



## **E-GOVERNANCE IN ANDHRA PRADESH: AN IMPACT STUDY OF MEE SEVA**

**Dr. NALLA SUSHMA**

Head of Dept.of Management Studies, PYDAH P.G College,  
Gambheeram, Visakhapatnam

### **Introduction**

Service delivery is essentially about a committed state fulfilling its responsibilities towards its citizen's needs for essential services. Service delivery is one of the most important interfaces between a modern democratic state and its citizens. The aim of public service delivery is to deliver cost-effective, high quality services that the private sector is unable to or unwilling to deliver. The traditional public service delivery methods followed by different government departments are complex and cumbersome<sup>1</sup>. "Mee Seva" means, 'At your service', i.e. service to citizens. It is a good governance initiative that incorporates the vision of National E-Governance plan.

There is tremendous importance for rules and procedures in the government. Unless the reports are kept properly, accessing information and tracing the precedents become time consuming and this is one of the reasons for the delays in government administration. Secondly, rules and procedures lead to enormous red tape and delay and this in turn leads to corruption. Today, we find that the present paper based system is very time consuming and inefficient. It is widely believed that governments are not responsive to the needs of the people, more so in the case of the poor. The traditional instruments used to hold public servants accountable, such as audit, legislature oversight etc, have proved to be inadequate.

The basic concept behind the Citizens satisfaction studies is that citizens as users can provide useful information on the quality and adequacy of services and the problems they face with service providers. Thus these studies are expected to "reflect the actual experience of people with a wide range of public services". Such feedback will be valuable to judge the performance of a service provider and serve as an input to the government in policy making and reform.

Government of India has come up with the concept of Citizen Service Centres to deliver Government Services online with the help of Information and Communication Technologies. CSC objective is to provide government, private and social services to a common man in his locality with affordable costs. There are tremendous advantages for consumers in terms of accessing Government's information and other regular services at lower costs<sup>2</sup>. Under the aegis of Department of Electronics and Information Technology (Deity), the Government of Andhra Pradesh started these Common Service Centres with the name of Mee Sevea. It is



one-stop-shop, started in the year 2011 in Andhra Pradesh to deliver Government, Private Business and Social Services across the state at a single Phase. This model is beneficial to both citizens as well as Village Level Entrepreneurs (VLEs) as citizens can save their time and travel costs on availing services and VLEs get commission for giving required services to citizens. The aim of this article is to explain the concept of E-Governance of Andhra Pradesh: An impact study on MeeSeva and suggest measures to overcome drawback if at all any. The following are the objectives of study:

1. To elicit and enumerate satisfaction levels of citizens and village level entrepreneurs
2. To assess the challenges in implementing Information Communication Technology based public service delivery systems.
3. To study the impact of Mee Seva Centres in the improvement of Public Service Delivery.
4. To suggest suitable recommendations for the improvement of Mee Seva Centres.

### **Concept of E-Governance**

E-Governance enabled by Information Technology requires a fundamental change in how the government operates by constantly reinventing itself by delivering its obligations to the citizens with greater efficiency, transparency, accountability and responsiveness. Therefore, the quality of e-governance shall eventually depend on the intent of the government and the set of men behind the computers. For an effective and efficient e-governance model, IT deployment has to be backed by flat structures, a healthy work ethos, transparent systems and simple procedures<sup>5</sup>. Appropriate deployment of IT in governance has the potential to result in better quality of services. Sweeping transformations have taken place in IT with the convergence of computing and communication technologies. The advent of the Internet has thrown open numerous possibilities.

### **E-Governance in India**

India on the threshold of the 21<sup>st</sup> century is currently experiencing an information explosion, thanks to the dramatic effect of IT which is sure to affect various aspect of life. The government and administration in India began to think seriously for adopting IT only in the 1990's after accepting the policy of liberalization. In India also these developments have impacted the industrial, education, service and Government sectors and their influence on various applications is increasingly being felt of late<sup>3</sup>.

Today with the help of wireless Internet, any information can be reached anywhere in the world within minutes. IT brings in rapid changes in management patterns, such as break down of hierarch in administration and increase in co-ordinating activity. Government has been engaged in deploying information and communication technology (ICTs) for several decades to increase efficiency and



effectiveness in their functioning. IT has become a major force in creating paperless government. With the introduction of ICT there have been improvements in the efficiency and effectiveness in delivery of services to the citizens, enabling from passive information access to active participation in government activities.

E-Governance in India is not uniform. Some states are advanced and some are very backward technologically. In central government, some departments had initiated steps to adopt E-governance long back while some departments are lagging behind. In this context it would be useful to highlight some of the important E-Governance initiatives implemented by the Union and State Governments in the last 10 to 15 years and assess their strengths and weaknesses.

