



# Customer Perception on “E-Seva” Centers Performance in Hyderabad

\*Dr Vejandla VRK Raju

*\*Associate Professor- MBA, Wesley PG College, Secunderabad, Telangana ,INDIA*

Date of Submission: 12-10-2022

Date of Acceptance: 27-10-2022

## Abstract:

E-Seva /e-governance is all about the implementation of information and communication technologies (ICT) to help the government in administration, support public services and creating relationship among its citizens. Government usage of ICT is to create governmental policies, norms and regulations and thereby to manage and monitor its governance is known as e-governance. Before the implementation of e-governance across Pan India, one should take into consideration the ground level realities in accessing internet in the villages of India. Like any other developing countries, India also faces many major hurdles and oppositions in the implementation of ICT in various government sectors. The reason for these inadequacies is defiance in finance, lack of motivation and awareness, lack of trust, and lack in technical design. Some of the previous studies have identified that major problem in Indian e-governance is that it is not citizen centric and suggest that it should be citizen and more specific community centric and duly understanding the local needs and their demands. One of the major vision projects of Indian Government is to enable all Government services with information technology which will enable accessibility to every man in the Indian village in a more efficient and reliable way. The vision project name is e-Sevai meaning service through electronic media.

## I. INTRODUCTION:

Information and Communication Technology (ICT) is an emerging technology which helps to connect information technology instruments like personal computers with communication technology like telephone and the telecommunication networks. The computer, laptop and mobile having internet connectivity provides the best example. ICT can help social sectors like education, health, rural development and other areas to cater and distribute the goods and services to distant consumers. Hence, it is important to maximize use of ICT technologies and applications

for successful transformation of government delivery system with minimized speed. E-Governance means use of information technologies viz. internet, wide area network and mobile which have the capacity to convert relations with businesses and citizens. These technologies can be used at different levels to provide the information and different services to the citizens in better way. Initially in India e-Governance activity started with providing information services by the various government departments to the public through websites. Information about department, facilities and services provided was offered to the citizens through these websites. Gradually government expanded the scope of e-Governance by providing varied services such as access to government documents, utility bills payment, tax related transactions, lodging complaints, booking or reservation for public services, etc. This has resulted in organizational transformation, increased efficiency in service delivery, and transparency. In a country like India where 70 percent population lives in rural areas, it becomes necessary to develop a strategy to align e-governance to the needs of rural citizens and develop models of delivery that can be cost effective in rural areas. Use of Information and Communication Technology (ICT) in rural areas empower rural people with the information resources, services and also enables government as well as business organization to provide the services to rural people efficiently and effectively. In India the Government of India established National Informatics Centre (NIC) as an apex institution at national level for catalyzing and coordinating all e-government activities and projects in government body at the central, state and district level. Similarly state governments have established their Information Technology Departments which are basically coordinating all the activities of e-governance projects within the state. Common Service Center (CSC) is a major e-governance initiative implemented on a large scale under the National Common Minimum Programme. Through



CSCs e-governance is implemented in various areas like health, education, entertainment, telemedicine as well as other private services to provide various public services to the citizens.

## II. LITERATURE:

In the economy wise classification, one among the top states is Telangana. Hyderabad has enabled many of its services through the e-seva platform (Kumar et al.,2017). Over the years the public interest has increased dramatically in the use of ICT and e-technology is the solution for this. Today, e-governance plays an importance role in transforming the political, social and economical landscape of an economy. The success of the implementation of ICT by the government is not as easy as it looks. The success of implementation includes other important factors like cultural values and attitude within the government and its ethics (Asgarkhani .Mehdi, 2005)

Government usage of ICT is to create governmental policies, norms and regulations and thereby to manage and monitor its governance is known as e-governance (Palvia& Sharma,(2007)). Before the implementation of e-governance across

Pan India, one should take into consideration the ground level realities in accessing internet in the villages of India (Malhotra.C.,Chariar.V, Das .L (2010)). Like any other developing countries, India also faces many major hurdles and oppositions in the implementation of ICT in various government sectors (Mistry.H (2010), Dwivedi (2010). S.K, Kumar.S.P (2010)), The reason for these inadequacies is defiance in finance, lack of motivation and awareness , lack of trust, and lack in technical design. Some of the previous studies (Rajagopalan.R,(2008), Guma.P.K(2013), Odat.A.M,(2012)) have identified that major problem in Indian e-governance is that it is not citizen centric and suggest that it should be citizen and more specific community centric and duly understanding the local needs and their demands. One of the major vision projects of Indian Government is to enable all Government services with information technology which will enable accessibility to every man in the Indian village in a more efficient and reliable way. The vision project name is e-Sevai meaning service through electronic media.



