



CUSTOMERS PERCEPTION ON MEE-SEVA SERVICES IN KHAMMAM DISTRICT OF TELANGNA STATE

Dr. B. DHARMA

DIST. Regional Coordinator
DR.BRAOU,
Nalgonda District

B.VIJAYALAXMI

Research Scholar
Department of Commerce
Osmania University
Hyderabad

ABSTRACT

The basis for selecting Me-seva was that it is heralded as the most innovative e-governance project in India. It has received several awards such as "Gold Award at National e-governance Awards,2013" "Outstanding Performance in Citizen Centric Service Delivery", "CSI Nihilient award 2013", "DATAQUEST-CMR E Readiness awards, 2013", "9th e-India Award 2013", The Manthan Award South Asia & Asia Pacific, 2012, "SKOCH Award 2012 for Best Project of National Significance", „India- Tech Excellence award 2012". "Mee-Seva" in Telugu means, „At your service", i.e. service to citizens. It is a good governance initiative that incorporates the vision of National e-Gov. Plan (NeGP) "Public Services Closer to Home" and facilitates single entry portal for entire range of G2C& G2B services in the state of Telangana, India.

Keywords: Me-Seva, Khammam, Telangna and G2C & G2B

INTRODUCTION

Public sector is collectively the world's largest service provider and measures to improve service delivery have received considerable attention in the last decade. Public sector leaders today face the challenge of satisfying their customers who expect the service delivery to match that delivered by private players. Accustomed to largely meeting the social objectives mandated by the legislation, public sector and its employees now face the formidable challenge of simultaneous achievement of equity, access, fairness, affordability, efficiency and sustainability. Differences in public and private sector services that exist have an impact on how the quality of the services delivered should be defined and assessed. Private sector's focus on choosing its target customer segments, developing services to meet the specific needs of the identified segments, increasing consumption, tackling competition for market share or revenue share, and nature of services itself are the differences that exist. Models of service quality are developed for private sector and are therefore not directly applicable in public sector contexts.

Mee-Seva

The study entailed in-depth analysis of an organization that delivers public services on e-mode, is innovative, has proven work record, collaborates with multiple diverse institutions to deliver services, and has a sufficient scale of operations. Me-seva was selected and its purpose, services, operational model, customer feedback, and stakeholder views were studied in detail. The basis for selecting Me-seva was that it is heralded as the most innovative e-governance project in India. It has received several awards such as "Gold Award at National e-governance

Awards,2013” “Outstanding Performance in Citizen Centric Service Delivery”, “CSI Nihilient award 2013”, “DATAQUEST-CMR E Readiness awards, 2013”, “9th e-India Award 2013”, The Manthan Award South Asia & Asia Pacific, 2012, “SKOCH Award 2012 for Best Project of National Significance”, „India- Tech Excellence award 2012”. “MeeSeva” in Telugu means, „At your service”, i.e. service to citizens. It is a good governance initiative that incorporates the vision of National e-Gov Plan (NeGP) “Public Services Closer to Home” and facilitates single entry portal for entire range of G2C& G2B services in the state of Andhra Pradesh, India.

REVIEW OF LITERATURE

Prakash and De' (2007) in their description of Bhoomi, a land record computerization project in the state of Karnataka. They linked computerization project of land records to wider objectives of land reform in India, and noted that inaccurate land records have been a means of manipulation for powerful secessions of Indian society and a cause of rural conflicts and unrest. The Bhoomi system created a database of about 20 million records and a linked document called an RTC (record of rights, tenancy and crops). The RTC had previously been issued through a manual process by a village accountant but, with the Bhoomi system, farmers had to travel to the sub-district headquarters and receive their RTC certificate through a Bhoomi kiosk. The author linked their reservations concerning the Bhoomi system to broader issues of development, arguing that system was aligned to review of development as increased efficiency, whereas it did not contribute to wider development goals of capacity building increased choice for people in rural areas, especially small and landless farmers. **Puri S.K. (2007)** examined a GIS project in the district of Anantpur in the state of Andhra Pradesh. The project respected the need to recognize the knowledge that communities have of the land that they inhabit, in addition to the potential benefits of GIS technologies. The author described how the project involved participatory mapping carried out by the local villagers, the results of which were then incorporated in the GIS. The project was regarded as successful in that the GIS were utilized to help generate improved approaches to land management practices. The author argued that the case study demonstrated the need to construct knowledge alliances that integrate top-down scientific knowledge with bottom-up indigenous knowledge. The author suggested that a relatively enlightened view on knowledge of ‘low status’ villagers. **Radha Krishna Rao (2003)** stated that E-Governance is the best option to remove the barriers between the people and the administration at all levels of the functioning of a democratic government. It is a bold attempt at transforming administration into a people friendly, transparent and accountable preposition. e-Governance concept involves delivering a variety of services via the internet, telephone community, centers or Government departments with a view to transform the Government from being a ‘procedures and power centered mechanisms’ to ‘citizen and service centered platform’. **Radhakumari,Ch, (2013)** assesses the functioning of the Karnataka Valuation and e-Registration (KAVERI) project from citizen’s perspective. The study revealed that people were going through long, cumbersome and highly time consuming procedures for registration of immovable properties. Introduction of KAVERI project has brought great relief to the citizens

