Oray's Publications
Impact Factor: 6.03(SJIF) **Research Journal Of English (RJOE)** Vol-6, Issue-1, 2021
www.rjoe.org.in An International Peer-Reviewed English Journal ISSN: 2456-2696
Indexed in: International Citation Indexing (ICI), International Scientific Indexing (ISI), Directory of Research Journal Indexing (DRJI) Google Scholar &Cosmos.

MEE SEVA SERVICES: AN EVALUATION OF STAKEHOLDER'S PERCEPTIONS

Research scholar: **Bojja Prasad**
Department of Mass Communication
Osmania University, Hyderabad, Telangana, India

Abstract:
This research studies electronic governance and Information &Communication Technology implications (ICT), it evaluate of stakeholder's perceptions in the state of Telangana. The study was intended at assessing the overall impact of e-seva, mee-seva's in telangana state. Recent initiatives by government of Telangana in IT sector are T hub, Game city, TASK (Telangana Academy of Skill and Knowledge is initiated to addresses the impending problems of unemployment in Telangana. "E-governance in India; Initiatives and Issues" by R.P. Sinha, "the success of the twin's pilot project launched in Banjara Hills, Hyderabad, in December 1999 prompted the state to extend the experiment and provide services to citizens using state-of-the-art technologies. The project seeks to redefine citizen services by looking at "service" from the citizen point of view, which is a new paradigm for governments steeped in the administrator's point of and convenience in everything where citizen government interaction is involved". Therefore, governments should clearly suggest the users the time required to fulfill the service request online. Resourceful dimension contains attributes - getting updated information and getting useful information. It means governments have to provide useful information to users and have to update the information frequently. Users expect the websites to be a resourceful website having all the information they need. The dimension of utility consists of attributes- availability of easy to use various online contact options, friendly and courteous interaction by employees, availability of wide range of services through a single website and availability of customizable features according to the user's needs. Contact options include email, telephone, online chatting etc. Presence of these options will improve the quality perception of online-services. Moreover, users expect friendly and courteous interactions from on-line service providers.

Keywords: Me seva, services, state availability etc

Introduction:

E-governance initiatives by the governments all over the world include providing online-services to citizens over the internet web portals. This research studies electronic governance and Information &Communication Technology implications (ICT), it evaluate of stakeholder's perceptions in the state of Telangana. The study was intended at assessing the overall impact of e-seva, mee-seva's in telangana state. The research examines how the use of modern

information technology has redefined governance and what has been its remittance with its stated emphasis on transparency, accountability, and active participation which is the quintessence of good governance. This research is aimed to understand the factors affecting the adoption and use of ICT applications in Telangana state. Telangana has received worldwide attention as one of the most progressive in the developing world in terms of significant support for the IT sector (wi fi zones) as well as large scale e-governance activity. Advances in communications technology improved the versatility and reach of computers, and most of the Government departments started using ICT for a number of applications like tracking movement of papers and files, monitoring of development programs, processing of employees' pay rolls, generation of reports, issuing of certificates etc. totally 349 services are offering under various categories like; UIDAI, Revenue, registration and stamps, municipal administration, police, Civil supplies, RTA, education, NPDCL. Industries and commerce, Labor, Mining and Geology, Agriculture, Social welfare department, Health Care,Rural Development, Co-operative services, Employment, Minority Welfare, Aarogya sri, Legal Metrology, Endowment, Drug control, Fisheries, Panchayat Raj.

Recent initiatives by government of Telangana in IT sector are T hub, Game city, TASK (Telangana Academy of Skill and Knowledge is initiated to addresses the impending problems of unemployment in Telangana. TASK's framework is designed to provide/produce enough number of readily employable graduates by improving their skills.), But the implementation and monitoring of this electronic governance is facing major challenges. It includes computer illiteracy, lack of knowledge on technology etc. This research is to study all those barriers and the advantages of information and communication technology in state's governance.

