

Unified Beneficiary Database (SERVAM)

22 July 2016



SERVAM – Why (1/2)

High level challenges that are being faced in social security schemes are:

- ❖ **Distributed sources** of information leading to **duplication and non-standardized** data models
- ❖ **Complicated update mechanism** for keeping the source databases updated
- ❖ **Absence of consolidated** view over multiple schemes.
- ❖ **Absence of analytics** capabilities for effective scheme design

SERVAM – Why (2/2)

High level challenges that are being faced in social security schemes are:

- ❖ **Absence of household** level visibility of residents
- ❖ **Uncorrelated data** of beneficiaries across different schemes leading to gap in establishing a golden record
- ❖ **Decentralized scheme specific monitoring** of fund allocation and utilization
- ❖ **Loosely defined mechanism for tracking of beneficiary**

SERVAM (1/2)

“Single Interface for the beneficiaries and their providers to deliver public benefits in a rational, objective, convenient and targeted way to those who need”

Key characteristics:

- ❖ **Centralized platform with decentralized management,**
processes and applications (plug & play)
- ❖ Availability of **J-A-M** (Bank account, Aadhaar and Mobile number)
- ❖ Ministries / Departments and States **may draw household information**
- ❖ Common set of policies, standards and processes for quick and easy adoption by Ministries / States

SERVAM (2/2)

“Single Interface for the beneficiaries and their providers to deliver public benefits in a rational, objective, convenient and targeted way to those who need”

Key characteristics:

- ❖ **Loosely coupled** - Allow States to integrate their own household databases, if available
- ❖ **Give residents access to their data**
- ❖ Responsibility of Scheme formulation, implementation and monitoring lies with the concerned Ministries / Departments and States
- ❖ **Household will be the cornerstone of the unified household database of SERVAM**

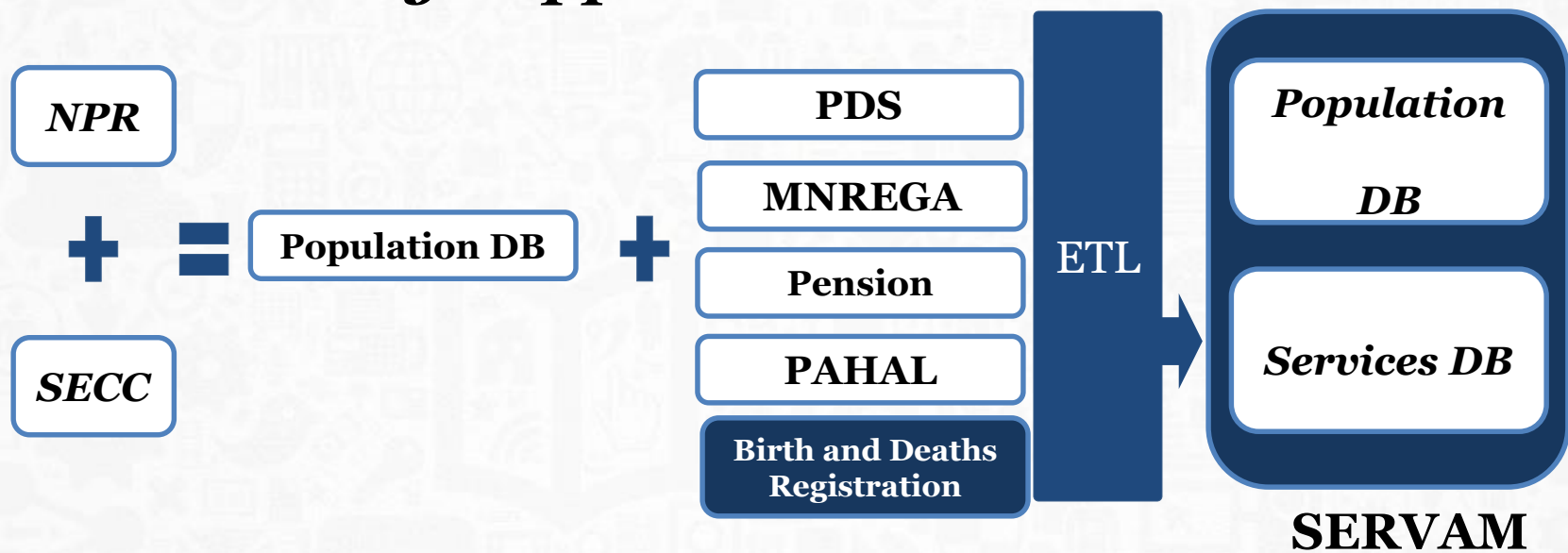
SERVAM – Proposed benefits (1/2)

