



Present scenario of E-Governance efforts in India for IT

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Introduction:

India is a democratic republic and the philosophy of justice, equality, liberty and fraternity are enshrined in its constitution. The democratic principles of the country flow from the Preamble of the Constitution itself. Democracy is a government of the people, by the people and for the people. Effectively this means that the Government is elected by the people, it is responsible and accountable to the people. In the early 1990s, two changes swept across the world – the focus on good governance with increasing private sector participation in delivery of public services and Information Communication Technologies (ICTs) and internet – technologies that potentially could connect any and every one in real time. The concept of e-Government or e-Governance was born through the amalgamation of these two. India also did not remain untouched from the changes sweeping across the world.

Through E-Governance government is categorically, weaving a new basket of all general services for every common. As we all know that over the years, a large number of initiatives have been undertaken by various 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 process 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. Lessons from previous e-Governance initiatives have played an important role in shaping the progressive e-Governance strategy of the country.

Objectives

- 1) Make all Government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs to realize the basic needs of the common man.

The ultimate objective is to bring public services closer home to citizens, as articulated in the Vision Statement of NeGP.

Methodology of e-Governance

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 Government approved the National e-Governance Plan (NeGP), comprising of 27 **Mission Mode Projects (MMPs)** and 8 components, on May 18, 2006. The Government has accorded approval

to the vision, approach, strategy, key components, implementation methodology, and management structure for NeGP. However, the approval of NeGP does not constitute financial approval(s) for all the Mission Mode Projects (MMPs) and components under it. The existing or ongoing projects in the MMP category, being implemented by various Central Ministries, States, and State Departments would be suitably augmented and enhanced to align with the objectives of NeGP.

**27 Mission Mode Projects identified
on the basis of high citizen / business interface**



Social Media Framework & Guidelines for Government Organizations: Draft for Public Consultation

To help government organizations engage more fruitfully with stakeholders using the various social media platforms, DIT has drafted this. It characteristics to potentially give “voice to all”, immediate outreach and literally 24*7 engagement, Social Media offers a unique opportunity to governments to engage with all their stakeholders especially citizens in real time to make policy making citizen centric. Social media in recent times has become synonymous with Social Networking sites such as FaceBook or Microblogging sites such as Twitter.

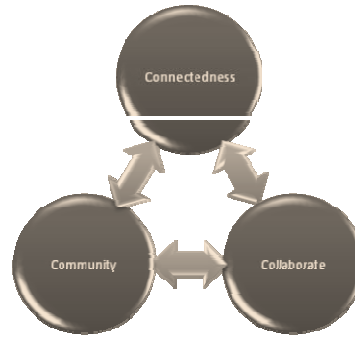


Figure 1: Characteristics of Social Media

Types of Social Media

Kaplan and Haenlein in 2010 classified social media into six different types: collaborative projects, blogs and microblogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. A brief description of some of the most common types of social media is given below:

Platform Type	Description
Social Networking	Social Networking is an online service that enables its users to create virtual networks with likeminded people akin to social networks in real life. It often offers the facilities such as chat, instant messaging, photo sharing, updates, etc. Currently, social networking sites are the most prominent version of social media. FaceBook with 600 million users is one of the most well known social networking site.
Blogs	Blogs are descriptive content created and maintained by individual users and may contain text, photos and links to other web sites. The main interactive feature of Blogs is the ability of readers to leave comments and the comment trail can be followed.
MicroBlogs	MicroBlogs are similar to Blogs with a typical restriction of 140 characters or less, which allows users to write and share content. Twitter is the most well known microblogging site.
Vlogs and Video Sharing sites	VideoBlogs or Vlogs are blogging sites that mainly use video as the main form of content supported by text. YouTube is the largest video sharing site.
Wikis	A Wiki is a collaborative website that allows multiple users to create and update pages on particular or interlinked subjects. While single page is referred to as “wiki page” the entire related content on that topic is called a “Wiki”. Wikipedia is the pioneering site of this type of platform.