### **E-Governance in Andhra Pradesh**

Andhra Pradesh is considered as pioneer and leader in design, development, operation and sustenance of E-Governance projects in India. It has got several E-Governance Awards at the international, national and local levels. A study of the evolution of E-Governance in Andhra Pradesh reveals the concerted efforts made by Government of Andhra Pradesh towards E-Governance.

### **ESeva**

In December 1999, Government of Andhra Pradesh did a pilot project namely Twin Cities Internet Services (TWINS) to deliver three basic services from a single ward located in Municipal Corporation of Hyderabad (MCH). TWINS objective is to deliver various government services from one single counter. The number of transactions was low in the beginning but after successful testing, Government issued two orders to setup 100 such kiosks in first phase and over 130 kiosks in second phase across the state<sup>4</sup>. ESeva means electronic service.

The objective is to provide Government-to-Citizen (G2C) and Government – to-Business (G2B) services with efficient, reliable, transparent and accountable solutions. That means government has clear vision to create a knowledge society using ICT's in all aspects of development in the state. Rural eSeva started in west Godavari district of Andhra Pradesh was exclusively operated by women entrepreneurs<sup>6</sup>.

### **Mee-Seva**

Mee Seva is an advanced and more sophisticated version of e-Seva. Mee Seva is modelled on the Common Service Centre (CSC). An integrated mission mode project of National e-governance plan 2003. Under the guidelines of national e-governance plan, the CSC scheme was approved by Government of India in September 2006 for setting up 1 lakh internet enabled centres in rural areas under Public Private Partnership (PPP) model covering 6.40 lakh villages in India. Some of the services provided by Mee-Seva are Agriculture, RTI, Issue of Birth and Death Certificates, Transport Services etc... It was identified that there are several departments that are in heavy demand from citizen perspective. These departmental services prioritize to deliver from Mee Seva.



## **Mee-Seva Benefits**

- Citizen can provide feedback on pros and cons of the scheme, Independence, fairness and convenience for government servant
- Facilities like single window, data privacy confidentiality etc...are provided
- Bridging the gap between Government and Citizens
- Increase in effective and efficient service delivery in rural areas
- Easy and speedy access
- Better and fast services
- Elimination of corruption
- Social empowerment
- Cultural ease
- Delivery performance
- Savings on time, travel and costs
- Increased transparency

## **Methodology**

This study is intended to examine the extent of impact of E-Governance in general and Mee seva in particular on the citizens of Gokavaram Mandal.

## **Hypotheses**

The following hypotheses are framed for the purpose of study

1. The use of ICT in citizen services improves the level of awareness among citizens.
2. Accessibility to the technology through Mee Seva promotes the parameters of Governance i.e. Efficiency and Transparency.
3. Mee seva improves responsiveness and accountability in public service delivery.
4. Mee seva generates requisite employment opportunities to the village level entrepreneurs.
5. Mee seva enhances the satisfaction levels of citizens and VLEs in Public Service Delivery.

## **Data collection tools**

### **i. Primary data**

Conduct of field survey to get direct primary responses from citizens and entrepreneurs using schedule and questionnaire methods respectively.



Responses from citizens have been collected by asking questions from the schedule and recording the same. The questionnaires were distributed to Village Level Entrepreneurs at select Mee seva kiosks in Gokavaram Mandal

## ii. Secondary data

The secondary data on E-Governance initiatives with a special focus on citizen's satisfaction studies was collected from books, reports, journals, articles etc.

## Sampling procedure

In order to conduct the present study researcher has selected Gokavaram Mandal of East Godavari District, Andhra Pradesh as area of study on purposive sampling basis. Gokavaram mandal is a rural mandal. It has 15 villages including mandal head quarters as Gokavaram which is a major Panchayat. Gokavaram mandal is one of the earliest mandals that adapted e-governance in Administration. The first e-seva centre in Gokavaram mandal had been set up way back in 2003 which has later merged with APONLINE in 2004. Ever since Mee seva came into existence in 2011, all panchayats of Gokavaram mandals started having Mee-Seva centres. On the basis of random sampling method 35 respondents was selected from each villages and the total consist of 280 respondents.

## Parameters

The following are the parameters of the present study to know the impact of mee seva on the satisfaction levels of citizens

### 1. Awareness:

It is measured in terms of awareness of computer, awareness of mobile, awareness of internet, awareness of mee seva and awareness of citizen charter

### 2. Efficiency:

It is measured in terms of following variables like quickness (speed) in service delivery, accuracy, getting correct information at the kiosks. The easiness of receiving/delivery of service, technical & management skills of VLE saving on travel cost, saving on time and convenience.