Problem and Justification of the study:

According to statistics (Telangana state portal) Telangana's literacy rate is 66.46%. Male literacy rate and female literacy rates are 74.95% and 57.92% respectively. It is just a manual reading writing knowledge. When it comes to E-governance people need to have computer literacy. Day by day technology is upgrading and government introducing new schemes with the involvement of technology and it is a good thing. But they are not reaching to ground levels due to various reasons like lack of awareness, computer illiteracy, complex process and miss conceptions. The aim of E-governance is to move closer to citizen. But in between government and citizen there are middle men becoming barriers in advantage of people innocence. For e.g. if a student wants to get cast and income certificate he needs to pay approximately rs.30/- separately (fixed by government) but the computer center operators demands double to that by showing the causes like "you will surely get, don't miss this time, and less than stipulated time" but if you did not get the certificate they just simply say that "technical problem above and we can't help out".

Here people find no one to be accountable and mistakes have been repeating in various forms. In recent days government has delivering most of the services through online and asking people to download. But how any of people can afford services through online and how many rural people can own computers. People need to visit computers for each and everything and incidentally they have been exploiting by paying more than fixed.

The integrated service delivery system is an ideal thought with technological innovations. But the infrastructure and accessing should be available to the bottom of the society. This study aims to understand the actual functioning of E-governance (especially mee seva's), their achievements and challenges and may give possible solutions for the problems rises in the field.

Objectives of the study:

The main aim of the study is to critically assess the role of the information and communication technology in electronic governance of telangana. Specific objectives of the study are:

- To find out the problems of the villagers due to e-governance.
- To find out the problems of the government organizations in implementing e-governance.
- To identify which part of telangana needs more awareness on these services.
- To understand the mee-seva centers effectiveness in Telangana.
- To assess the role of computer centers in delivering government services.

Review of literature:

The literary theories has applied from agarwl,Anand writings,as written in the below paragraps. Agrawal, Anand. (2007).Acceptability of E-governance by Indian Citizens, In Gupta, M. P., Promise of E-Governance: Operational Challenges (pp, 49-56). Tata McGraw Hill: New Delhi.Over the years, a large number of initiatives have been undertaken by Andhra Pradesh and various others state Governments and Central Ministries to usher in an era of e-Government. Sustained efforts have been made at multiple levels to improve the delivery of public services and simplify the processes of accessing them. E-Governance in India has steadily evolved from computerization of Government Departments to initiatives that encapsulate the finer points of Governance, such as citizen centricity, service orientation and transparency. (mee seva portal. Telangana state).

For the best usage of e- governance and evaluation Hussein theories also applied.Al-Omani, Ahmed., & Al-Omani, Hussein. (2006), E-governance Readiness Assessment Model, Journal of Computer Science, 2, (11), 841-845.The National e-Governance Plan (NeGP), takes a holistic view of e-Governance initiatives across the country, integrating them into a collective vision, a shared cause. Around this idea, a massive countrywide infrastructure

reaching down to the remotest of villages is evolving, and large-scale digitization of records is taking place to enable easy, reliable access over the internet. The ultimate objective is to bring public services closer home to citizens, as articulated in the Vision Statement of NeGp(national e governance plan). Under this plan state governments started initiating various projects with their native languages. In accordance to that, undivided Andhra Pradesh has started integrated service system called mee seva and other services.

"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 Electronic Governance Plan "Public Services Closer to Home" and facilitates single entry portal for entire range of G2C& G2B services. The objective of Mee Seva is to provide smart, citizen centric, ethical, efficient and effective governance facilitated by technology. The initiative involves universal and non-discriminatory delivery of all government services to citizens & Businessmen of all strata and improved efficiency, transparency and accountability for the government.

The initiative features transformed government-citizen interface at all levels of administration along with a shared governance model (mee seva: integrated service delivery gateway).

There are a various types of studies and books on electronic governance and information and communication technologies from various organizations, institutions and professionals to date. We can find a few in undivided Andhra Pradesh. For e.g.: "A case study of E-Seva in Andhra Pradesh" By Srinadh Gunnam. It talks about an overview of previous implementation of e-seva services in Andhra Pradesh.

"E-governance in India; Initiatives and Issues" by R.P. Sinha, "the success of the twin's pilot project launched in Banjara Hills, Hyderabad, in December 1999 prompted the state to extend the experiment and provide services to citizens using state-of-the-art technologies. The project seeks to redefine citizen services by looking at "service" from the citizen point of view, which is a new paradigm for governments steeped in the administrator's point of and convenience in everything where citizen government interaction is involved". So government of Andhra Pradesh has started moving towards e governance with the help of information and communication technologies. "A rich and interactive portal has been launched by the state government which provides information and links to a large number of outside useful sites as well. It is a one point reference to a large number of information sources regarding facts, data and the services offered by various government agencies. By its very nature, it has to continue to evolve and it will take some time before it becomes fully functional. This is the part of the online services of the government of Andhra Pradesh"

"Towards next generation; E- government" by Jai Jit Bhattacharya, (2008) covers the latest thoughts on e-government systems, technology models of e-government and e-government infrastructure.

