# USAGE PATTERN OF ONLINE SERVICES AMONG THE VILLAGERS OF JHARKHAND: A STUDY OF PRAGYA KENDRA

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## ABSTRACT

This paper is based on survey on rural population of Jharkhand state. This paper tried to find out the usage pattern of online services among the villagers of Jharkhand. State government is running several online service centres 'Pragya Kendra' in Jharkhand. How a villagers use this service for their betterment? And whether they are satisfied with this service or not, are main objectives of this study. Study reveals that villagers are using this service for various purposes and they are satisfied with services provided by the government.

**KEYWORDS:** Online Services, Usage Of Online services, Pragya Kendra.

## INTRODUCTION

Online service is refers to any information and services provide through internet. These services are easily accessible for government scheme and various facilities. Indian government is running many projects of online services in various states. Names are different but functioning and services are same. These projects are running through Common Service Centers (CSC). CSC is a single window system for many government schemes and information.

On 25th August, 2001, Andhra Pradesh started e-seva project to facilitate the rural population. Under this project, more than 100 services are providing online. Meeseva is also an initiative of Andhra Pradesh for their local habitats. The objective of Meeseva is to provide smart, citizen centric, ethical, efficient and effective governance facilitated by technology. The initiative involves universal and non-discriminatory delivery of all government services to citizens & Businessmen of all strata and improved efficiency, transparency and accountability for the government. The initiative features transformed government-citizen interface at all levels of administration along with a shared governance model.

In 2004 government of Rajasthan started E-Mitra Project. This project works through internet and cover many villages. All the services are available online and run for rural and urban area in all 32 district of Rajasthan. Any citizen can get the services of E-Mitra with very nominal charge. This project is running through internet Kiosk and Mobile Application. Services like bill payment, fee deposit, application for recruitment, grievance Redressal, payment of insurance premium, ticket booking, banking services and application for birth & death certificate, voter card, domicile

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certificate, marriage certificate, application for agriculture subsidy etc. are available under the umbrella of E-Mitra. This is a single window solution for each and every government work.

In Dhar district of Madhya Pradesh, a project Gyandoot is running by local panchayats since 2000. The goal of the Gyandoot project is to establish community owned, technologically innovative, and help of information kiosks in this needful, tribal-dominated rural area of Madhya Pradesh. The project is designed to extend the benefits of information technology to people in rural areas by directly linking the government and villagers through information kiosks. These kiosks are called Soochanalayas. The kiosks provide access to a variety of government services, such as registration of complaints and submission of applications for the issuance of certificates and loans. Data on prices of agricultural crops in different markets are also available. This is an example of e–governance successfully run in India. Lokmitra Kendra in Himachal Pradesh, E-Disha in Haryana, Rasi in Tamilnadu, Setu in Maharashtra and Bhoomi in Karnataka are some examples of e-governance in India. Citizens are getting benefits of these projects at their village or blocklevel. These are some successful examples of online service providers. Pragya Kendra also works under common service Centre project (CSC). Pragya Kendra was started 2008 in Jharkhand. It is connected to CSCs with SWAN (state wide area network). SWAN is mainly created for the purpose of providing secured and high speed connectivity to all government functioning connected to state Headquarter, district Headquarter and block Headquarters.

Pragya Kendra runs in 24 district and about 120 block offices in Jharkhand. Pragya Kendra was started to make the government's all schemes easily accessible to the people through online service. Through this project rural people can get several benefits like information about government schemes and online recharge, application for passport, PAN card, Aadhar card,

birth certificate, death certificate, land records etc. Some services at Pragya Kendra are chargeable but many online services are free of cost. Anybody can get benefits of these services without any expenses at their block level. Jharkhand government established Pragya Kendra at every block headquarters. The main objective of these centers is to promote online service and digitalization of land recorder and to provide service at the doorstep of beneficiaries. How are villagers using Pragya Kendra for getting online services and what are their suggestions to improve the quality of online services available at Pragya Kendra? This research study is all about to find out the answer of these questions.

## OBJECTIVES

Aim of this study is to identify the present scenario of pragya Kendra, their functioning and satisfaction level of rural population towards online servicesin Jharkhand. Objectives of this study is to find out-

1. The usage pattern of online service in Jharkhand
2. The attitude of villagers of Jharkhand towards online services provided by Pragya Kendra
3. The satisfaction level of users towards online service of Pragya Kendra

## RESEARCH METHODOLOGY

Total 100 respondents were selected from two villages as a sample. These respondents were selected through purposive sampling technique. Sample was selected from the users of online services of Pragya Kendra. Further 50 male and 50 female respondents were selected to collect data. For this study, Data was collected from two villages (Brambe and Mander) where Pragya Kendra is available. This is a survey based study and schedule was used to collect the data from rural population. Data is interpreted through simple percentage analysis.

