

# The Alliance for Digital Bharat

CHARTER





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## **Index**

- I. Foundation of Alliance for Digital Bharat (ADB)**
- II. Principles**
- III. Composition of Membership**
- IV. Objective**
- V. Institutions and Governance Arrangements**
- VI. Membership**
- VII. Communication**
- VIII. Intellectual Property**
- IX. Review**
- X. Commencement, Modification, Cessation, and Withdrawal**

## 1. Foundation of Alliance for Digital Bharat (ADB)

It is a well-known fact that businesses are now increasingly focusing on their online presence in some form or the other. However it is important to note that only a handful of them actually sell products and/or services online. Amongst the biggest barriers, complexity in understanding impending benefits, hesitation in maintaining websites along with necessary/added features such as payment gateways, and resistance to trust technologies such as cloud computing, are often cited as reasons not to avail these technologies. Although benefits of such business models are well known abroad, little focus has been paid till date to spread awareness locally here in India. Added to this, dependency on private institutions for credit do not help even if a business owner is convinced to scale up (whether offline or online) his/her presence.

Since the present Government has come into power, several efforts have been made by the various Departments under the guidance of the Prime Minister's Office (PMO) to promote digitalization of business and bringing complete "e-governance" both on the administration side as also on the other side. Recent statement of Honourable Prime Minister Shri Narendra Modi made during his "Mann Ki Baat" in May 2016 highlighting necessity of adoption of digital payments along with Ministry of Finance issuing guidelines for adoption of digital payments made in February 2016 coupled with subsequent guidelines/Vision Document issued by Reserve Bank of India (RBI), wherein both adoption and acceptance have been highlighted as focus points, has reinforced level of criticality to this subject matter. It is important to note that in proposed GST Model Bill, it has been clearly laid down that the tax will be deposited only through electronic means.

Given this recent push, we are now observing that businesses have begun increasingly focusing on their online presence in some form or the other. Not restricted to promotion and marketing related activities on social media, micro and small enterprises are today more comfortable with getting listed/registered as online market sellers. This number, although in minority, is still significant to allow wider industry promote best in class services customized for non-corporate businesses. Although benefits of such business models are well known abroad, little focus has been paid till date to spread awareness locally here in India. Added to this, dependency on private institutions for credit do not help even if a business owner is convinced to scale up (whether offline or online) his/her presence.

Therefore keeping above stated learnings in mind, the Confederation of All India Traders (CAIT) has decided to empower and equip the non-corporate sector about importance and acceptance of emerging and newer technologies which is expected to drive future course of small & medium sized businesses in India. Based on the pattern of Action Committee on MUDRA, with the sole purpose of enabling traders of today meet technology of tomorrow, the CAIT is launching an Alliance called the 'Alliance for Digital Bharat' (the Alliance) consisting of national organizations from different sectors of non-corporate sector including Transporters, Farmers, SMEs, Hawkers, Labourers, Self-Employed Groups, Women Entrepreneurs, Consumers & other concerned/allied verticals.

The intent of the Alliance will be to provide a set of principles, standards, policies and constraints and mutual support organization of different micro-merchant, trader and allied communities that are members of the CAIT forum for the purpose of acceptance of adoption of emerging technologies such as e-commerce, mobile banking etc. including digital payments in line with Digital and Financial Inclusion vision of Honourable Prime Minister Shri Narendra Modi.

## 2. Principles

The Alliance is based on the following principles to be followed mutually by all members.

- Integrity
- Accountability
- Simplicity
- Flexibility
- Respect
- Sustainability

## 3. Composition of Membership

As on 26<sup>th</sup> July, 2016, the following associations are a member of the ADB as per our first committee meeting on the aforesaid subject.

1. Confederation of All India Traders
2. All India Motor Transport Congress
3. Consumer Online Foundation
4. Federation of Indian Small & Micro Enterprises
5. International Society For Small & Medium Enterprises
6. Bhartiya Kisan Morcha
7. All India Confederation of Goods Vehicle Owners Association
8. Laghu Udyog Bharti
9. Institute for Enterprise Research & Development
10. Federation of All India Tea Traders Association, Mumbai
11. Indian Paint & Coating Association
12. Federation of All India Aluminium Utensils Manufacturers
13. Delhi Entrepreneurs Association
14. Laghu Evam Madhyam Udyog Vyapari Mahasangh
15. Federation of Paper Traders Association
16. Federation of Indian Hardware Manufacturers & Traders Association
17. All India Tyre Dealers' Federation
18. International Vaish Federation
19. Delhi Goods Transporters Welfare Association

## 4. Objective

The principle objective of the Alliance is to:

- Raise awareness levels amongst the constituency of each Member, to start with, on the disadvantages of heavy dependency on cash as a method of financial transaction. Therefore push the current ecosystem of Government, Banks, etc. to support improving infrastructure and acceptance which leads to widespread delivery of digital payments (credit cards/debit cards) along with an understanding of the value provided by digital payments.
- Advocate and promote benefits of emerging newer technologies such as online marketplaces, ecommerce, digital payments, mobile wallets, cloud based accounting software, social media etc.
- Develop culturally appropriate best practice resources and training support to address common issues faced by Member organization, in line with the principle objective of the Alliance.
- Advocate benefits and advantages of digitization to the Government of India through conferences, papers, direct outreach and policy proposals
- Enable non-corporate sector businesses to provide a common or consistent approach in dealings with issues/concerns highlighted and oversight bodies
- Foster and promote the work of varied member entities throughout India
- On the basis of majority consensus co-opt other members into the Alliance in an effort to expand and amplify the Alliance objectives

## 5. Institutions and Governance Arrangements

The first meeting of the Alliance shall formalise the Governing Council (the Council) of the Alliance which will comprise of representatives of each vertical/member association present.