### 3. Transparency:

Transparency is measured in terms of the following variables like process and procedures, monetary charges or prices of services and transparency in the information dissemination.

### 4. Responsiveness:

Responsiveness is measured in terms of the following variables like VLE is cooperation and support of VLE, Courteous/ready to help nature of VLE, promptness (timely response) in service delivery, patience of the VLE in giving required information and expertise of the VLE in giving required information.



## 5. Accountability:

Here Accountability is measured in terms of the following variables like level of trust citizens have with the Mee Seva Services, reliability of the service provided, monitoring of service delivery, level of confidentiality of personal data possessed by Mee Seva centres and level of security of data.

### Profile of Gokavaram Mandal

Gokavaram Mandal is located in East Godavari District of Andhra Pradesh. The district has been divided into five revenue divisions viz...Kakinada, Peddapuram, Rajahmundry, amalapuram and Rampa Chodavaram. There are 1404 revenue villages of which 1005 are notified as panchayats. There are nine municipalities in the district. Kakinada is the district head quarters and is on the coast and also a port town.

Gokavaram is a village and a mandal in east Godavari district in the state of Andhra Pradesh in India. The mandal head quarters are Gokavaram village. Gokavaram is located at 17.266<sup>0</sup> N 81.8500<sup>0</sup> E, about 20 km driveway away from Rajahmundry Airport<sup>7</sup>. It has an average elevation of 45meters (150feet). Gokavaram is very famous for tamarind and other forest goods. It is called as agency entrance. Total area of Gokavaram Mandal is 224.68 sq/Kms. Total no. of villages<sup>8</sup> in Gokavaram Mandal is 15. As per 2011 census, total literacy rate of gokavaram mandal is 56.36% Male literacy rate is 51.62% and female literacy rate is 48.37%. Total number of Households in Gokavaram Mandal is 16671. Total population is 67,455. Male population is 33,735 and Female population is 33,720.

### Survey data

#### Age

From the present sample of 280, the Age group 18-30, is around 33.21 percent, the Age group 30-40 is around 42.5 percent, the Age group 40-50 is around 21.78 percent and its Age group 50 above is around 2.5 percent.

#### Sex

In the total sample 213 belongs to male and remaining 67 females.

#### Caste

Regarding caste open categories respondents are 97, backward classes respondents are 112, scheduled caste respondents are 57 and scheduled tribes respondents are 11 and other respondents are 3.

#### Educational qualifications

When comes to educational qualification illiterate respondents are 32, primary respondents are 54, secondary respondents are 89, Degree/Diploma respondents are 84 and post graduate and above respondents are 18.



## Occupations

Regarding occupation categories employee respondents are 23, business respondents are 51, student respondents are 63 and private respondents are 46 and other respondents are 97.

Researcher has personally contacted the sample respondents and gathered the following information from them

The first question asked to the respondents was whether they are aware of Mee-Seva services, for this question majority of the respondents i.e. more than 50 percent of the respondents are aware of mee-seva services and the remaining respondents are not having that much knowledge about Mee Seva services.

The second question asked to the respondents was for what purpose they are visiting Mee Seva centres. For this question majority i.e. 66.12 percent of respondents said they visited for ownership certificate, followed by the 15.91 percent are identification certificate, 10 percent for birth certificate and 7.75 percent for residence certificate.

The third question asked for the respondents was source of awareness of Mee Seva centres. For this question majority i.e. 76.42 percent of respondent said they visited for Government, 13.21 percent said through relatives, 6 percent said from paper media/TV, 2.85 percent said through friends and from others 1.42 percent.

The next question asked to the respondent was about the transparency in the process and procedures. More than half of the respondents i.e. 59.28 percent are satisfied with the transparency in the process and procedures at the Mee Seva centres and 0.7 percent are highly satisfied. Whereas 34.28 percent of respondents are neutral (can't say), 5.71 percent are dissatisfied and 0 percent is highly dissatisfied.

The fifth question asked to respondent was about promptness (timely response) in service delivery. For this question highest number of response i.e. 46.78 percent did not say anything followed by 37.5 percent said satisfied, 11.78 percent are dissatisfied, 2.5 percent are high satisfied and 1.42 percent is highly dissatisfied.

The other question asked to the respondents was regarding the perception on Co-operation and support of VLE (Village Level Enterprenuerer). For this question highest number of respondents 44.28 percent are satisfied from the cooperation and support of VLE followed by 35 percent dissatisfied, 2.87 percent highly satisfied, 17.8 percent did not say anything and 0 percent highly dissatisfied in the cooperation and support of VLE.