- ***Data analysis:*** Actionable data insights can be identified with a central repository of data.
- ***Enabling right schemes*** to be identified and rolled out based on the beneficiaries socio economic status
- Schemes to target ***right set of beneficiaries avoiding duplications*** and eliminating scope for targeting non eligible beneficiaries

SERVAM – Proposed benefits (2/2)

- Enable ***schemes consolidation*** to enable view at country, state and district level.
- Leveraging the ***data of NPR and SECC*** in scheme design
- Improved ***effectiveness of schemes*** from end to end execution and impact perspective
- Simplified, single point and hassle free channel to citizens for ***data update requests***
- ***Reduction in manual intervention*** in beneficiary selection

Servam Design Approach



- ❖ The primary database for Servam will be Aadhaar seeded NPR. Then Population DB is created by merging SECC data fields into NPR data fields.
- ❖ Once Population DB is ready, it will be integrated with schemes with Aadhaar acting as unique identifier.
- ❖ Servam will be integrated with Civil Registration System for Births and Deaths Registration.

Aadhaar Verification Strategy

- ❖ Aadhaar seeding process has many field level challenges. It has been observed that incorrect Aadhaar numbers are, sometimes, seeded in Scheme/NPR database. Servam design will have a robust process to address challenge of incorrect Aadhaar seeding.
- ❖ Aadhaar data is not accessed anywhere only number is seeded.
- ❖ **Aadhaar will be verified only by Jan-Dhan account i.e. financial institution and PDS.**

How data will be on uploaded in Servam (1/2)

1 Updates by Scheme Owners: *Depending upon IT maturity of scheme application*, the department will update data:

(a) Online mode through APIs

(b) Offline mode in CSV, Excel, XML etc.

(c) Update on portal by modifying individual entries.

The access will be through Aadhaar based authentication, so that each update request can be tracked to concerned updating official.

2 Updates by Resident: The **resident will be allowed to update mobile number, email ID, current address, marriage status etc through web portal via Aadhaar based login.** However there will be a flag that this information is self-declared.

How data will be on uploaded in Servam (2/2)

- ③ ***Updates by Servam Centre:*** The resident will be able to visit Servam Centre and update information.
- ④ ***Updates from PFMS/DBT:*** Servam will also receive updates from PFMS on disbursements by capturing transactions.
- ⑤ ***Updates from CRS:*** Servam will also be integrated with CRS database for updates on Births and Deaths.

Alignment with Census Coding

The ***Census Location codes*** are rarely used while maintaining scheme databases.

For example, the same department may write spelling of same district differently for different beneficiaries. For example **Sonipat** may be written as **Sonepat** for two different beneficiaries.

To address this challenge in Servam, a two step strategy is proposed:

- 1** ***Design a portal where location codes can be hosted.*** Scheme Owners will be able to view this portal for cleaning data and adding location codes.
- 2** ***The department needs to enter census codes and carry data cleaning exercise with assistance of portal.*** The department may correct spelling of geographical entity (if required).

Servam: Critical Success Factors

The success of Servam depends on readiness of all stakeholders:

1 *Registrar General of India, RGI has to ensure completion of following activities:*

- ❖ **States to ensure digitization of NPR in coming two months.**
- ❖ The application may have in-built validation for Verhoeff so that incorrect Aadhaar numbers are identified at the time of entry only.
- ❖ Verification exercise is carried out by the department to verify correctness of Aadhaar using DSDV application, Demographic Authentication etc.

2 *Civil Registration System, CRS has to ensure completion of following activities:*

- ❖ The application is ready for integration for real time updates.
- ❖ The application may have in-built validation for Verhoeff so that incorrect Aadhaar numbers are identified at the time of entry only.
- ❖ Verification exercise is carried out by the department to verify correctness of Aadhaar using DSDV application, Demographic Authentication etc.

Timelines for Aadhaar Seeding & DBT

March 2017

November 2016

September 2016

Remaining States

All UTs

AP, Gujarat,
Karnataka, MP,
Chhattisgarh,
Maharashtra,
Odisha,
Rajasthan,
Telangana, TN
&
West Bengal



Thank You