An exploration of what can we tell eGovernance practitioners for improving delivery of services to BOP citizens and/or urban micro-entrepreneurs based on the study of consumer relationship management practices from telecom and electricity

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Challenges in eGovernance

- E-services have not reached the target group to any significant levels

- Mobiles have not been used to any significant extent in delivery of Government services-the potential remains untapped

- Engagement with citizen's remains a romantic idea that has failed to ignite in the developing world

- Lack of user centricity in conceptualising and designing eGovernance applications.

- Very limited thought has gone into addressing the above issues-absence of interdisciplinary approaches.

Framework

- Understand the needs of the target group in terms of services required from the Government

- Identify an agency that has the maximum contact with target group

- Develop an in-depth case study to understand the potential of ICTs to improve services and the conditions under which the potential can be exploited

Micro Entrepreneurs in Ahmedabad

- Results from a limited study of a laundry, flour mill, moving shop and tea/snack vendor
- Informal sector-no contact with any Government agency
- The largest ward office issued only 5000 licenses in a year for shops/establishments/hawkers
- Extensive use of mobiles (voice) for carrying out business-can use text messages

Case Study on Municipal Corporation

- Most relevant (importance for citizens and contact with citizens) institution is a Municipal Corporation at the level of local government.
  - Information dissemination
  - Transaction services
  - Managing public utilities
  - Public safety
  - Health and education
  - Recreation
- Enhancing the quality of citizen engagement
  - Allocation of resources
  - Monitoring performance
  - Defining community needs

Choice of the Municipal Corporation

- Leadership is keen to improve performance through ICT enablement

- Past history of usage of ICT for improving the back end and establishing contact through an ICT front end.

- Corporation is willing to discuss with the author, share data and agree for release of the case in public domain

Issues to be Covered in Case Study

- Description of the context-structure, services, characteristics of population served
- Experience of ICT enablement for improving service delivery and citizen engagement and the outcomes of such initiatives.
- Understanding the desire for engagement in the community being served
- Response of management to new ideas gleamed for big data analysis on improving services and engagement.
- Defining the potential of ICT enabled reform and enabling conditions that will help achieve the reform

Can Big Data Analysis or Survey help in resolution of following Issues

- Location of access points where target group can access assisted e-services
- Selection of operators to for access points-attributes
- Process of monitoring quality of services
- Potential for call centres for delivering transactional services-preconditions and types of services most amenable for delivery.
- Handling payment of fees

Assessing Desire for Engagement Amongst Target Group

- Are consumer expectations different for monopoly versus competitive service providers

- Is the desire for engagement different for issues affecting self versus issues affecting community

- Research on participation of workers suggests that desire for engagement varies with past experience with participation.

- Can we collect data which will help develop a strategy for catalysing desire for engagement