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अध्यक्ष एवम् मुख्य कार्यकारी अधिकारी
M. S. RAO, IAS
President & Chief Executive Officer



राष्ट्रीय इ-गवर्नेंस प्रभाग
इलैक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय
National e-Governance Division
Ministry of Electronics & Information Technology

Ref.No. NeGD/CB/01-01/2019

Date: June 3rd, 2019

Dear Sir/ Madam,

Subject: Master of Business Administration (MBA) Degree programme in Digital Governance & Management

Digital India is a flagship programme 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.

2. The need to build adequate & relevant capacities to conceptualize, lead & implement Digital Initiatives is widely recognized at all levels. Frontier technologies, evolving business models, dynamic policy & regulatory framework and increasing cyber security related concerns have further pronounced the need to have a competent team within government to ensure achieving intended outcomes of the technology interventions.

3. Indian Institute of Management-Vishakhapatnam (IIM-V) has come up with a Master of Business Administration (MBA) Degree programme in Digital Governance & Management. The Programme is of 18-months duration spread over 4 terms of 4.5 months each, blended with a judicious combination of traditional and virtual class-room modes of learning, as well as an 'International immersion' of about 2 weeks at an international school. The participants will be 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 4 terms is 15 weeks and the officer can continue to be on duty for the remaining duration. This MBA programme is seen as a useful catalyst in further supplementing the nation-wide Capacity Building for Digital India programme, both in the Public and Private sector.

4. The programme is considered to be suitable for the executives responsible for design and implementation of Digital Governance initiatives in the public sector. You may consider nominating vibrant officials, having prerequisite qualifications, from your Organisation/ Institution.

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5. Further details on the programme and selection process may be obtained from the PGPDGM Office, Indian Institute of Management Visakhapatnam, AU Campus, Visakhapatnam-530003 (Phone No. 0891-2824444; mail ID: pgpdgmooffice@iimv.ac.in) and the website of IIMV. For clarification, if any, NeGD Capacity Building (CB) Team may be reached at kamal.jain@digitalindia.gov.in and negdcbpmu@digitalindia.gov.in.

Yours Sincerely,



(M.S. Rao)

To,

CMDs/CEOs/ Heads,
All Central/State Public Sector Enterprises