"E-governance; the new age governance" by Pankaj Sharma (2009) talks about the process of governance, legal framework of governance and most importantly case studies. They are like "E choupal" (provides one of the finest examples of private initiative in the governance field. E-choupal leverages information technology to virtually cluster all the value chain participants, delivering the same benefits as vertical integration does in mature agricultural economies of the west. Developed by one of the biggest conglomerates of India ITC these choupals makes use of the physical transmission capabilities of current intermediaries-aggregation, logistics, counter-party risk and bridge financing. In this manner a farmer is averted from the risk of intermediary and can expect to fetch the right price for his produce).

Another example for the implementing of e governance i.e. Gujarat State Wide Area Network (GSWAN); Gujarat state's e-governance vehicle with a state-of-the-art converged network says that "people wants a government which meets their needs at affordable cost, improve the quality of lives, which is available when they need it, and which delivers results to them. Physical separation between citizens and Government must not pose any limitation to the effective governance. Information technology is a key enabler to the process of smart E-governance, offering access and delivery of services to the expectations of people".

One more case study i.e. "Citizen Centricity, e-governance in Andhra Pradesh", from the department of corporate strategy and international business, published in 2003. A study conducted from the department of information technology, Government of India called "Impact assessment study of e-government projects in India". And it is prepared by centre for e governance, Indian institute of management.

Especially on mee-seva, a presentation conducted by Anoop Singh an IFS officer titled "INTEGRATED SERVICE DELIVERY MODEL". In this he talked about need for mee-seva, silent features, service delivery flow, progress of mee- seva etc.

Book name: "E-Governance in Andhra Pradesh". (Published in 2012), talks about e-governance in Indian states and e-governance of other countries like U.S.A, U.K, Japan, South Africa, Mexico, New Zealand. National E-governance Policy of India, Andhra Pradesh E-governance Practice especially concentrated on E-seva Policy of Andhra Pradesh & Citizen Perception on E-seva Policy of Andhra Pradesh, India.

"ICTs in governance" an organizational study of e-seva in Andhra Pradesh by Debasmita Chand; Supervised by C. Raghava Reddy published in 2009 from university of Hyderabad.E-Governance initiatives in the information age: a case study of E-seva centers in Andhra Pradesh and the Hyderabad region by D.R. Satish Babu; Supervised by Sheela Prasad. 2007.

"E- governance & development" and impact of change conveys that "in fact the concept of e-governance means the process of decision-making and the process by which

decisions are implement. The concept of e-governance relates to the quality of relationship between the government and the citizens whom it serves and protects, e government could be defined as one in which the concerned authority if any, exercise power, exerts influence and manages the country's social as well as economic resources leading to better development. In a more precise manner we can say that governance is the way those with power, use the power. These are the various researchers, scholars, academicians and professionals compiled their observations in the field of E- governance.

Research Methodology:

The use of both quantitative and qualitative strategies in the same study is a viable option to obtain complementary findings and to strengthen research results. The study has both theoretical and practical contributions. The goal of the study was to understand the barriers and enablers of information and communication technology adoptions in telangana. Here the methodology is focus group. Researcher conduct interviews from various people who are beneficiaries of services under this e-seva/mee-seva. Multistage sampling will be used here to get the results. In every year government changing the format for certificates, by that people are facing a lot of problems. Researcher find it necessary to go to villagers, students and all other stakeholders of this services to examine the problems and functioning of mee-seva's. The conclusions as well as the constraints of this study bring forth some fruitful and interesting possible avenues for future research that might be needed in furthering the study.

A descriptive research methodology will be used for this study. A survey will be administered to a selected sample from a specific population identify in Telangana. The term 'survey' is commonly applied to a research methodology designed to collect data from a specific population, or a sample from that population, and typically utilizes a questionnaire or an interview as the survey instrument. Surveys are used to obtain data from individuals about themselves, their computer usage, or about computer centers and E-seva centers. Sample surveys are an important tool for collecting and analyzing information from selected individuals.