The objective of E-Governance involves access to government information and services 24 hours a day, seven days a week, in a way that is focused on the needs of the citizens. E-Governance relies heavily on the effective use of Internet and other emerging technologies to receive and deliver information and services easily, quickly, efficiently and inexpensively. E-Governance helps simplify processes and makes access to government information easier. The other anticipated benefits of e-governance include efficiency in services, improvement in services delivery, standardization of services, better accessibility of services, and more

transparency and accountability. It is convenient and cost effective for the Government also in terms of data storage and access to the stored data. The government benefits from reduced duplication of work. In addition, the processes of data collection, analysis and audit are simplified, and become less tedious. Another cherished goal of e-governance is greater citizen participation in the governance of the country. The strategic objective of e-governance is to support and simplify governance for all parties - government, citizens and businesses. The use of ICTs can connect all three parties and support processes and activities. In other words, in e-



governance uses electronic means to support and stimulate good governance. Therefore the objectives of e-governance are similar to the objectives of good governance. Good governance can be seen as an exercise of economic, political, and administrative authority to better manage affairs of a country at all levels, national and local.

Effective promotion schemes by the Indian government will also be a boosting factor to provide quality services to their citizens which means there is huge potential for the development of e-governance in various sectors. E-Governance enhances the relationships between G2G, G2C, G2B, C2G and B2G using ICT. Thus, e-Governance not only provides information about various activities of a Government but also involves citizens to participate in government's decision making process. During the last few years, many initiatives have been taken by different state governments in India for using IT as a tool in the functioning of Government so as to provide better services to citizens. Therefore we can say that e-Governance is the key to the Good Governance for the developing countries like India to minimize corruption, provides efficient and effective or quality services to their citizens

### III. METHODOLOGY:

#### Objectives:

- 1) To Study customer perception towards e-seva service centres in Hyderabad.
- 2) To Know different category people opinion towards service reliability in e-seva centres.
- 3) To analyze demographic factors impact on service assurance.

#### Hypothesis:

H<sub>01</sub> : Null Hypothesis - There is no influence of demographic variables on Citizen service center service delivery.

H<sub>02</sub> : Null Hypothesis - There is no influence of Assurance variables on Citizen service center service delivery based on Income.

H<sub>03</sub> : Null Hypothesis - There is no influence of Empathy variables on Citizen Service center service delivery satisfaction by Education.

#### Sample:

The regular visitors / citizens to e-seva centres for various transactions like bill payment, governmental documents etc.. and their opinion was captured with short questionnaire.

#### Sample Size:

A sample of 50 consumer's opinion was considered with the help of small survey questionnaire to measure for this study.

### RELIABILITY STATISTICS:

Case Processing Summary			
		N	%
Cases	Valid	46	92.0
	Excluded <sup>a</sup>	4	8.0
	Total	50	100.0
a. Listwise deletion based on all variables in the procedure.			

**Reliability analysis** refers to the fact that a scale should consistently reflect the construct it is measuring. There are certain times and situations where it can be useful. It conducts evaluations on , surveys and processes to determine if they provide consistent results and can be considered reliable. The importance of reliability analysis cannot be understated because it is impossible to determine if a product meets all functionality and safety expectations without consistent tools for measuring results.

Reliability Statistics	
Cronbach's Alpha	N of Items
<b>.970</b>	34



**A Cronbach's alpha of 0.70 or more is considered to be satisfactory.** Exactly, Cronbach's alpha indicates whether the items measure the same construct. The minimum acceptable value for Cronbach's alpha ca 0.70; Below this value the internal consistency of the common range is low. In the present study it's 0.97 which is highly reliable and consistent.

