



सत्यमेव जयते

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

File No. NeGD/CB/01-01/2019 (Part-1)

Date: May 28th, 2019

Dear Chief Secretary,

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

Digital India is a flagship program 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-Visakhapatnam (IIM-V) has come up with a Master of Business Administration (MBA) Degree programme in Digital Governance & Management. The Program 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 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 to the 4 terms is 15 weeks, thereby allowing the officers to continue with their assigned work 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 executive officers responsible to design and implement the Digital Governance initiative in the Government. You may consider nominating suitable officials, having prerequisite qualifications, from your State/UT. The prescribed programme fee for selected officers will be sponsored by the National e-Governance Division, MeitY, under Capacity Building scheme. The programme structure, prescribed fees and general terms & conditions are attached to this letter for more information.

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5. Further details on the program 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.

With regards,

Yours sincerely,



(Ajay Sawhney)

Enclosure: As above

To,

All Chief Secretaries of States/ UTs