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## An Evaluation of Citizen Centric Service of E-Governance through E-Mitra in Jaipur

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**Abstract** - In the developing countries the aim of the e-governance is to ensure transparent, seamless, secure and authentic flow of information fair. In this context, an attempt was made to analyze the benefits derived from 'citizen-government' interface through information and communication technology in the state of Rajasthan, India.

The present paper highlights level of awareness and its usage derived benefits in terms of travel time waiting time, no. of trips, cost of travel etc. Government using ICT tools to make a significant impact on the development and growth of the nation. the use of ICT, especially in the e-mitra has been very successful and most of the users have found it to be very beneficial in terms of cost, timing, convenience and consumer friendly behaviors.

**Keywords:** Service Benefits through e-governance, citizen centric e-mitra, services, payment of the utility bill single window etc.

### 1. Introduction-

The state government of Rajasthan had launched two e-governance ambitious projects in the year 2002, namely Lokmitra & Janmitra. The pilot Lokmitra centers were established at the Jaipur and catered to the needs of the urban populace (DOIT, 2015). The Janmitra project was piloted at Jhalawar and catered to the needs of the rural populace. The success of these initial projects has now led the government to enhance and expand the capacity of these projects, both in terms of geographical reach and number of services. This vision has given birth to the e-mitra project.

The e-mitra framework is based on the integration of Lokmitra & Janmitra and models into a Unified platform aimed at bringing government closer to citizens in a "multiservice" "single-window" – mode.

In the conceptual framework of e-governance is defined as a great application of information and communication technology (ICT) to get the better governance and develop a healthy communication between the government and various parts of the society. (Backus 2016)

E-governance opens up doors to vast opportunity for transforming governance. It goes beyond the computerization of government processes and into realms of the good term which includes issues of efficiency of service delivery, empowerment of citizens, transparency, and accountability (Bhatnagar, 2014). A new area of electronic term where almost all countries in the world are making serious efforts to use ICT for providing better citizen services (Bhattacharya, 2012). It has facilitated better interface between the public and the government departments and organizations.

The key mantra of e-governance is '*citizen first*', therefore it is vital that the existing projects are assessed with the focus on the nature and quantum of impact on users in this context, present study was conducted to assess the benefits derived by consumers for 'citizen-government' interface through IT in Jaipur district.

## 2. Universal Benefits of E-Governance

The primary purpose of governance is the welfare of citizens. E-governance has been used by number of public agencies as an enabling tool that can help to achieve broader good governance goals. Some governments are beginning to link their public sector reforms that pursue initiatives both social and economic goals with the stakeholders. The following are some of the benefits to various stakeholders on the successful implementation of the e-governance:

- Increase transparency
- Reducing administrative corruptions
- Improving service delivery
- Empowerment
- The improving civil service performance
- The improving government finances

## 3. E-Mitra

E-mitra is an integrated project to facilitate the urban and the rural masses with maximum possible services related to different state government departments through Lokmitra-Janmitra centers/kiosks. E-mitra is an ambitious e-governance initiative of government of Rajasthan which is being implemented in all 33 districts of the public-private partnership (PPP) model for convenience and transparency to citizens in availing various services of the government and private sectors under a single roof at their door steps using an e-platform.

- The services are delivered via counters known as common service center (CSC) kiosks in rural areas and in urban areas e-mitra kiosks and online via [www.emitra.gov.in](http://www.emitra.gov.in) hence, these counters provide services related to various departments in an integrated and easily accessible manner to people residing in rural as well as urban areas without any need for running around in government offices. This project has been operational since 2005 ([www.rajasthan.gov.in](http://www.rajasthan.gov.in)). The key objectives of e-mitra project is to provide for hassle free solution to the citizen and provide e-services at unified platform to minimize multiple interaction points for the citizen and hence reducing the wastage of time.

## 4. The Need and the Significance of the Study

The aim of the research was to assess the state of development and e-governance initiative with respect to the ICT enabled public delivery services for a common citizen with specific reference to e-mitra in Jaipur district. The study tries to examine the e-mitra project mainly from the perspective of consumers. The specific objectives of the present study are:

1. To assess the awareness level and usage of e-mitra centers by consumers and to analyze the benefits being derived by the consumers in terms of time to travel, number of trips to be found waiting time and cost incurred on travel for various services, etc. availing
2. To suggest improvement in the ICT based service delivery system.

