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सचिव
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार
Secretary
Ministry of Electronics &
Information Technology (MeitY)
Government of India

DO No: NeGD/CB/01-01/2019(Part-I)
Date: 27.10.2021

Dear Chief Secretary,

Subject: Master of Business Administration (MBA) Degree program in Digital Governance & Management at IIM Visakhapatnam

Digital India is the flagship program of the Govt. of India catalysing the transformation of the country as a digitally empowered society and knowledge-economy. It is promoting e-Governance for citizen-empowerment, social progress, inclusive growth and ease of doing business for economic advancement, leading to the realization of Atmanirbhar Bharat.

2. As envisaged under Mission Karmayogi of the Government of India, it has been the endeavour of MeitY to build adequate and relevant capacities to conceptualize, lead and implement Digital-transformation Initiatives. Frontier technologies, evolving business models, dynamic policy and regulatory framework; and increasing cyber security concerns have further amplified the need to have competent teams within and outside government to ensure that the intended outcomes of the technology interventions are achieved.

3. The National e-Governance Division (NeGD), MeitY, in partnership with Indian Institute of Management Visakhapatnam (IIMV) has been conducting a unique and customized Master of Business Administration (MBA) Degree program in Digital Governance & Management. The program is of about 24-months duration spread over 4 semesters, blended with a judicious combination of traditional and virtual class-room modes learning, as well as an 'International Immersion' of about 2 weeks at an international e-Governance focused school. Participants are also required to carry out a Capstone Project of practical importance with potential for implementation in the Digital Governance space, identified in consultation with and endorsed by their respective nominating authorities. The total off-duty duration distributed over the 4 semesters is just about 15 weeks, thereby allowing the officers to continue with their assigned work for the remaining duration. This MBA program is seen as a useful catalyst in supplementing the nation-wide Capacity Building for Digital India program, both in the public and private sector.

4. The program is considered to be suitable for officers who are championing the implementation of digital governance initiatives in the Government. The program fee for the selected officers is sponsored by the NeGD, MeitY, under the Capacity Building scheme.
5. The program is into its 3rd successful year. The feedback from the participants of the previous batches, which have several officers from the Central Ministries and States, including from the IAS, has been highly encouraging, about the program meeting the objectives envisaged of it. It is expected that the officers trained under this program will be leading Digital Transformation initiatives in States and Government of India.
6. The program structure is a mix of on campus, online classes, field visits and International exposure trip. Details of the same is given in Annexure 1.
7. The last date for receiving applications for admission is 24th November 2021. The terms and conditions of admission are enclosed at Annexure 2. It is requested that information about the program for the facilitation of nomination of suitable officials from the Central and State Governments, be circulated amongst eligible officers in the State. Interested candidates may be encouraged to apply with advance applications followed by through proper channel submissions.
8. The last date for receiving applications for admission is 24th November 2021. The terms and conditions of admission are in the attachment. Interested candidates may be encouraged to apply with advance applications followed by through proper channel submissions.
9. Further details about the program and selection process may be obtained from Prof. Neena Pandey, Program Chair (PGP-DGM), Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (Mail: pgpdgm-chair@iimv.ac.in) and the website of IIMV: <https://www.iimv.ac.in/pgpdgm>.

With regards,

Yours sincerely,



(Ajay Sawhney)

Enclosure: As above

Chief Secretaries of all States and UTs