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AN ANALYSIS OF IMPACT OF E-SEVA ON DIGITAL ANNEXATION IN RURAL RANGE

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Abstract

Digital annexation and inclusion are important in the social as well as economic and service sectors. On July 2, 2015, the Hon. Prime Minister Mr. Narendra Modi launched Digital India, a feature-rich program. It seeks to guarantee that everyone can access government services online and that everyone gains from ICT. Making public services more accessible to citizens is its main goal. In line with NeGP's vision statement, "To ensure efficiency, transparency, and reliability of such services at the most affordable cost, to fulfill the basic needs of every man," all government services should be made available to the average citizen in his constituency through common service delivery points. A sampling technique was used to select the sample respondents in the proposed research study to analyze the Impact of e-Seva on Digital Inclusion in Madurai District. Activities and should be strengthened with the help of innovative and effective organizational and infarct facilities. Concerned authorities should focus on promoting e-services according to the needs of local users. The government should provide all its services and programs with excellence in the future through e-seva which is a major step for e-service in Madurai district.

Introduction

The Central Government's innovative Digital India Program uses information technology to deliver simple and efficient services to its inhabitants. One of the four pillars of this program is e-governance, which involves re-engineering government processes and policies using IT to enhance their efficiency. This pillar aims to transform traditional government systems into e-governance, enabling citizens to interact with the government seamlessly. E-governance enables citizens to access government services 24/7, without waiting in queues, through a single online portal. This portal provides access to various forms, laws, news, and other essential information. The e-governance model can be categorized into three main types: Government-to-Citizen (G2C), Government-to-Government (G2G), and Government-to-Business or G2B. Through various federal and state efforts aimed at the nation's overall development, the Indian government has consistently endeavored to enhance services for its citizens. E-governance efforts nationwide are seen holistically by the National e-Government Plan (NeGP), which unifies them into a common goal. Around this concept, a vast nationwide infrastructure that reaches even the most isolated communities is developing, and extensive record digitization is occurring to provide dependable, simple online access. As stated in the NeGP Vision Statement, "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 goal is to bring public services closer to the people. One of the top states in India for e-governance implementation is Tamil Nadu. The Tamil Nadu e-Governance body (TNeGA), the state's nodal body, is in charge of overseeing and assisting with all e-governance initiatives for the Government of Tamil Nadu. TNeGA's primary objective is to use technology to make government services more accessible and efficient for the typical person. TNeGA aims to

achieve its vision of leveraging information technology to deliver services to the public at their doorsteps. The Government of Tamil Nadu's Information Technology Department oversees TNeGA, an essential branch of the government whose mission is to promote e-governance in the state. A key component of e-governance is E-Seva, or e-services, which provides various documents and services through its e-governance centers. This study focuses on the impact of E-Seva on digital inclusion in Madurai district, examining how this initiative has contributed to bridging the digital divide and enhancing citizen engagement with government services.

Scope of the study

Tamil Nadu is one of the most advanced and ICT-capable states in India, thanks to strong technical assistance from a wide range of people and organizations, including the public, commercial sector, government, and non-governmental organizations. The goal of the National e-Government Plan (NeGP) is to set up a system for effectively providing citizens with services. Notably, before the NeGP was created, Tamil Nadu had already put in place a number of e-Government initiatives, mainly in the departments of land records, registration, and transportation.. Since the NeGP's introduction in May 2006 by the Government of India, TamilNadu has proactively aligned its e-governance strategy with the national plan, demonstrating a commitment to leveraging technology for effective governance and citizen-centric services. This forward-thinking approach has enabled Tamil Nadu to stay ahead in its e-governance journey, setting a benchmark for other states to follow.

Statement of the problem

E-Government is an innovation fueled by technology that enables swift delivery of government services to those in need. It harnesses the power of internet technology to facilitate information exchange, service provision, and transactions between citizens, businesses, and government entities. By doing so, e-governance strengthens overall governance, fostering efficiency, accountability, and openness in governmental procedures. It also encourages growth that is inclusive and sustainable. The journey of e-governance in India began several years ago, but its effective implementation gained momentum with the launch of the Digital India program. This initiative comprises nine pillars, including E-Government Broad band Highways, Universal Access to Phones, Public Internet Access Program, Information for All, Electronic Manufacturing, IT for Jobs, Early Harvest Programs, and E-Kranti (Electronic Delivery of Services). E-Government, a crucial element of Digital India, eliminates the need for middlemen and ensures greater accessibility and inclusivity by enabling the direct delivery of governmental services to marginalized communities in remote areas

Objectives of the study

1. To analyses the level of perception towards e-seva.
2. To evaluate the level of satisfaction of e-seva.

Hypothesis of the Study

1.The degree of perception and demographic profile do not significantly correlate.