## 5. Research Methodology

A Sample of 230 Respondents has been chosen for the present study across the city. Research Study was conducted between April 2016 to March 2017 in the Jaipur city. The data was collected through a structured questionnaire, which was designed in Hindi. The study instrument was also administered at the E-mitra centers where consumers were availing various services. The frequency distribution cross tabulation, descriptive statistics and t-test for test of significance (Gupta and Bugga, 2008) were also applied for analysis of data and drawing interferences based on the sample in the research.

## 6. Analysis and Findings of e-Mitra

The data collected through questionnaires and personal interview, were tabulated and analysis was carried through the SPSS 20.0 version statistical package for social sciences). the significance level has been tested for 95% confidence interval for all hypotheses i.e.  $\alpha < 0.05$ . data was collected from 230 respondents, which includes user and non-users of e-mitra.

### 6.1 Awareness and Usage Concerning E-Mitra

One of the most important questions put to the consumers was about their awareness of e-mitra and whether they are using the services through it.

	Frequency	Percent
Never heard about e-mitra service	9	3.6
Have heard of e-mitra but never used service	39	16.9
Has availed any service from e-mitra at least once but discontinued	41	18.4
Know e-mitra and availing services from e-mitra	141	61.6
Total	230	100.0

**Table 1.** Showing Distribution of Consumers According to their Awareness of E-Mitra.

Of the 230 only 9 (3.6 %) respondents, of the targeted consumers have not heard of e-mitra, while 39 (16.9 %) of the consumers have heard of e-mitra but never used any services through it. Large numbers of consumers (61.6%) were continuously receiving e-mitra services from a small set of people (18.4%) availed the service at least once but later, discontinued due to various reasons.

### 6.2 Service usage model of the consumer

On e-Mitra, there are arrangements for services of various departments. Table 2 of the awareness about the particular service being offered at e-mitra amongst those who have heard of e-mitra (214), indicates that more than 94% of the consumers know that the payment of utility bills (telephone, water, electricity) and can be made at e-mitra centres, while 54.8% are aware of availability of RSRTC or railway tickets.

The awareness of other services such as issue of death and birth certificates, payment of dues to the Municipal Corporation, Jaipur development authority & housing board and submission of various forms is relatively low. Table 2 shows the percentage of consumers who are using e-mitra for utilizing these services almost 2/3rd of the consumers of the utility bills are using services through e-mitra. More than 1/3rd of the consumers are using e-mitra for online ticketing of Rajasthan roadways/ bus and submitting forms of university and Rajasthan public service commission examinations, while around 1/4th of the consumers are using e-mitra for issue of birth & death certificates and payment of dues of various urban taxes.

This relatively low percentage of use for last two services is due to the fact that these services are needed either once in a year or whenever required, in other words the frequency of using these services are much less as compared to payment of utility bills which is done almost every month or once in two months. In some of these in addition, services have been introduced recently and some of the kiosk owners may not be providing these services

Service	Consumers Knowing that service can Be availed at E-mitra		Consumers Availing services at e- mitra	
	Number	%	Number	%
Electricity bills	204	96.6	138	67.3
Water bills	205	97.3	139	67.5
Land line & mobile Bills (BSNL & others)	197	94.4	119	60.1
Online ticketing bus of RSRTC/ railway	115	55.7	45	38.8
Submitting forms of RPSC/ University Exams	66	30.6	23	35.4
Issue of birth & death Certificate	56	26.5	16	28.6
Payment of various Dues/fee JMC/ JDA/ of RHB	43	19.7	10	23.8
Total NO.		214		

**Table 2:** showing the distribution of awareness of different type of services that can be availed at e-mitra and percentage of consumers availing these services at e-mitra

### 6.3 Impact on Citizen

Table 3 shows the difference between traditional system (manual) and e-Mitra (ICT based service delivery) for various dimensions and their parameters using mean difference and paired t-test between traditional and ICT based (e-Mitra) system of service delivery of the 230 respondents, 175 used both manual as well as e-Mitra for availing various types of services. This analysis is based on these 175 users. As can be seen from the table that there is a very high level of significant difference in all the parameters, therefore it can be easily said that e-Mitra has benefited consumers in terms of various dimensions.

#### 1. The Time and Cost in Receiving Services:

- Mean difference of distance required to travel for availing of the services has been reduced by 1.64 KM in e-mitra as compared to traditional system, which is highly significant. the mean difference of travel time of making each trip for receiving services has been reduced by 8.72 minutes.
- The major factor is the waiting time, which has been reduced by almost 33 minutes for each service.
- The mean difference of Travel cost made for each trip have been reduced with by Rs 7.88
- Mean difference of average number of trips to be made have also been reduced by 0.46, i.e. almost by 50%

#### 2. Convenience:

The consumers were asked to state whether timing for providing these services are convenient, it is also highly significant with an improvement of 0.54 in the mean difference. The rating of one was given for convenient, while rating of two was given for not convenient.

