CITIZEN'S PERCEPTION ON INFORMATION AND COMMUNICATION TECHNOLOGY-A CASE STUDY OF TELANGNA STATE

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ABSTRACT

Majority of the rural and urban people are ignorant of ICT and delivery of public services. Hence, there is need to creating awareness about computerization of services in rural areas. The broadcasting both print as well as electronic can play an significant role in creating awareness in the rural society. The following methods shall be followed i.e., conduct meeting, awareness programmes, distribution of pamphlets, publicity through media and local TV Channel etc. are the key role in awareness of the citizens. It is prepared based on primary data and secondary data. The primary data was collected from the citizens in selected districts of telangna state. The samples are selected from 10 districts of Telangana sate; each district 60 citizens were selected.

***Keywords**: ICT, Citizens, Telangna, Satisfaction and Districts*

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.

INFORMATION AND COMMUNICATION TECHNOLOGY

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. ICT 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 the citizens perception on information and communication technology in 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 telangna 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 ICT centers.

Selection of the sample: Samples are selected from 10 districts of Telangana sate; each district 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 2021-22

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

Citizen Satisfaction levels on fast and reliable internet at ICT

Table-5.10 - Fast and Reliable Internet at ICT

S.No	Perceptions	No. of Respondents	Percentage
1	Total Satisfied	44	7.3
2	Partially Satisfied	78	13.0
3	Neutral	164	27.3
4	Partially Dissatisfied	226	37.7
5	Totally Dissatisfied	88	14.7
	Total	600	100.0

It is noticed that 7.3% customers are totally and 13% are partially satisfied with the fast and reliable internet at ICT. 27.3% felt neutral, 37.7% partially and 14.7% totally dissatisfied on fast and reliable internet at ICT.

The operator's earnings are from number of transactions for which network infrastructure and hassle-free electric supply are needed. The State Wide Area Network (SWAN) connects all Government department servers and physically connected to backend data storage located at State Data Centre (SDC). BSNL has laid suitable network to integrate Central, State, District and Block HQ departmental servers. That network was setup at Hyderabad Collector Office as nodal point in parallel with AP Secretariat. Thus, in simple words SWAN is like a water lane that purifies and reaches to SDC to supply various households. During this process, if a problem occurs with department server or SDC or SWAN that leads to network problem. It may occur to one or several departments at a single occurrence. A responsive team is continuously working at SDC to resolve such obstacles.

Citizen Satisfaction levels on VLE cooperation and support

Table-5.11 - Village Level Entrepreneur Cooperation and Support

S.No	Perceptions	No. of Respondents	Percentage
1	Total Satisfied	40	6.7
2	Partially Satisfied	81	13.5
3	Neutral	152	25.3
4	Partially Dissatisfied	233	38.8
5	Totally Dissatisfied	94	15.7
	Total	600	100.0

It is noticed that 6.7% customers are totally and 13.5% are partially satisfied with the village level entrepreneur co-operation and support. 25.3% felt neutral, 38.8% partially and 15.7% totally dissatisfied on village level entrepreneur co-operation and support.

Citizen satisfaction is also depends most of the time on computer operator that manning ICT. Earlier, people used to interact with Government officials and Un-authorized middle agencies for getting services that cost them more money. It can also be seen mostly when filing application forms and enclosures. Many times, most of the applications will be in English language hence an illiterate customer hasto bank on other agencies. But in ICT, computer operator who helps them in writing applications, giving advices on what supporting documents and how to attach etc. Such gestures will improve operators' income opportunity as consumers have to come again and again for other services to the kiosks.

Citizen Satisfaction levels on VLE courteousness and service attitude

Table-5.12 - Village Level Entrepreneur Courteousness and Service Attitude

S.No	Perceptions	No. of Respondents	Percentage
1	Total Satisfied	34	5.7
2	Partially Satisfied	69	11.5
3	Neutral	132	22.0
4	Partially Dissatisfied	249	41.5
5	Totally Dissatisfied	116	19.3
	Total	600	100.0

It is noticed that 5.7% customers are totally and 11.5% are partially satisfied with the Village Level Entrepreneur courteousness and service attitude. 22% felt neutral, 41.5%

partially and 19.3% totally dissatisfied on Village Level Entrepreneur courteousness and service attitude.

Citizen satisfaction level also depends on the operator's courteousness and their attitude. When a person is in need of knowing some information of a particular service, the operator is able to provide sufficient information being a locality. Since all the ICT operators are hailed from their own village, most of them aware of the villagers / people from other villages. Hence, the operators in such instances not looking it as a commercial transaction and paying more attention to listening the people's queries and addressing them accordingly.

Citizen Satisfaction levels on their complaints and grievances at ICT

Table-5.13 - Complaints and Grievances at ICT

S.No	Perceptions	No. of Respondents	Percentage
1	Total Satisfied	49	8.2
2	Partially Satisfied	72	12.0
3	Neutral	142	23.7
4	Partially Dissatisfied	241	40.2
5	Totally Dissatisfied	96	16.0
	Total	600	100.0

It is noticed that 8.2% customers are totally and 12% are partially satisfied with the complaints and grievances at ICT. 23.7% felt neutral, 40.2% partially and 16% totally dissatisfied on complaints and grievances at ICT.

