



Empowering Citizen: Process–centricity to Citizen–centricity

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17th
NATIONAL
CONFERENCE ON
e-GOVERNANCE
30-31 JANUARY 2014, KOCHI

KERALA - INDIA'S MOST e-READY STATE | www.nceg.gov.in



Present situation

- ▶ Govt provides services to citizens
- ▶ Citizens go to public offices physically
- ▶ Sometimes have to pay 'speed money'
- ▶ Visit the office several times
- ▶ In Private domain
 - Flight tickets online
 - Train tickets online
 - ATMs, Internet banking, Insurance
- ▶ We like professionalism in private life but not in public domain



Citizen Centric approach

- ▶ Anytime, Anywhere availability of service
- ▶ Improved quality of service and
- ▶ Transparent, efficient and secured delivery.
- ▶ This can be achieved by the use of
Information and Communication technologies

Importance of Citizen Centric Approach



- ▶ It is Govt's primary responsibility to deliver services to its citizens.
- ▶ Faster & Transparent delivery boosts the image of Govt.
- ▶ The traditional methods have become outdated
- ▶ Citizens demand better service delivery.
- ▶ **The use of State Portal and the State Service Delivery Gateway (SSDG) will definitely improve the service delivery and also provide customer satisfaction.**
- ▶ It will help eliminate corruption levels to a great extent
- ▶ It will make government offices more transparent, fast, reliable and professional

Fundamental rethinking of service delivery



- ▶ **Transform Government** in line with elevated expectations of the public
- ▶ Governments increasingly committed to introduce citizen–centric **new legislations, regulations and values**
 - People experiencing improvements in customer experience across every channel and every industry
 - No longer tolerate disconnected, inefficient systems from Government agencies.

Drivers for Citizen centricity



- ▶ Globalisation and Urbanisation
- ▶ Internet and Advances in Information Technology
- ▶ Increased expectations of the Citizens.
- ▶ Transparency in Service Delivery

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Is Kerala ready for citizen centric approach ?



- ▶ Kerala is not only fully literate but also achieved high degree of e-literacy,
- ▶ Akshaya centres all over Kerala.
- ▶ Availability of qualified resources
- ▶ Highest mobile penetration in the country.
- ▶ The telephone density & access to Internet is nearly 100% except in remote and hilly areas.
- ▶ The entire state is connected by a State Wide Area Network called the KSWAN.
- ▶ Kerala has two State Data Centres in Trivandrum, which is being used by some departments for running their departmental applications.
- ▶ Citizens demand better service delivery



Initiatives in Kerala

- ▶ **Right to Services Act** enacted for delivery of services in a time bound manner

- ▶ Delivery of **G2C services** at affordable cost through **e-District, Akshaya, FRIENDS, etc.**
 - Revenue certificates, Ration card, LSGD, Election etc.

- ▶ Providing IT enabled **health schemes** to citizens
 - Smart card based free medical treatment for endosulfan victims.
 - Direct Benefit Transfer to Citizens

Challenges in implementation



- ▶ Attitude of the government departments
- ▶ Departments are working in silos
- ▶ Resistance to change
- ▶ Fear of losing importance and power
- ▶ File oriented administration instead of Process oriented administration
- ▶ Lack of Interoperability between departmental databases and systems
- ▶ Not even willing for providing read only permission
- ▶ Lack of confidence in the electronic delivery system.
- ▶ Inadequacy in the Hardware, software and Bandwidth
- ▶ Outdated legislations and processes



Case Study: Smart card based relief for endosulfan victims (1 / 2)