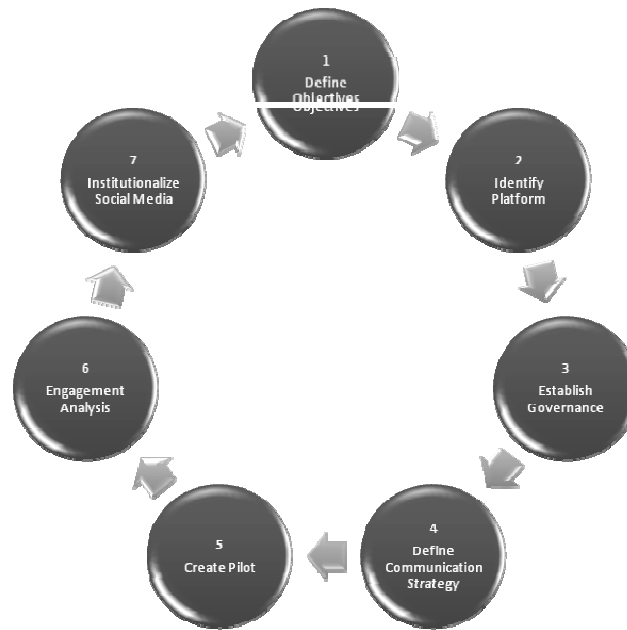


Figure 2: Social Media Framework

Statistics of Social Media

According to the latest report released by comScore, a marketing research company, out of total internet users in India, 84 percent users visit the social networking sites in India. This makes India the world’s seventh largest social network sites visitor.

a) Social Networks - Top Indian Social Networks:

Position	Social Network	Size	Remarks	Page Views
1	Orkut	18 Million	A favourite among tier 2, 3 cities	65.1 million
2	Facebook	17 million	Highest growing social networking in India; proving itself in India too	3,945 million
3	Linkedin	8 million	Most sought after professional network in India	72 million

4	ibibo	5 million	Indian social network	102 million
5	Twitter	4.5 million	rapidly spreading in India`	16.4

Citizen Engagement Framework for e-Governance Projects: Draft for Public Consultation

Based on the feedback received from various stakeholders and after two rounds of consultations, the revised draft is being put up for final Public Review and Consultation. Unlike traditional types of engagement – Communication and Consultation, Citizen Engagement is an interactive two way process that encourages participation, exchange of ideas and flow of conversation. It reflects willingness on part of government to share information and make citizens a partner in decision making.

Citizen Engagement has been understood and explained in a variety of ways. Engagement as

- Contributor
- Organization builder
- Empowering process
- Combination of all the above

The problems compounded

As the government is incorporating ICTs into the delivery of G2C services, there are hardly any embedded mechanisms to facilitate the voice and space for citizen participation in e-governance. This is especially true for the weakest and the most marginalized sections of society for whom the e-Governance projects are created to serve the most. The problem is compounded by

High Rural Population – making outreach and determination of service access point difficult

Low Literacy Rates – necessitating Assisted Access model of service delivery

Low Rural Tele-density – lowering the outreach of services in rural areas

Multi-Lingual Population – necessitating delivery of services in local languages, however, there is limited support available for Indian languages in ICT domain.

S N o	Purpose	Technique	Methods		Advantages	Limitation	Stage of Project Implementation
			Off-line	On-line			
1	Inform	MassMedia– Print,TV, Radio, Community Radio	√		WideSpread Reach Multi-Lingual Messaging QuickMessaging	HugeCosts Manycitizens live in‘MediaDark’ areas i.e.where nomassmedia reaches Specificmessage targetingnot possible Oftenhighlights onlynegative	All
		Citizen Charter, BulletinBoards, newsletters	√	√	Transparentwayof communicating aboutserves& Servicelevels Managesservice expectations Canalsobe displayed over internet	Oftenlocated in places whereit cannotbeseen inrural areas Lowliteracyrates especiallylimits its use Availabilityof internetisvery	Pilot&Roll-Out
		NewMedia– Websites, Portals, Social Media sites, Mobileaccess devices		√	Viralnatureensure explosive communication Both internetand mobilebased communicationcan beused	Specificinterest based targeting possible Excellentfor shortmessaging Limited availabilityof internet Notamenablefor long messages andmostusersin ruralareashave basic phones	All