#### 3. Accuracy:

On a 5 point Likert scale (5 and 1 was always never) was the users were asked to specify whether the receipt provided is generally describes an issue that occurs the response is highly negative score indicated significant; the improvement to the value of 0.42, as in the manual lower rating is indicated.

Dimension	Component	Manual	E- mitra	Mean	Std. deviation	Std. error mean	Sig.-(Di tailed)
The time and cost	Distance travelled (in KM) to avail service	3.31	1.68	1.64	1.53	0.12	0.00
	The number of trips made	1.58	1.11	0.47	0.61	0.05	0.00
	Travel time in min of making each trip	20.20	11.50	8.72	10.91	0.82	0.00
	The average waiting time in min	45.46	12.62	32.84	31.76	2.40	0.00
	Travel cost (RS) for each trip	15.92	8.03	7.88	8.36	0.63	0.00
	Average time saved in a month by using e-mitra	56.18 minutes					
Convenience	Convenience of working hours (yes/ no)	1.71	1.18	0.52	54	0.04	0.00
Accuracy	Payment receipts is generally correct	3.79	4.22	-0.42	.79	0.06	0.00
Governance	Officials are customer friendly	3.03	3.43	-0.41	1.16	0.09	0.00
	Personal attention given by officials to clear doubts mitra	2.71	3.06	-0.35	1.24	0.09	0.00
Satisfaction	Satisfied with the overall quality of service	3.02	3.95	-0.94	1.15	0.09	0.00

**Table 3:** showing significant difference of various components between traditional system (manual) and for paired samples T-test) e-mitra

4. **Governance:** The e-Mitra has improved the quality of governance in terms of friendly behaviour of officials and personal attention being paid to clear doubts. This could be due to the fact that most of the e-Mitra centres are being run through private entrepreneurs; therefore, they try to ensure better quality to the consumers, so that consumers do not go to other centres.
5. **Satisfaction:** The users have been highly satisfied with the overall quality of services being rendered at e-mitra; through a mean difference of 0.94 for satisfaction indicates improvement in the quality of services.

## 7. Conclusion and Suggestions

The primary purpose of governance is welfare of the citizens and most of the governments have been talking about good term which is nothing but providing responsive, accountable and transparent governance. The information and communication technology plays a very important role in implementing good term with the help of which the services to the citizen can be rendered at anywhere, anytime with least cost.

The study also tried to find out the suggestions through open question that the citizens had for improving the system. Based on the analysis of the quantitative data and suggestions received from the users the following suggestions are worth mentioning:

1. The government should open e-Mitra centers within the radius of one kilometer in the urban area. in the rural areas instead of deciding on the location of the e-mitra (CSC), within a specified distance, it could be based on the number of villages and the population.
2. The following services may also be included in the e-mitra domain:
  - ✓ Submission of online forms for preparation of driving license, death and birth certificate, PAN card and passport.
  - ✓ Payment of direct or indirect taxes.
  - ✓ Complaints and grievances related to various government services such as electricity, water, bodies, dues of local body, development authorities etc.
  - ✓ Registration and issue of marriage certificates and Submission of online forms and fee of various recruitments being done by government and private agencies.

1. There must be a backup server available at state data center with load balancing, so that if there is the simultaneous access to e-mitra by large number of users, the speed does not deteriorate and users are able to avail the services and the time required to process transactions at e-mitra center can be further reduced. The participating department should make use of e-mitra server or have direct link to e-mitra server to store bill data so that it is directly accessible from the unique transaction/ e-mitra centres. customer identification number on each bill can be coded, so that the time taken for the manual entry and errors eliminated.
2. Services that do not involve financial transactions may also be offered through IVRS or SMS such as intimation about bill or payment or grievances.
3. The size of the receipt may be relatively small, which would save the paper and the cost of printing, in case more than one service is used simultaneously by the consumer, the printing may be adjusted accordingly.
4. Service providers at e-Mitra may be oriented toward the customer care, skills of using various applications and troubleshooting by providing them training. There should a public grievance cell with a toll free number so that consumers can register their grievances and suggestions, which should be looked and resolved by the authorities in a time bound manner to earn goodwill and all the applications should be multilingual so that users have the option of using any of the language with which he is comfortable.
5. It may be ensured that center gives due importance to e-mitra services rather than concentrating on other business which fetches more revenue to them. proper monitoring system should be in place for this year visit by officials for checking this.

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