## DATA INTERPRETATION

Data for this study is collected from 100 villagers through schedule. Hence the gender was pre decided, 50 male and 50 female respondents were surveyed. Data is presented in the form of table and analysis is simple percentage analysis.

## SOURCE OF INFORMATION ABOUT PRAGYA KENDRA

| Response | Percent |
|----------|---------|
| Friends | 21 |
| Family | 13 |
| Relatives | 31 |
| Mukhiya | 30 |
| Media | 5 |
| Total | 100 |

According to the data, 31 per cent respondents are getting information about Pragya Kendra from their relatives. Second largest source of Information about Pragya Kendra is Mukhiya of the village. Thirty percent respondents get this information from mukhiya of the village. Family members are also a source of information for Pragya Kendra because 13 percent respondents get information from their family members. Media is not a big source of information for Pragya Kendra because only 5 percent respondents are getting information from media.

## COMPANION TO VISIT PRAGYA KENDRA

| Response | Percent |
|----------|---------|
| Single | 40 |
| Relative | 31 |
| Friends | 21 |
| Other | 8 |
| Total | 100 |

The table shows that approximately half of the rural people go to pragya Kendra alone. Forty percent respondents said that they go to Pragya Kendra alone. Thirty one percent respondents go to the Pragya Kendra with their relatives and 21 percent respondents go with their friends. Eight percent respondents mentioned that they go to Pragya Kendra with other person.

## EASINESS TO TAKE SERVICES OF PRAGYA KENDRA

| Response | Percent |
|----------|---------|
| Very Easy | 17 |
| Easy | 44 |
| Normal | 32 |
| Difficult | 6 |
| Very difficult | 1 |
| Total | 100 |

Data reveals that services available on Pragya Kendra are not difficult to take. Forty Four percent villagers said that they get services of Pragya Kendra easily and 17 percent villagers said that services of Pragya Kendra are available very easy. Approximately one third villagers think that they can take services of Pragya Kendra normally. Only six percent respondents feel that the services of Pragya Kendra are difficult and only one percent villager said that they face very difficultto get these information.

## TIME CONSUMPTION TO GET THE SERVICES OF PRAGYA KENDRA

| Response | Percent |
|---|---|
| Too much | 6 |
| More | 22 |
| Neutral | 47 |
| Less | 16 |
| Very less | 9 |
| Total | 100 |

According to data, most of the villagers think that Pragya Kendra provides services in normal time. Forty Seven percent people are neutral on this question. According to twenty two percent, Pragya Kendra takes more time to provide services to beneficiaries despite that 6 percent villagers said that Pragya Kendra takes too much time to provide services. in the contrast of these villagers 16 percent respondents said that they get services in less time and 9 nine percent respondent thinks that they get these services in very less time.

## DIFFICULTY FACEDBY RESPONDENT TO GET SERVICES OF PRAGYA KENDRA

| Response | Percent |
|---|---|
| Connectivity | 10 |
| Distance | 21 |
| behavior of staff | 20 |
| consume more time | 26 |
| Other | 15 |
| No comment | 8 |
| Total | 100 |

This was an open ended question. In the view of villagers, consumption of more time is the biggest difficulty to get services of Pragya Kendra. Distance is also a difficulty to get service from these centers. Twenty one percent people said that they faced difficulty in getting services from Pragya Kendra due to distance from the village. Behavior of staff is also a big problem to get service from Pragya Kendra. Twenty percent respondent said that behavior of staff at Pragya Kendra is a difficulty to get services. Internet connectivity is also a difficulty to get online services. Ten percent respondents think that internet connectivity is a difficulty to get services from Pragya Kendra. Fifteen percent respondents mention that there are some other problems in getting online services. Eight percent persons did not comment on this question.

## USEFULNESS OF PRAGYA KENDRA

| Response | Percent |
|---|---|
| Very Useful | 26 |
| Useful | 35 |
| Neutral | 34 |
| useless | 5 |
| Very useless | 0 |
| Total | 100 |

On usefulness of Pragya Kendra, respondent replied that Pragya Kendra is useful for them. More than half of the respondent has positive views about Pragya Kendra. Thirty five percent respondents think that these services providers are useful for them. Twenty six percent villagers think that these centers are very useful for them. Thirty four percent villagers has neutral attitude on this aspect. Only five percent villagers are against the Pragya Kendra. They said that these centers are useless for them.

