FORWARD

The last decade has witnessed e-Governance penetrating India in both Urban and Rural areas, Central Government has announced a National e-Governance plan (NeGP) and each State has also defined their own e-Governance policies within the frame work of NeGP. The total investments of over 40,000 crores being made to implement these initiatives are huge, and are impacting the domestic ICT market as well as education and training area significantly. IT spending in our country is being driven primarily by this initiative and impacting the lives of ordinary citizen across the country in a very positive fashion.

Formed in 1965, the Computer Society of India(CSI) has been instrumental in guiding the Indian IT industry down the right path since its formative years. CSI has 66 chapters all over India, 381 student branches, and more than 50000 members including India's most famous IT industry leaders, brilliant scientists and dedicated academicians. It is but natural that this grass root Society takes on a major role in the area of e-Governance benefiting the common citizen in India with effective use of Information and Communication Technology (ICT).

India has already established itself as a leader in the Information Technology sector and create research echo system in the country in this area. Governments are under pressure to deliver a range of services in a timely, efficiently, economical, equitable, and transparent and corruption free manner to its citizens. E-Governance can have a profound impact on the poor and ultimately on the economic output and growth of the country as a whole. Information Act(as amended in 2008) as a revolutionary force in bridging the digital divide. ICT can vastly extend access to education, health care, financial services, vocational skills, administrative services and other aspects of the modern society, to many more people at far lower costs apart from generating employment. ICT can dramatically reduce the cost of communications; improve access to technology and marketing capabilities for the rural poor. It can help in eliminating intermediary exploitation in the production and distribution chains, increasing government accountability.

Computer Society of India's Special Interest Group on e-Governance (SIGeGOV) was formed in Hyderabad during 2007 with Dr Ashok Agarwal, as Chairman with support from CSI HQ and CSI Hyderabad Chapter, as Secretariat Office along with Registered Office has rendered yeoman service in encouraging e-Governance initiative in the country ,since its inception. The website for the Special Interest Group (www.csi-

sigegov.org) acts as knowledge portal for all eGovernance initiatives in India. All major activities Including e-Governance Awards database is maintained and updated regularly. Based on, pioneering research work undertaken at NISG/IIIT Hyderabad on Evaluation of eGovernance projects for Awards. with Field visits and Analytical Hierarchy Process(AHP) was implemented. This made the Awards process transparent, unbiased and acceptable to all.

Conduct of CSI Nihilent eGovernance Awards on yearly basis ,since 2002 with financial support from M/s Nihilent Technologies was extended from State and Projects to cover Departments and Districts, in a phased manner to encourage all stake holders at grass root level. SIGeGov also under took the publication of Nominations during CSI Nihilent eGovernance Awards in form a book with University Press/ICFAI Press for wider circulation and knowledge sharing, with in its limited resources. Major efforts on Knowledge Sharing was initiated in Hyderabad, Andhra Pradesh in 2009 and extended to Bhopal Madhya Pradesh in Jun 2010 .It was a major success ,bringing all stake holders on common platform for the benefit of all States. The participation of large numbers very senior level policy makers, as well as implementers from all over India was achieved. Next year Summit is planned at Ahmedabad in Gujarat, where the Golden Jubilee celebrations on the name of "Swarnim Gujarat" have already been initiated on the formation of the state of Gujarat.

The present compilation of 39 case studies of e-Governance initiatives at State, Departments, and Districts, in the form of major projects is a gold mine and provides insight to all stakeholders in e-Governance domain, including authorities, researchers, practitioners and academicians. I want to compliment all concerned, Gen.Dr. R.K.Bagga and the Editors for their excellent efforts in bringing out this CSI publication during CSI Annual Convention at Mumbai in November 2010.

Prof. P. Thrimurthy
President, Computer Society of India

Loyalty in Governance

It is a well established fact that retaining a customer is more profitable and cost effective than acquiring a new one, therefore, customer retention and loyalty is a major focus area for organizations world-wide. In this context, in a democratic set up, governments are now waking up to the fact that citizen satisfaction and loyalty plays a crucial role in achieving their overall objectives. Political parties in India at the centre and state level are now starting to adopt the idea of loyalty to spearhead the retention of their constituents. However, it is important that the concept of loyalty be understood in its entirety for it to be effectively implemented.