A more thorough understanding of the e-governance could be achieved by considering the interplay of the different stakeholders more explicitly. The research findings of this study will strengthen the structure of e-governance and the government and citizen relationship will be more accountable.

Discussion & Implications and conclusions

This study aims at finding users' perceptions of the dimensions and attributes which determine e- governance online-service quality, and, to propose a comprehensive model for the quality measurement. A two stage design combining the qualitative and quantitative research methods is used to propose the measurement model. A pool of potential attributes that measure online-service quality of e-governance was formed as a result of the literature survey carried out in eight related areas- Service Quality Measurement, e-Service Quality Measurement, System

Quality, Information Quality, information communication Technology Model **(ICT),** and user satisfaction, Self Service Technologies and e-governance assessment models. This pool was refined using the qualitative techniques of focus groups and in-depth interviews. The attributes from the pool were used to develop questionnaire for the empirical survey. The data analysis suggested dimensional instrument to measure e-governance online-service quality. There are two alternative approaches to use this instrument. First is taking the perception based scores of users only, and the second includes expectation scores also. In the second approach, the discrepancy/gap score is alculated by subtracting the expectation scores from the perception scores.

The present study could not do the comparative analysis of the two approaches to find the better one. Though, the researches in the related field of e-service suggest superiority of the discrepancy approach (Agrawal, 2007). The dimensions which are common to both the approaches are: Reliability, Resourceful and Utility. It implies that users consider these dimensions to assess the quality of e-governance online-service quality.

Reliability includes attributes of protection of personal information and privacy, getting things done within the expected time frame, getting things done right the first time, fast navigation in the website without frequent jams and, availability of online-services on all days and at all time. It means governments have to ensure apart from 24X7 availability of online-services, ensuring erformance of the services right always. Users don't expect slow navigations and frequent jams while surfing the sites, therefore, the WebPages should be small in size so that they load fast and web servers should avoid congestions. Users also expect the service performance within the expected time frame. Therefore, governments should clearly suggest the users the time required to fulfil the service request online. Resourceful dimension contains attributes - getting updated information and getting useful information. It means governments have to provide useful information to users and have to update the information frequently. Users expect the websites to be a resourceful website having all the information they need. The dimension of utility consists of attributes- availability of easy to use various online contact options, friendly and courteous interaction by employees, availability of wide range of services through a single website and availability of customizable features according to the users needs. Contact options include email, telephone, online chatting etc. Presence of these options will improve the quality perception of online-services. Moreover, users expect friendly and courteous interactions from on-line service providers.

References:

- Agrawal, Anand. (2007).Acceptability of E-governance by Indian Citizens, In Gupta, M. P., Promise of E-Governance: Operational Challenges (pp, 49-56). Tata McGraw Hill: New Delhi.

- Agrawal, Anand. (2007). Assessing Service Quality in e-Services: Building up on the Quality
- Instrumentation, PhD Dissertation, submitted to ICFAI University
- Al-Omani, Ahmed., & Al-Omani, Hussein. (2006), E-governance Readiness Assessment Model, Journal of Computer Science, 2, (11), 841-845.
- Al-Tawil, M. Khadil. & Sait, M. Sadiq. (2002). E-governance- Where We Stand? Available at: http://www. worldbank. org/ wbi/mdf/mdf4/papers/altawil-sait.pdf. Accessed July 28, 2007.
- Backus, Michiel. (2001). E-governance in Developing Countries, IICD Research Brief - No 1, March 2001. Available at: http://www.ftpiicd.org/files/research/briefs/brief1.doc. Accesses July 28, 2007.
- Mason, Richard O. (1978). Measuring Information Output: A Communication Systems Approach, Information & Management, 1, 5 (October), 219-234.
- McDougall, G. & Levesque, T. (1992). The measurement of service quality: some methodology issues, 2eme. Seminar International de Recherché en Management des Activites de Service, 411-30.
- Meuter, M.L., Ostrom, A.L., Roundtree, R.I. & Bitner, M.J. (2000). Self-service technologies: understanding customer satisfaction with technology-based service encounters, Journal of Marketing, 64, July, 50-64.
- Parasuraman, A. & Grewals, D. (2000). The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda, Journal of the Academy of Marketing Science, 28, (1), 168–74.