its kind initiative in the country, custom-developed in collaboration with and under the aegis of the National e-Governance Division (NeGD), Ministry of Electronics & IT (MeitY), Govt. of India (GOI). NeGD sponsors the entire fee of 15 government officers selected for the Program.

3. The Program addresses the capacity-building needs of policy makers and other officers engaged in implementing digital-transformation projects from concept to commissioning.

4. Admissions for the 3rd batch of the Program, beginning in Jan. 2022 are now in progress. That the Program has been subscribed to by the officers from the IAS and the Group-A Central Services, bears testimony to its appeal and high utility. To exemplify, on the strength of the distinct identity the Program acquired, there was a jump of 80% from the 1st batch to the 2nd, in the number of applicants from the government.

5. The program is delivered in blended learning mode. It envisages an on-campus presence of just 12 weeks spread over 5 visits across four semesters, i.e., two years. This ensures that the officers participating in the Program can continue to attend to their duties undisturbed, during the entire remaining duration of the Program. The cost of board, lodging and local-transport of participants while on campus, is also included in the fee borne by the NeGD.

6. The program is broadly structured as follows:

On-campus, physical classes (12 weeks, spread over 5 visits)	250 Hours
Off-campus, virtual classes (evening and/or weekends; 65 weeks)	470 Hours
International Immersion (2 weeks)	060 Hours
Field Visits (1 week)	010 Hours
Capstone Project (off-campus, virtual)	080 Hours
Total (20 weeks per semester), 4 semesters	870 Hours

More details about the Program are in the attached brochure and on our website: https://iimv.ac.in/pgpdgm The closing date for applications is 24 Nov. 2021.

7. I shall be grateful if you could kindly arrange to bring this Program information and fee-sponsorship details to the notice of the officers (All India Services; Groups A&B Central Services) in the Ministry/Dept. and in the subordinate/attached organizations and encourage their participation.

Thank you and regards.

Yours sincerely,

(M. Chandrasekhar)
Director

The Secretary to the GOI
Central Line Ministries and Departments