		Face to Face Meetings	√		Detailed discussions can be held	Logistical and managerial issues Trust issues	Pilot & Roll-Out; Project Enhancement
2	Consult	Focus Groups	√	√	Facilitates discussion on specific issues Provides insights into perceived priorities	Logistical, Time and managerial constraints Trust issues Can lead to further	All

						uncertain	
		ExpertPanels	√	√	Veryusefulfor complexprojects Cangetexpert opinions for both pros andconsof the project	Choiceof panellistsmay leadto marginalisationof certainpointsof view Challengingto manage contrasting perspectives Costlytoconduct	Pilot&Roll– Out;Project Enhancement
		FocusGroups	√	√	Asgivenabove	Asgivenabove	All
		Delphi Process		√	Structured process ofgetting inputs where responses and conclusions shared Controlled feedback mechanism Veryusefulincase where participants are in different geographical locations Can be conducted anonymously so that respondents feel comfortable expressing deeply divergentviews Useful to explore specific, one-dimensional issues	Limited utilityfor complex,multi-dimensional modelling Time consuming – requires several rounds of iterations	Pilot&Roll– Out;Project Enhancement

		Open Meetings/Open days	√		Feedback possible from all stakeholders who choose to be present. Can result in greater transparency and accountability.	Unless conducted with specific agenda and moderated expertly, they can often degenerate into laissez faire discussion mode. Logistical challenges.	Pilot & Roll-Out; Project Enhancement
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						accommodating voice of only dominant groups Difficult to manage new	
3	Involve	Citizen Outreach Centres	√		Constancy & Consistency-Fixed Location and time-builds trust Enables involvement on wide ranging issues Provides space to build capacities and enable groups well as individual	Resource intensive - Needs space and manpower Extensive training of facilitators required Difficult to manage new expectations	Pilot & Roll-Out
		Focus Groups	√	√	As Above	As Above	All
		Workshops	√		Excellent for process mapping, identifying bottlenecks and constraints Provides insights into multiple perspectives which can be deliberated upon Can build new relationships	Time and resource intensive Bias/Diversity in selection of participants difficult to manage Difficult to manage new expectations	Project Conceptualisation; Pilot & Roll-Out; Project Enhancement
		Qualitative Interviews	√		In-depth Exploration of issues Useful for engaging people who may not prefer to speak in groups/give voice to unheard Useful for gaining insights into sensitive issues	Locating and convincing the interviewee Time consuming Extrapolation of findings is difficult Resource intensive - local language and domain experts required	Project Conceptualisation; Project Enhancement

4	Collaborate	NewMedia– Social Networking, Crowd Sourcing, Wikis		√	Canbeanongoing or issuebased Canreachoutto both expertsas well asnon-experts Helps generate	Oftenfeedbackis moregeneric ratherthan specificinnature Difficult to compilefeedback	Project Conceptualisati on; Post Implementation ;Project Enhancement
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Existing Citizen Engagement Models & Mechanisms

1. **National Capacity Building Framework**, Ministry of Panchayati Raj (MoPR): MoPR has designed a National Capability Building Framework (NCBF), which outlines a comprehensive approach towards building the capabilities of Panchayats. NCBF was created inter alia for

(a) Improving the Gram/Ward Sabha functioning, particularly to provide opportunities to the poor, women and scheduled castes/scheduled tribes, to assert their demands through participative planning, monitor plan implementation and to hold their local governments to account through invoking Right to Information and social audit;

(b) Developing capacity of 'lynchpin capacity providers' and effective mechanisms to engage civil society and the private sector in the delivery of capacity development services; and

(c) Creating conducive socio-political environment through sensitising the media, political parties, representatives in the legislatures, civil society organisations and citizens to accepting and promoting local governments.

2. **Citizen Report Card (CRC)**: Citizen Report Card is a simple yet powerful tool to provide systematic feedback to public agencies from users of public services. Some examples from India are given below.

a) **Bangalore**: The Citizens' Report Card in Bangalore was a civil society initiative undertaken in 1993 to monitor government services in terms of efficiency and accountability. The exercise gathered citizen feedback on performance of public agencies and disseminated the findings to the citizenry, thus exerting public pressure on the agencies to initiate reforms.

