Empowering Citizen: Process-centricity to Citizen-centricity

K S Srinivas
Secretary, Industries & IT
Govt. Of Kerala
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- The traditional methods have become outdated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
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