2. The degree of satisfaction and demographic profile do not significantly correlate.

Research Methodology

The current study's sample size is 100, and the respondents were chosen using a straightforward random procedure and a structured interview schedule. A five-point Likert scale is employed to evaluate the respondents' answers. AMOS and SPSS software are used to statistically evaluate the data.

Level of Perception of the Respondents

To ascertain how respondents' perceptions and their socioeconomic background relate to one another. Testing the null hypothesis is suggested. The "F" test has been used, and the two groups' opinions are unchanged.

Table No. 1

Level of Perception of the Respondents

Sources of Variance		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
Age	Between Groups	20.049	20	1.002	.919	.566
	Within Groups	86.191	79	1.091		
	Total	106.240	99	**Insignificant**		
Gender	Between Groups	6.461	20	.323	1.414	.141
	Within Groups	18.049	79	0.228		
	Total	24.510	99	**Insignificant**		
Marital Status	Between Groups	15.935	20	.797	.643	.868

	Within Groups	97.905	79	1.239		
	Total	113.840	99	**insgnificant**		
Educational Qualification	Between Groups	57.793	20	2.890	1.189	.028
	Within Groups	191.917	79	2.429		
	Total	249.710	99	**Significant**		
Occupation	Between Groups	37.922	20	1.896	.667	.846
	Within Groups	224.638	79	2.844		
	Total	262.560	99	**Insignificant**		
Monthly Income	Between Groups	23.788	20	1.189	1.218	.263
	Within Groups	77.172	79	0.977		
	Total	100.960	99	**Insignificant**		

Source: Primary Data

The "P" value (Sig. 0.566) is clearly greater than 0.05 (the 5% level of significance) based on the above data. As a result, the null hypothesis is approved. As a result, respondents' perceptions and age do not significantly differ from one another.

The "P" value (Sig. 0.141) is clearly greater than 0.05 (the 5% level of significance) based on the above data. As a result, the null hypothesis is approved. Therefore, there is no discernible variation between respondents' perceptions and gender.

The "P" value (Sig. 0.868) is clearly greater than 0.05 (the 5% level of significance) based on the above data. As a result, the null hypothesis is approved. Therefore, there is no discernible variation between respondents' perceptions and married status.

It is clear from the preceding table that the "P" value (Sig. 0.028) is below 0.05 (the 5% level of significance). Consequently, the null hypothesis is disproved. As a result, the respondents' perceptions and educational backgrounds range significantly.

The "P" value (Sig. 0.846) is clearly greater than 0.05 (the 5% level of significance) based on the above data. As a result, the null hypothesis is approved. Therefore, there is no discernible difference between the respondents' perceptions and occupations.

The "P" value (Sig. 0.263) is clearly more than 0.05 (the 5% level of significance) based on the above data. As a result, the null hypothesis is approved. Therefore, there is no discernible discrepancy between respondents' perceptions and their monthly income.

Structural Equation Modelling

The multivariate statistical analysis method known as structural equation modeling is employed to examine structural relationships. The structural link between measurable variables and latent constructs is examined using this method, which combines multiple regression analysis and factor analysis. The researcher favors this approach since it estimates the interconnected and multiple dependences in a single analysis. Two categories of variables—endogenous and exogenous—are employed in this investigation. When it comes to the independent variable, endogenous variables are equal to dependent variables.