The Council shall elect, among its members, Chairperson, Secretary General, Treasurer, and two Vice-Chair (collectively referred to as the Secretariat). The Council, at any given point in time, will be allowed to add/edit other office bearers if and when deemed required. The Secretary General's responsibilities will include drafting and executing vision of the Alliance, setting agenda for forthcoming events, conduct seminars and workshops to educate attendees, strategize the Alliance's daily operations and related needs and/or expenses among other things.

A Member may resign from membership of the Council, or may be removed from the Council by a meeting of the Alliance. A meeting of the Alliance shall appoint a new Council upon the expiration of the term of office of the Council, and upon a vacancy occurring in the Council.

### **ADB Secretariat**

The ADB Secretariat will be managed by the CAIT and will be led by the Secretary General.

The focus of the Secretariat will be administrative. The Secretariat, within available resources, will address the following duties.

- Organise and provide administrative support for the meetings of the Council
- Strategy support and advisory on key government engagements
- Maintain the website for the Alliance
- Report to the Council on the activities of Sub-Committee(s)
- Maintain a database of Member contacts
- Facilitate Alliance communications in media
- Facilitate outreach activities as directed by the Council
- Perform other tasks and duties as directed by the Council

### ***Meetings***

The Members of the Alliance shall meet at least once each quarter, either at a face-to face meeting, or by an electronic medium. A monthly review of progress and an update on activities will be sent by the ADB to all the Members. A meeting of the Alliance may coincide with other regional meetings of stakeholders, to enhance the opportunity for cooperation and collaboration among Members.

A simple majority of Members is required to be present in order for a meeting of the Council to proceed, and will constitute a quorum for all Council meetings. Decisions of Council meetings will be by consensus of Members present.

Council meetings will be chaired by the Member hosting the meeting, assisted by a Vice-Chair from the Member that will host the next meeting. The Vice-Chair will continue in their respective capacities until the opening of the next meeting. The role Vice-Chair of the Council will be to facilitate the Council meetings, provide guidance to the Secretariat and bring issues to the Council for decision between meetings as requested by any Member(s).

When Council decisions are required in the period between Council meetings, the Council chair will propose a decision, on which the Secretary General will seek Members' views electronically. If no objections are received within 15 days from the date of the electronic notification, the decision will be confirmed.

The Secretary General may invite non-Members to attend Council meetings, or part of a Council meeting, as appropriate. The Council will decide how non-Members may participate in Council meetings.

Participation in the Alliance is on a voluntary basis. Each Member individually determines the nature and extent of its participation in any Alliance activities. A Member shall be represented in the activities of the organisation by the person or officer listed in the Schedule. With the

agreement of the Council or a meeting of the Alliance, a member may be represented at a meeting of the Council or Alliance by an authorised alternate.

## 6. Membership

The foundation Members of the Alliance are listed in the Schedule of this Charter and are full Members of the Alliance. The Council or a meeting of the Alliance may admit other organisations to be full or associate Members of the Alliance, and may remove an organisation as a Member of the Alliance.

Membership of the Alliance is strictly by invitation and will be offered to any association/non-governmental organization from the non-corporate sector, represented by their competent authority and individual. The Alliance Members are those that sign this Charter at its first meeting on 26<sup>th</sup> July 2016 in New Delhi, as well as those that formally notify the Secretariat of their intention to participate as a Member of the Alliance in accordance with this Charter.

The Council may decide the rights or obligations that attach to Associate Membership, and the way in which an Associate Member may participate or be represented in the activities of the Alliance. The Council or a meeting of the Alliance may admit or remove a person or an organisation as an Associate Member of the Alliance. The Council could also decide to extend 'Alliance Partner' status to organisations as the Council deems fit. Alliance Members will be identified on the Alliance website. The Council will reserve the decision on how partners may/should participate in the Alliance.

## 7. Communication

Members are encouraged to raise awareness of their activities by communicating research, communication, results, strategies, and other information through new and existing networks, and on the Alliance website.

External communications made on behalf of the Alliance will be approved by the Secretary General, in accordance with the Alliance communication policy as developed by the Council.

## 8. Intellectual Property

The information generated within the ADB is subject to non-disclosure prior to the consent of the Secretary General.

## 9. Review

The Council will half yearly review the activities and outcomes undertaken by the Alliance and take appropriate action.

## 10. Commencement, Modification, Cessation, and Withdrawal

- i. The terms of this Charter will commence on the first signature, or on receipt of formal notification by the Member hosting the Secretariat as appropriate.
- ii. The terms of this Charter may be modified or ceased in their entirety by a decision of the Council. For such decisions a 2/3 majority of Members will constitute a quorum.
- iii. Any Member may withdraw from its membership of the Alliance by formally notifying the Member hosting the Secretariat.
- iv. Notification of a Member's withdrawal from the Alliance will be communicated to the Council and Research Groups by the Secretariat, and updated on the Alliance website on receipt of formal notification of a Member's withdrawal by the Member hosting the Secretariat.