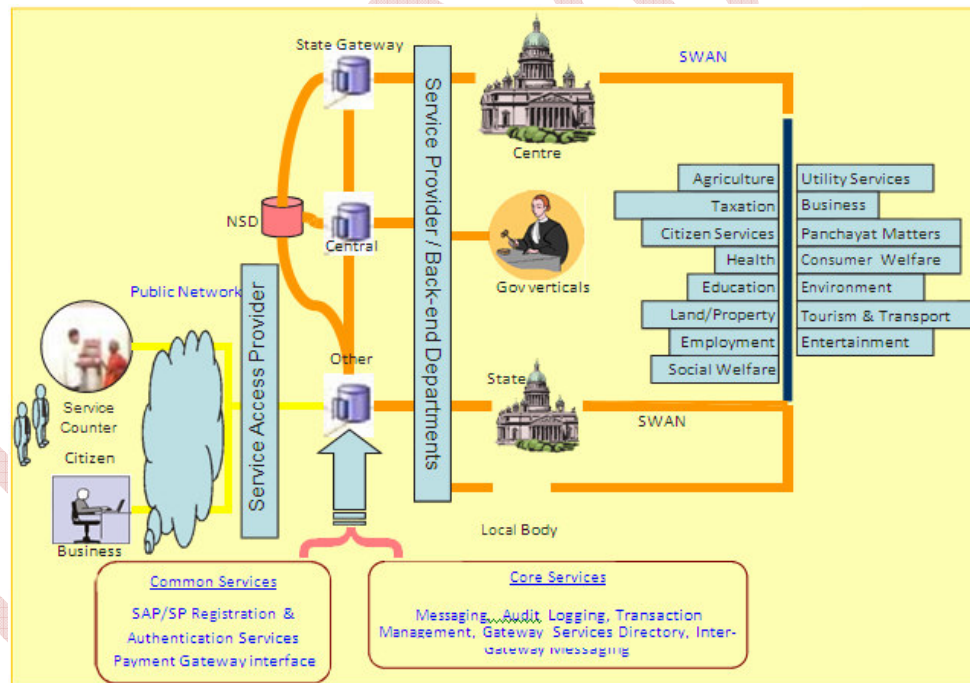
b) **NagrikSahyog Kendra or Citizen Cells**, Gujarat: In the post earthquake scenario in 2006 in Gujarat, as part of the Reconstruction Programme in Bhachau, Kutch, an Owner Driven Housing Process was conceptualised. The NagrikSahyog Kendra were an integral part of the process and were entrusted with the responsibility for Educating citizens about all associated processes, guidelines and the progress through 'Nagarvani' and community meetings;

- Holding Public consultations for selection of beneficiaries for each participating NGO;
- Revising beneficiary list on the basis of on site physical verification by different NGOs and their feedback;

3. **Social Media**: This new channel of engagement is becoming increasingly popular amongst the various government agencies, departments and ministries. The Delhi traffic Police has joined Facebook and Twitter to ease handling of traffic related issues (<http://www.facebook.com/pages/Delhi-Traffic-Police/117817371573308>). The Indore Police Department (<http://www.indorepolice.org/>) has been using a blog, Twitter, online and mobile

complaint forms, a Google map of police stations and a digital crime mapper to track criminal activities in the region.

NeGP has three tier architecture. The **Common Service Centres (CSCs)** are the front-end delivery points for a range of citizen services. The common man feels empowered when he is able to get a service in a transparent manner, at a convenient location and at an affordable cost. These centers also provide employment to the entrepreneurs running them, besides being useful in rolling out all kinds of governmental schemes such as those for financial inclusion, enumeration of data, insurance and IT education. The second tier is of the common and support infrastructure that can allow information to be shared electronically between different agencies of the government and with citizens. Included in it, are the **State Wide Area Networks (SWANs)**, which form the converged backbone network for data, voice and video throughout a state / UT and the **State Data Centers (SDCs)** which can provide common secure IT infrastructure to host state-level e-government applications and data. The third tier comprises the 27 **Mission Mode Projects (MMPs)** which will transform high priority citizen services from their current manual delivery into e-delivery.





Conclusion

The framework and Guidelines in this document have been formulated with a view to help government ministries, departments and agencies to make effective use of various platforms and to engage more meaning fully with their various stakeholders. Both in India as well as across the world, various government departments and agencies at federal, state and local government level are using this media. However, this is a dynamic and evolving area and continuous engagement and nimbleness of response to such an evolving scenario will determine the success of such efforts.



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