from these hardships. The time taken to get important documents like Encumbrance Certificate (EC) and the time required for completing the total registration process has reduced tremendously from one week to three days and from one day to one hour. The study also highlighted that in spite of the reduction in the time taken for the registration process, the dependence of citizens on middlemen has not reduced, the achievement of which is one of the important objectives of the project. Still citizens are apprehensive to go to Sub-Registrar's office directly for registration. Lack of adequate response from the officials at Sub- Registrar's office, payment of varying amounts of money to middlemen for getting the work done, fear created by the middlemen that if anyone approaches the office directly huge sum of money will be demanded; unprofessional and unethical attitude of some of the office staff, an atmosphere of unwillingness in the office in general to go an extra mile for helping the public etc. are the problems faced by the common public at the registrar's office. The study has also brought to light that citizens get better treatment by going through middlemen even though it means payment of varying amounts of money. Efforts at creating more awareness through media about the KAVERI project will make every one appreciate the purpose of it and enjoy the benefits thereby produced. To achieve the objective of creating awareness among the citizens about the project can be achieved through wide publicity by employing the mass media and the Internet. **Rakesh K. Gahlot (2003)** suggested that states are required to create infrastructure for a state level Management Information and Decision Support System (MIDSS), to enable them to take informed decisions, formulate comprehensive plans, and follow-up on delivery of public services, and create user friendly public expenditure, public infrastructures to enable masses for participation and responsiveness are to be extended beyond the scope of Citizen Charter, by making information on the entire government functioning readily available to the citizens through a State Portal at One Stop Shop" open and available all the times.

OBJECTIVES OF THE STUDY

1. To study Customer's perception on me-seva services in khammam district of telangna state.

METHODOLOGY OF STUDY

Sources of Data:

The present study is based on both primary and secondary data. However the study would be based on primary data which was collected from both customers and e- Seva employees of select centers.

Primary Data: The sources of the primary data for the present study to be collected through the personal interviews using research instrument as close-ended questionnaire. Data was obtained from different e-Seva centers in Khammam of Andhra Pradesh State through the structured interview schedule.

Secondary Data: The secondary data was collected from published and unpublished sources of data from relevant journals, periodicals such as magazines, business newspapers and related books. Further, secondary data was collected from e-Seva centers.

Selection of the sample: Samples are selected from 10 Mandals of Khammam district; each mandal 60 citizens were selected. While selecting the sample due importance has been given for the following parameters.

PERIOD OF STUDY:

The period of study for Secondary data was collected in 2019-20

LIMITATIONS OF THE STUDY

The study is primarily focused on the e-seva consumers. Hence the study was carried out to understand their problems, opinions, views and experiences. The sample selected may not represent the whole population.

ANALYSIS OF DATA

Results On Customer Satisfaction Levels At Mee-seva

Respondents Age details

Table-1

Age

	Respondents	Percent
Below -20	26	4.3
20-30	137	22.8
30-40	279	46.5
40-50	94	15.7
above 50	64	10.7
Total	600	100.0

Source: Primary Data

Age details

MeeSeva centers are kind of kiosks that can be accessed by any age group of people. For example, to make an electricity bill payment, consumer can either visit in-person or send his children or through a neighbor on his behalf. However, Category 'B' services need physical

presence of the actual stakeholder. That shows MeeSeva is being visited by all age groups of people thus, the service is not only meant for Citizen but also for common people which a decent phenomenon on accessibility aspects. The respondents fewer than 30 years are 26.7%; between 31-40 years are 30%; 41-50 years are 33.9%; 51 to 60 years are 6.1% and more than 61 years are 3.3%.

Education Level

Education plays a key role in shaping the citizen pattern in a democratic society. The following table presents the educational wise particulars of sample respondents.

Table-2
Education

	Respondents	Percent
Illiterate	114	19.0
SSC	54	9.0
Inter	120	20.0
UG	211	35.2
Other	101	16.8
Total	600	100.0

Source: Primary Data

Education details

The above data (Table No.4.3) shows that out of 360 respondents, 16.7 per cent (60) respondents were illiterate. Among the literate respondents, 8.0 per cent (29) have Primary education, while 33.0 per cent (119) respondents have Secondary education, 26.1 per cent (94) have studied up to Intermediate level, and 16.1 per cent (58) Respondents were graduates or post-graduates. It is observed that 16.7 percent of the respondents does not have any education background, thus, people who do not have any education background were also able to access MeeSeva services. Hence, the digital divide barrier was tackled gently.

Occupation

Occupation refers to not only the economic conditions but also to social and political status. So, it helps to understand the social and economic status of an individual or a community. The following table shows the occupation wise particulars of the sample respondents.