H<sub>01</sub>: Null Hypothesis - There is no influence of demographic variables on Citizen Service Center service delivery.

Age in Years		5 Services obtained from Citizen Service Center are without mistake or Error.				Total
		Strongly disagree	Disagree	Uncertain	Agree	
Below 25	Count	1	3	3	1	8
	% within Age	12.5%	37.5%	37.5%	12.5%	100.0%
25-35	Count	5	6	5	1	17
		29.4%	35.3%	29.4%	5.9%	100.0%
35-45	Count	4	7	5	1	17
		23.5%	41.2%	29.4%	5.9%	100.0%
Above 45	Count	0	4	3	1	8
		0.0%	50.0%	37.5%	12.5%	100.0%
Total	Count	10	20	16	4	50
		20.0%	40.0%	32.0%	8.0%	100.0%

The above cross tab table values indicating that, most of the respondents are disagree with the above argument and they claim that, demographic variables have definite impact on service delivery at e-seva centres in Hyderabad.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.814 <sup>a</sup>	9	.023
Likelihood Ratio	5.290	9	.808
Linear-by-Linear Association	.116	1	.734
N of Valid Cases	50		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .64.

The above Chi square table value is indicating that, **0.023** ( less than 0.05) **Reject the null Hypothesis**, i.e irrespective the age of the respondents every one unanimously agreed that , there is a influence on age, gender and income such demographics impact on service delivery elements in e-seva centres. The respondents are experienced that discrimination with above demographics.

H<sub>02</sub> : Null Hypothesis - There is no influence of Assurance variables on Citizen Service Center service delivery based on Income.

Income						Total	
		Strongly Agree	Agree	Uncertain	Disagree		Strongly disagree
< 3 Lakh.	Count	0	0	1	3	1	5
	% within Annual Income	0.0%	0.0%	20.0%	60.0%	20.0%	100.0%



3-5 Lkh	Count	1	2	1	4	6	14
		7.1%	14.3%	7.1%	28.6%	42.9%	100.0%
5-7 Lkh.	Count	0	0	2	9	4	15
		0.0%	0.0%	13.3%	60.0%	26.7%	100.0%
7-10 Lkh.	Count	2	0	5	4	0	11
		18.2%	0.0%	45.5%	36.4%	0.0%	100.0%
Above 10 L	Count	1	0	3	0	1	5
		20.0%	0.0%	60.0%	0.0%	20.0%	100.0%
Total	Count	4	2	12	20	12	50
		8.0%	4.0%	24.0%	40.0%	24.0%	100.0%

As per above cross tab values it is indicating that, income of the respondents will have impact on service assurance, where highly income people transactions are prioritised while feeding data for various transaction in e-seva centres.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.612 <sup>a</sup>	16	.040
Likelihood Ratio	30.075	16	.018
Linear-by-Linear Association	4.790	1	.029
N of Valid Cases	50		

a. 23 cells (92.0%) have expected count less than 5. The minimum expected count is .20.

The above Chi square table value is indicating that, **0.023** ( less than 0.05) **Reject the null Hypothesis**, i.e there is a association and the income level of responders are influencing e-seva transaction assurance in respective centres and the employees are giving priority for high income group people.

H<sub>03</sub> : Null Hypothesis - There is no influence of Empathy variables on Citizen Service Center service delivery Satisfaction by Education.

Education Qualifications			Strongly Agree	Agree	Uncertain	Disagree	Strongly disagree	Total
U.G	Count		2	1	9	13	1	26
			7.7%	3.8%	34.6%	50.0%	3.8%	100.0%
P.G	Count		4	3	9	7	1	24
			16.7%	12.5%	37.5%	29.2%	4.2%	100.0%
Total		Count	6	4	18	20	2	50
			12.0%	8.0%	36.0%	40.0%	4.0%	100.0%

The above crosstab value reflecting that, the education is not a factor for empathy while delivering services in e-seva centres.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.392 <sup>a</sup>	4	.494
Likelihood Ratio	3.474	4	.482
Linear-by-Linear Association	2.447	1	.118



N of Valid Cases	50
a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .96.	