## EXPERIENCE OF RESPONDENT ABOUT SERVICES OF PRAGYA KENDRA

| Response | Percent |
|---|---|
| Excellent | 17 |
| good | 44 |
| Neutral | 32 |
| Bad | 6 |
| very bad | 1 |
| Total | 100 |

Experiences of respondents are good at these centers. Forty four percent respondents said that they have good experience at Pragya Kendra. Seventeen percent villagers have excellent experience at these centers. Approximately one third villagers are neutral on this aspect. Total 32 percent villagers have neutral response on experience about services of Pragya Kendra. Only six percent have negative response about experience at Pragya Kendra. One percent respondents said that their experience is very bad at Pragya Kendra.

## FREQUENCY OF VISITS TO PRAGYA KENDRA FOR A SINGLE WORK

| Response | Percent |
|---|---|
| Yes | 53 |
| No | 47 |
| Total | 100 |

According to the data, Most of the respondent said that they have to visit again and again for a single work. Fifty three percent villagers said that they visit Pragya Kendra many times for a single work but forty seven percent villagers said that they visit only once for a single work. There is no need to visit again for the same work.

## TRANSPARENCY IN THE WORKING OF PRAGYA KENDRA

| Response | Percent |
|----------|---------|
| Yes | 28 |
| No | 32 |
| can't say | 40 |
| Total | 100 |

Transparency in the services is a crucial aspect. Forty percent villagers have no idea about transparency in the working of Pragya Kendra. One third of the villagers think that there is no transparency to provide online services to the beneficiaries but twenty Eight Percent villagers have positive opinion on transparency in the working of Pragya Kendra. They said that there is a transparent system at Pragya Kendra to provide online services.

## CORRUPTION AT PRAGYA KENDRA

| Response | Percent |
|----------|---------|
| Yes | 78 |
| No | 22 |
| Total | 100 |

The study reveals that there is a corrupt system at online services provider centers. Seventy eight percent villagers faced corruption at Pragya Kendra but twenty two percent villagers said that there is no corruption at these centers.

## SUGGESTION FOR THE BETTERMENT OF PRAGYA KENDRA

This was an open ended question. Most of the people gave suggestion about the betterment of Pragya Kendra. Thirty percent villagers said that employee of Pragya Kendra charge money for various services, so if they charge for any service they should provide receipt for the payment. Second major suggestion is that there is a shortage of employees, so government should recruit more employees to improve the quality of services. Total 26 percent respondent gave this suggestion. Nineteen percent Villagers suggest that if they face any problem at Pragya Kendra, Their problem should solve quickly. Fifteen percent respondent said that they do not know about the all services available at these centers, so government should give detail information about facilities available at Pragra Kendra. Only 10 percent respondent did not give any suggestion.

## CONCLUSION

Pragya Kendra is providing various online services in Jharkhand. Present study is about the usage pattern of online services among the villagers of Jharkhand. This study reveals that the sources of information about Pragya Kendra are Mukhia of village, Relatives and friends but media is not a prime source of information for Pragya Kendra. Most the Villagers go to Pragya Kendraalone. They do not need any companion for this purpose but some villagers go to the pragya Kendra with their relatives and friends. This study reveals that villagers of Jharkhand is satisfied with the services of Pragya Kendra because most of the respondent feel easy to get services at Pragya Kendra and according to their opinion, Pragya Kendra is useful for their life. Most of the villagers agree on that their experience is good or very good with Pragya Kendra.

There are some problems also at Pragya Kendra. Like villagers feel that there is no transparency in the working of pragya Kendra and corruption is there in the functioning of these centers. Villager said that they have to visit more than one time for a single work. There are some difficulties faced by villagers to get services at Pragya Kendra. According to villagers behavior of staff is the biggest difficulty to get services at the center. Consumption of more time distance of the center and internet connectivity are the other difficulties that are faced by beneficiaries of Pragya Kendra. This study provides the feedback of villagers to improve the quality of services provided by Jharkhand through Pragya Kendra. Villagers suggest that Pragya Kendra should provide receipt for all payments. Government should recruit more employees for smooth running of these centers. Problems faced by beneficiaries should resolve as soon as possible. Villagers have not information about all services provided by Pragya Kendra. Government should provide more information on services available at Pragya Kendra.

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