Figure No. 1 – Level of Satisfaction to Customers

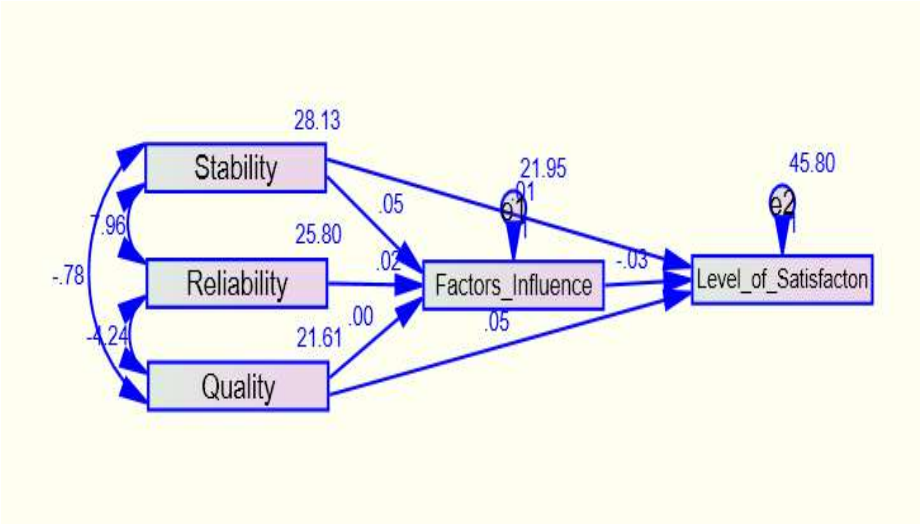

Table No. 2

Results of Goodness of Fit Test for Confirmatory Level of Satisfaction

Model fit	RMSEA	GFI	AGFI	CFI	NFI	IFI
Recommended Value	<0.08	>0.90	>0.090	>0.090	>0.090	>0.090
Study Model	0.000	0.996	0.944	1.000	0.933	1.006

Source: Computed Data

The CFA or measuring model findings are highlighted in the above table. The aforementioned table suggests that the values of the different goodness of fit indices fall well within the intended ranges. GFI is 0.996, AGFI is 0.944, CFI is 1.000, NFI is 0.933, IFI is 1.006, and RMSEA is 0.000. More significantly, the factor loadings for every item in the model are greater than 0.5 and highly significant at the 0.05 level of significance. Therefore, these findings imply that no changes to the model are required.

Research Discussion

The introduction of e-Seva has revolutionized public service delivery in rural areas of the study region, having a profound impact on citizens' lives. With e-Seva, citizens no longer need to travel to Madurai district or visit multiple government departments to access services. Instead, they can conveniently visit e-Seva centers, which operate from early morning to late night, allowing them to avail services before or after work without losing wages. The self-sustainable e-Seva model, based on a commission-per-transaction system, has made services more accessible and affordable. Citizens appreciate the proximity of e-Seva centers, often located within their village or the next, saving them time and travel costs. Impact of e-seva in digital inclusion in Madurai revealed positive feedback. The advantages of e-Seva, including time and cost savings, convenience, reduced corruption, simplified procedures, and speedy service delivery through a single window, have contributed to this satisfaction. However, few of customers have expressed satisfaction due to factors such as lower income, a commission-based salary system, inadequate technical and financial support from the government, poor connectivity, and frequent power outages. Addressing these concerns is crucial to ensuring the long-term success and sustainability of e-Seva.

Impact to Society

Awareness among people about the actual process and functioning of e-Seva is very low. Only educated people have more awareness. Uneducated, farmers are aware of e-Seva because of issues like Adangal, E-Passbook, Registration, ownership certificate, etc. Revenue issues are also mostly preferred.

For Category A services, visitors are standing across the counters, getting speedy services and returning without waiting at chairs. Thus, e-Seva effectively delivers speedy services from the counters. But for the category B services, most of the times, people fail to bring the required documents because of their illiteracy and less awareness. This is the reason for the repeated visits and inordinate delay even for registration of Applications.

People have no complaints about the e-seva operators because they do not know what kind of facilities are to be provided by e-Seva. They pay whatever price is fixed by these operators.

People are making payments in advance and collecting receipts later at their convenient time. As

operators hail from the same village, customers' trust in e-Seva is very high. Sometimes, they are making such advance payments while going to works/office in the morning and collecting receipts and the balance amount in return. People are also coming with their spouse and children to kiosks that shows good ambience for families too. Children were also coming to centers to make payments on their parent's behalf, like getting commodities from nearby shops.

Conclusion

E-government refers to the use of information and communication technology (ICT) to improve the efficacy, efficiency, accountability, and openness of information sharing and transactions between corporations, citizens, and government agencies. Madurai E-Seva play a crucial role in delivering e-governance services to citizens in an affordable and timely manner. Tamil Nadu is a pioneer in providing E-Seva services through its extensive network of e-Seva. This study aims to identify gaps and suggest alternatives to ensure effective services to the general public, providing valuable insights for policymakers. The findings highlight the significance of e-Seva in Madurai District in empowering citizens digitally through e-governance activities. To further strengthen these centers, innovative and effective institutional and infrastructural facilities are essential. The concerned authorities should focus on promoting e-Seva to meet the needs of local beneficiaries. Moreover, routing all government services and schemes through e-Seva in the future will be a significant milestone for these centers in Madurai District, enhancing their impact and effectiveness.

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