Loyalty is a historical word, rooted in feudal times when allegiance to the sovereign was fundamental to the success, perhaps even the survival of the state. The Oxford Dictionary's definition of the word loyal is: *True or faithful (to duty, love or obligation); steadfast in allegiance, devoted to the legitimate sovereign or government of one's country.*

Nevertheless, the question of 'why an individual should pledge their loyalty to an enterprise or government' need to be addressed. What is the legitimacy of a particular government to govern? Why do its citizens have any obligation to demonstrate their allegiance to it? As citizens are becoming more aware, involved and engaged with the functioning of the government, the onus of earning this loyalty now lies with the government. Since the key success factor of any organization lies in putting the customer back in the centre of the business, similarly, governments must place the needs of citizens at the very core of the policy formulation and implementation.

Citizen-centricity is about turning around the focus of government—looking at the world though the other end of the telescope, so that the needs of the citizen and businesses come first, rather than operational or other imperatives inside the government machine. A citizen-centric approach will enable governments to improve citizen satisfaction and loyalty.

In the psychographics of buying and selling, loyalty is a function of the actual experience of the customer for a product or service in comparison with the expectations that have been set before the acquisition of the product or service. This will determine whether the customer feels disgusted, happy, satisfied, or delighted.

Both the expectations and experiences can be measured on the 'value' that any customer gets as well as the overall 'cost' that he incurs. Value can emerge through the psychological, emotional, safety, health, security, biological and any such other needs whereas, Costs

comprise of not only monetary costs but also costs arising out of psychological, emotional, or ethical perception of the customer.

This concept can also be used as a framework to measure the citizens' loyalty in relation to the experience of the governance provided by the leader or political party in accordance with the expectations/promises made to them.

When governments embrace the connectivity with their citizens, they understand the true meaning of loyalty. If the citizens are not happy, then an opportunity to improve can be identified. So it's not just a matter of getting feedback– it's really listening to what they are saying.

The CSI Nihilent e-Governance Awards have been monitoring and evaluating the efforts of government departments at Centre, States and Districts levels in achieving good governance using ICT. We hope that our efforts help the government machinery to listen to what the citizens want, and deliver in line with their expectations. It is only then that the citizen will be king.

L C Singh

President & CEO,
Nihilent Technologies Pvt. Ltd.

PREFACE

Governments around the World are poised for bringing Government transformations as a step towards good governance. e-Governance has been the enabler for these transformations. Government stakeholders demand an efficient, transparent and accountable Government responsive towards its needs. India too, amongst others, has been in the forefront towards these transformations. The Indian Government's most challenging initiative in this direction has been the National e-Governance Plan (NeGP), which brings together a structured approach to address e-Governance across federal and local Government structures. India is facing its own share of challenges in implementing e-Governance initiatives across the geographical and digital divide. Though, the focus of NeGP has been to address few selected core areas of importance to citizens, businesses and Governments, there have been numerous small and big initiatives in the country. These initiatives have been implemented to bring about the desired transformations in the rural and urban areas of the country.

Each of the initiatives brings to light a lot to learn for replication. The Computer Society of India has been able to contribute in this regard by recognizing some of these transformational initiatives. Over the years, a structured framework has been used by assessing the Results achieved by these initiatives and the desired Enablers to make these initiatives sustainable. The experience, as shared by the e-Governance fraternity while documenting their work under this framework, has been novel and enriching. As we have moved forward in using the framework for the past four years, we have been constantly improving to bring in clarity on the framework. It is also very interesting to note the interpretations and understanding of the project teams on various parameters as defined under the Results and Enablers. In this compendium we have not retained the original documentation. We have tried to share the understandings of the project teams. Knowledge management has been one of the significant components while conceptualizing such e-Governance initiatives where the approach is to draw lessons from similar or allied initiatives that have been implemented within the country or elsewhere. An area of improvisation is that though we have been implementing these initiatives for quite some time now, there still is a

lot to learn in conceptualizing and implementing e-Governance before it can be realized in a holistic manner.

We hope this compendium comprising of selected initiatives in India shall bring rich learning for the community involved in conceptualization and implementation of ICT enabled initiatives.

Editors –
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