The other question asked to about the facilities provided at mee seva. For this question highest number i.e. 47.1 percent said that the facilities provided at mee seva centre are poor, followed by 32.9 percent Good, 14.3 percent needs improvement, 5.4 percent are Very Good and 0.4 percent are excellent.



The next question asked to the respondent was about level of trust on Mee seva services, majority of the respondents i.e. 72.85 are satisfied and 2.14 percent respondents are highly satisfied with the level of trust on Mee seva services where as 21.07 percent of respondents are neutral( can't say), 3.57 percent are dissatisfied and 0.35 percent are highly dissatisfied.

The next questions asked to respondents are regarding satisfaction of respondents on the quickness of services. For this question 67.85 percent respondents are satisfied with the quickness services and highly satisfied are 5 percent, can't say are 22.85 percent and dissatisfied are 4.28 percent.

The other question asked to the respondents was reduction in corruption. Majority i.e. 54.46 percent said that corruption cannot be reduced, whereas 45.35 percent respondent can be reduced.

The next question asked to the respondent was about technical and management skill of VLE, for this question majority i.e. 48.57 percent did not like to say anything, 32.14 percent are satisfied , 17.14 percent are dissatisfied, 2.5 percent highly satisfied and 0 percent highly satisfied.

The last question asked to the respondents about the overall satisfaction on the Mee seva services. For this question majority respondent 72.14 percent are satisfied, 13.21 percent did not say anything, 10 percent are highly satisfied, 4.64 percent are dissatisfied and 0 percent highly dissatisfied.

### **Findings of the study**

It is understood that in Age Category the highest member of respondents belong to 30-40 Age Groups, when comes to category of Sex overall majority of respondents are males. When comes to the caste highest number of respondents belong to Backward Caste and over majority respondents having secondary educational qualifications. Regarding occupation categories majority of respondents belong to the category of Rick Shaw pullers, Mansons, plumbers, electricians and daily wage labours etc...

1. Majority respondents are having awareness about mee seva services.
2. Majority of the respondents are coming to Mee-Seva centres for Ownership certificate.
3. Majority of the respondents came to know about Mee-Seva services through Government.
4. Majority of the respondents satisfied with transparency in the process and procedures.
5. Regarding the promptness in service delivery highest number of respondents did not like to say anything.



6. Majority of the respondents did not get satisfied with the cooperation and support of VLE (Village Level Entrepreneurs).
7. Regarding the facilities provided at Mee-Seva centres highest number of respondents said they are poor.
8. Majority of the respondents satisfied by having level of trust on Mee-Seva services.
9. Regarding the quickness of services majority of the respondents satisfied with it.
10. Majority of the respondents felt that corruption cannot be reduced in Mee-Seva services.
11. Majority of the respondents did not like to say anything about Technical and Management skills of VLE.
12. Majority of the respondents however satisfied with Mee-Seva services finally.

### **Conclusion**

Mee-seva centres are trying their level best to render services to the customers. There is no such system that satisfies all customer needs including Mee-seva. Although Mee-seva claims to be able to deliver effective services by using technology, allot has to be done to improve further we need to find out people's problems and draw some plans for smoother implementation and importantly, we should learn from our failures. To enhance Mee seva services we must address

1. Customer satisfaction towards services
2. Job satisfaction of delivery staff

The following recommendations may be useful for improving Mee Seva services

1. The government should organise awareness campaigns in rural areas in a simple language that is best understood by rural people.
2. VLE should be friendly and cooperative and show patience with the rural citizens.
3. Separate training should be given to the new VLEs about the fundamental and basic of Mee Seva.
4. Separate queue for ladies at Mee Seva counters.
5. Government should also provide uninterrupted and speedy broad band services to villages as soon as possible.



---

## References

1. Chakravarti B and Venugopal M, *Citizen Centric Service Delivery* through e-Governance Portal- Present Scenario in India, A white paper published by National Institute for Smart Government Hyderabad, India, 2008, [www.nsig.org](http://www.nsig.org)
2. Designing a Digital Future: Federally funded research development in Networking and Information Technology, Report submitted by President's Council of Advisors on Science and Technology, December 2010, pp.71.
3. Arup Roy, E-Governance and India, Express Computer, January 11, 2010.
4. <http://esevaonline.com/> accessed on February, 2016
5. Centre for Good Governance, Evaluation and Lessons Learning on DFID Support to Andhra Pradesh- Lessons Learnt, Document on Municipal service delivery for poor in Andhra Pradesh, April 2008, Pp25.
6. Swapna Veldanda and Sanjay Jaju, Women providing online services: eSeva Centres in Andhra Pradesh, India, 2005.
7. <http://www.wikipedia.org.in> accessed on February, 2016.
8. Source: Tahasildar Office, Gokavaram Mandal.