The above Chi square table value is indicating that, **0.494** ( greater than 0.05) **Accept the null Hypothesis**, i.e the education back ground of respondents have no such influence or empathy by e-seva employees and they are treating every customer with equal importance.

#### IV. DISCUSSION OF RESULTS:

Since e-governance have potential in term of creating equal opportunities, comfort and convenience to the lives of citizens through kiosk. Electronic service delivery is changing from government centric to citizen centric. The implementation of citizen centric e-governance project can be made very successful and effective by adopting some of the frameworks, which address the major concerns. Therefore we can say that e-Governance is the key to the —Good Governancel for the developing countries like India to minimize corruption, provides efficient and effective or quality services to their citizens.

In spite of poor infrastructure, poverty, illiteracy, language dominance and all the other reasons India has number of award winning e-governance projects. A long term and a short term strategy for E-Governance implementation is the need of the hour. For successful implementation Standards, Infrastructure, Legislations, Strategy all needs to be in place. Expert's states that it is better to first create strong administration, to bring all government employees under confidence, only then we can think to bring e- governance, to connect each & every person to E- Governed world and to provide basic facilities to the citizens while sitting at home. With the implementation of common service centers, the vision of e-governance has reached to the doorstep of citizens. Illiteracy is severe gap which need to be addressed. The common service centres (e-seva /meeseva/ t-wallet) project has successfully showcased a paradigm that can be incorporated by other administrative organizations.

It has also proved that a low literacy rate and financial constraints is not a barrier for implementing a successful e-Governance project. Common service centers has brought about, a well appreciated transparency to the workings of the administration. People were unaware of their rights as well the possible support provided by the government under various schemes. Widespread awareness as well as a stronger formulated public opinion can go a long way in the fight against

corruption. The success of any project is gauged by the extent of which it achieves its pre-defined goals. It has not only met the expectations but surpassed them in every imaginable way. In short, for e-governance to succeed, 'e-readiness' must also be built.

#### REFERENCE:

- [1]. Baker, D.L. 2009, 'Advancing e-Government performance in the United States through enhanced usability benchmarks', 'Government Information Quarterly', Volume 26(1),Pp 82-88.
- [2]. Bannister, F., & Connolly, R. (2012). Forward to the past: Lessons for the future of e-government from the story so far. Information Polity, Pp 211-226.
- [3]. Bhatnagar, S. C., & Singh, N. (2010). Assessing the Impact of E-Government: A Study of Projects in India. Information Technologies & International Development, Pp 109-127.
- [4]. Diamantopoulos. Adamantios and Judy A. Siguaw,2006, 'Formative Versus Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration', British Journal of Management', Volume 17, issue 4 Pp 263-282.
- [5]. Dwivedi, S. K., & Bharti, A. K. (2010). E-Governance in India- Problems and Acceptability. Journal of Theoretical and Applied Information Technology, 37-43.
- [6]. Fornell .Claes and Larcker. David F, 1981, 'Evaluating Structural Equation Models with Unobservable Variables and Measurement Error', 'Journal of Marketing Research', Volume. 18, No. 1,Pp. 39-50
- [7]. Gajendra, S., Xi, B., & Wang, Q. (2012). E-government: Public Participation and Ethical Issues. Journal of EGovernance, 195-204.
- [8]. Kumar, S. P., Umashankar, C., Rani, J. K., & Ramana, V. (2010). e-Governance Applications for citizens - Issues and Framework. International Journal on Computer Science and Engineering, Pp 2362-2365.
- [9]. Kumar.D and Panchanatham.N (2017), 'A Study on ETransactions in E-Governance of Tamil Nadu', 'International Journal of Pure and Applied Mathematics', Volume 116 No 22 Pp 81-88.



- [10]. Ma, L., Chung, J., & Thorson, S.,2005, 'E-government in China: Bringing economic development through administrative reform', 'Government Information Quarterly', Volume 22(1), Pp 20-37.
- [11]. Mistry, H. (2010). e-Governance: Efficiency and Challenges in India. Mumbai: Mahindra Special Services Group