Aadhaar Card and Electronic Photo Identity Card corrections are in demand and needs multiple visits. To file complaints on such instances, they should appeal filling an application format. Earlier, filing a complaint itself is a huge task but with ICT initiative, they are able to file their grievances anytime, anywhere. The beauty here is a person get to know of the status and can track his Grievances. In the manual process, grievance / complaint system has lengthy procedures and difficult to track the status of applications. ICT following Online Grievance Redress Tracking System (OGRTS) to automate complaints to further reduce overheads for both government and citizens. A 24/7 Call Centre with Dial '1100' option people can post their complaints / register Grievances. The complaints can also be sent via e-mail to pmu.meeseva@gmail.com. Thus, ICT engage Citizens in to the system for further strengthen its functionality and citizen had great opportunity for participating in democratic process (DIT, 2011)[1].

The complaints were digitally recorded and posted on its website in the form of detailed log book with latest updates along with actions taken against each complaint.

[1] DIT (2011) Guidelines for national rollout: e-District MMP.

Rewards and recognitions are giving to VLEs to balance healthy competition among VLEs. Publicity / social media are made compulsory for VLEs to get updates on several services. Every VLE was asked to join Facebook and Twitter that are promoting ICT updates. A citizen can call a 24/7 '1100' from any phone for making any complaints / grievances towards the service. To get to know citizen satisfaction, an online survey form is being uploaded on the portal. All these dynamic transformations are to improvise service delivery aspects the way that people are thinking at present. District portals are created to chat with Citizens in LIVE, discussion forums, LinkedIn to know the status and service updates. A dedicated ICT Request Tracking System (MRTS) is enabled to claim any complaints to Technical team by using the application or ICT Roll Number provided on the Digital Certificate / receipt. pmu.meeseva@gmail.com is another source for complaint system that functions 24/7 via emails. The critical success factors behind ICT system are – delivery channels, infrastructure, software and hardware systems, data digitization and migration, backend departmental databases, manpower, technical help desk and central help desk to handle technical problems, field managers, SCAs, SDAs, handholding persons from revenue division, e-District Managers, VLEs and training and change management programs that are initiated.

Citizen Satisfaction levels towards their savings on travelling costs

Table-5.14 Savings on Travelling Costs

S.No	Perceptions	No. of Respondents	Percentage
1	Total Satisfied	41	6.8
2	Partially Satisfied	80	13.3
3	Neutral	148	24.7
4	Partially Dissatisfied	205	34.2
5	Totally Dissatisfied	126	21.0
	Total	600	100.0

It is noticed that 6.8% customers are totally and 13.3% are partially satisfied with the savings on travelling costs. 24.7% felt neutral, 34.2% partially and 21.% totally dissatisfied with the savings on travelling costs.

In the manual system, customers are forced to visit departments multiple times that involved travel costs. With ICT, they are empowered to avail services under one umbrella and save travel costs. One cost that still encouraged in centers is that customers prefer to visit a center that is located in Nodal locality as part of other priorities like shopping, purchasing commodities etc. Because of this reason, Nodal centers are doing more business compared to Satellite centers though they are locally available. Satellite centers are located in remote places or centers that are not having many customers. Nodal centers are located in commercial places, or close to a Government office or a school or a public commuting place that shows people are eager to incur extra money provided that they get access to *speed and easy* services.

Citizen Satisfaction levels on their time savings at ICT

Table-5.15 -Time Savings at ICT

S.No	Perceptions	No. of Respondents	Percentage
1	Total Satisfied	34	5.7
2	Partially Satisfied	68	11.3
3	Neutral	127	21.2
4	Partially Dissatisfied	249	41.5
5	Totally Dissatisfied	122	20.3
	Total	600	100.0

It is noticed that 5.7% customers are totally and 11.3% are partially satisfied with the time savings at ICT. 21.2% felt neutral, 41.5% partially and 20.3% totally dissatisfied on time savings at ICT.

Though, sufficient infrastructure like fans, water and chairs were arranged but many of them are underutilized by citizens. For instance of Category 'B' people like to wait because it needs little time and Category 'A' services are not at all need waiting at kiosks. Other observation is that customers preferred to visit centers that are located close to Mandal Head Quarters, Panchayat Office or any sort of Government offices. The reason is if they do not succeed at ICT, can have an option of visiting nearby Government offices. In other terms, Citizens are influenced with comfort, speed and easy process at centers. In other words, the earlier e-Seva process had arranged couple of chairs, fans and drinking water facilities in respective centers. But the people have to collect their token number and wait in the lounges / chairs. For Category 'A' services, visitors are standing just in front of the operators and getting service done and returning without looking for chairs. Thus, ICT effectively delivers speedy services from the counters.

CONCLUSIONS

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.

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