Table-3
Occupation

Occupation	Respondents	Percent
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Student	71	11.8
Un-employed	106	17.7
Employed	79	13.2
Self-employed, including farming/allied activities	132	22.0
Business	84	14.0
Retired	42	7.0
House Wife/Home Maker	86	14.3
Total	600	100.0

Source: Primary Data

From the table, an employee is either a Government or a Private person. Business means some sort of Private venture that they are involved. Students are combination of tenth class, intermediate, graduate and post-graduate or any kind of education that they are undertaking at present. Private category is people working in industries, Small Media Enterprise (SMEs). Others are Rickshaw pullers, Artisans, Masons and Electricians etc. 16.9% are either Government or private employees working in some sort of organizations. 19.2% are doing small, medium kind of business in their locality like shop vendors, kirana store owners, bangle shop and general stores etc. 18% are studying in 10th class, intermediate, graduation or post-graduation or equivalent kind of courses undertaking in private or distance education institutions. 16.1% are working in manufacturing industries like steel, Pharma, alloy, plastic and chemical industries. 29.7% are mostly daily wage labor, milk-sellers, vegetable mandis, coolies, rickshaw-pullers, artisans, carpenters, electricians and masons etc. MeeSeva is accessible to all groups of people, is a good sign in terms of availability aspects.

Citizen's awareness on MeeSeva

**Table-4
Awareness on MeeSeva**

		Respondents	Percent
Awareness	Yes	570	95.0
	No	30	5.0
	Total	600	100.0

Source: Primary Data

In total, 95% are aware of MeeSeva services and only 5% are said they are not aware. This set of people coming first time to kiosks or accompanying along with someone. It shows that stopping parallel service delivery at Government offices made tremendous turnout to the centers. When consumers are visiting Government offices unknowingly for a service, they are ushered by Government officials to approach MeeSeva. It is visualized that women operators are doing more business compare to men because women prefer to visit centers that are manned by women operators (Rasheed Sulaiman V, N J Kalaivani, Nimisha Mittal & P Ramasundaram, 2011) Individuals in the age group of 20 to 60 years can also setup these

kiosks thus, equal entrepreneurship opportunity for all age groups.

Customers awareness and usage on computer, mobile and internet

Table-5

**Customer's awareness and usage on computer,
Mobile and internet**

S.No	Perceptions	Respondents	Percent
1	Computer	159	26.5
2	Computer with Internet	143	23.8
3	Mobile	174	29.0
4	Mobile with Internet	84	14.0
5	Doesn't have both	40	6.7
	Total	600	100.0

Source: Primary Data

The study revealed that customers are well aware of using mobile phones. Some of them are also using internet using their mobile phones that reduced lot of commuting to various offices. People not aware of using mobile phones or any other devices are also accessing valuable information visiting MeeSeva. That shows Citizens aware or not aware of technology trends are getting equal status pertaining to getting information. Applications such as android that supports Tablet, Fablet or Smart Phones can transact the services but what MeeSeva delivering is value-added services to a common man.

Table-6

Citizen's how often visit MeeSeva

S.No	Perceptions	No. of Respondents	Percentage
1	Daily	159	26.5
2	Once in a Week	143	23.8
3	15 Days	174	29.0
4	Every month	84	14.0
5	Never	40	6.7
	Total	600	100.0

Source: Primary Data

The above (Table-6) shows that 26.5% are visiting daily MeeSeva kiosks, these are sort of watchmen working in a kind of apartment who comes everyday carrying a kind of service on behalf of the flat residents. A social worker who works for his community/village commutes

every day to know the updates of various programs/schemes and status on pending applications. 23.8% are visiting weekly these are primarily to know the status on Electoral identity cards or want to know status on Aadhar applications. That can also be seen mostly in Category 'B' services where the deliverables take at least one week time that goes for validation and need physical background checks by authorities. 16.1% visits once in fortnight these are kind of earlier set of people exceeds seven days deadlines and fall under more than 7 days and fewer than 15 days for verification. 14% of people visits once in a month, mostly belong to make utility payments, telephone, electricity and broadband payments etc. 2.5% are coming first-time to kiosks.

CONCLUSIONS

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.

The online users concerns are security threats and privacy information that provided on department website. Some users opined that department servers are down most of the time and poor in updating website information at regular intervals. Integrating rural and urban services at one-stop-shops, grievance handling, lack of proper staff skills and recruiting an exclusive technologist at web systems are key concerns. Some departments are not in favor of sharing their data that resulting in to complexity on integration. Single window services started with an aim of distributed computing for that connectivity and IT related infrastructure is important.

Mee Seva is a multi-departmental, multi-location, technology-rich initiative, where in Department of Revenue, Registration, Municipal administration, Education, and service delivery channels are involved. A technology intensive multi-disciplinary project of this nature requires the entire range of parallel and sequential activities to converge together around the same time. This exemplifies the role played by all stakeholders working together as a team. Mee Seva is a completely home grown initiative which has evolved every day without any blue print. This was possible because every functionary was chipping in with their inputs and contributing to the growth and evolution of the project.

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