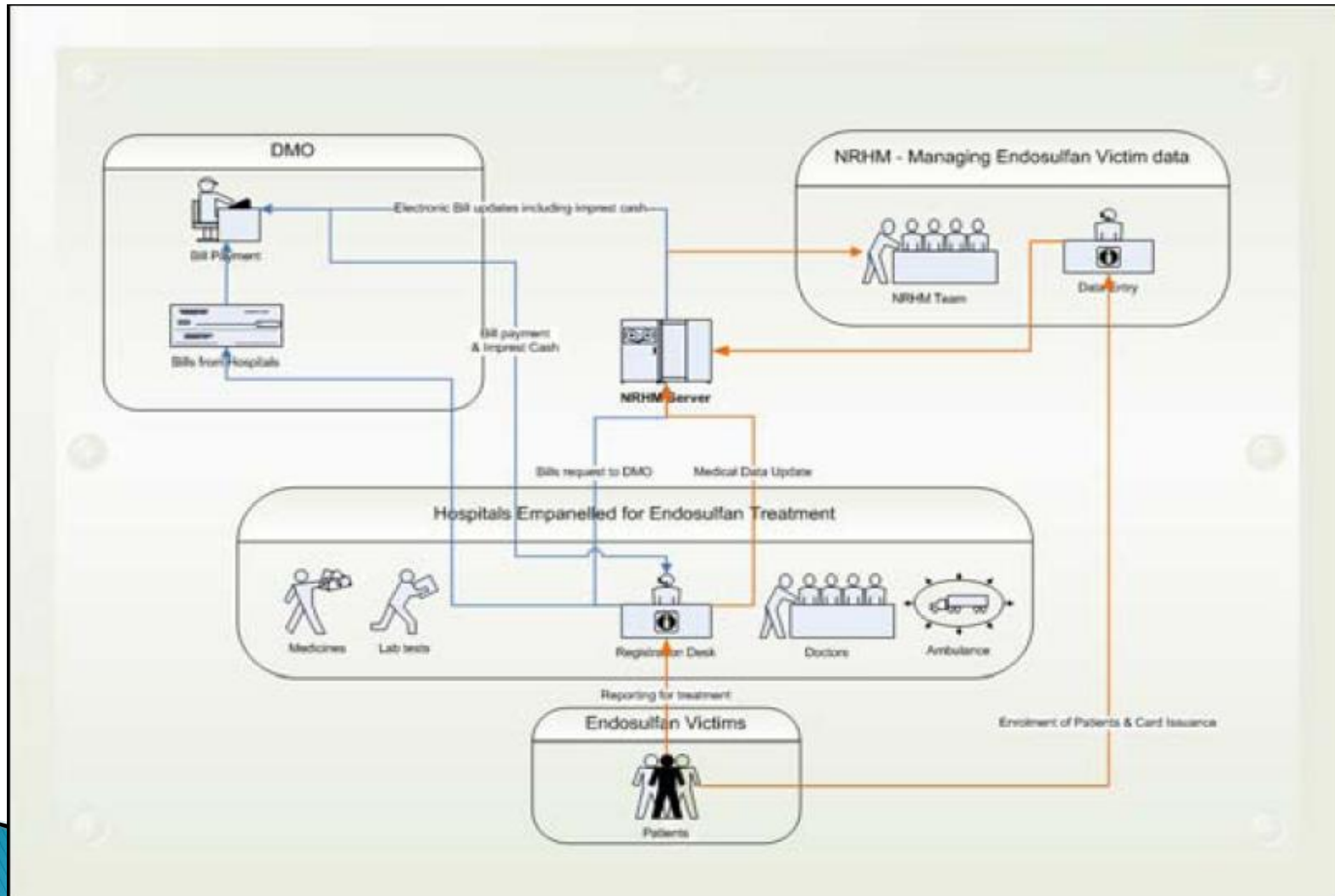
- ▶ Provide **cashless treatment** to Endosulfan victims of Kasargode at empanelled hospitals
- ▶ Victims authenticated through **smart card based system**
 - **Integrated software** under National Rural Health Mission
 - **Health history** maintained which is centrally available



Functional modules of Smart Card Based Relief to Endosulfan Victims

- **Admin Module** with MIS reports.
- **NRHM Module** – For Data Entry and Enrollment with reports
- **Hospital Module** – For Patient registration for Treatment and Billing module to claim the bills from DMO with reports.
- **DMO Module** – For review of bills and Imprest cash and sanction accordingly with reports.

Case Study: Smart card based relief for endosulfan victims (2/2)



Thank You