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Inclusive Digital Upliftment in Odisha a Public Value Perspective

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Abstract
Digital divide is part of inclusive digitalisation. Technology Acceptance Model explains different dimensions of technology adaptation in a society. This paper is investigating the Information Communication Technology acceptance among the graduates from Koraput, Kalahandi, and Balangir districts of Odisha, these districts are considering as the most backward district in India (NITI Aayog 2019 report). How young technology adopted people are considering government services creation in the state through the eyes of public value. This paper is adopting the model developed by Jean Damascene Twizeyimana for the assessment of public value in developing states. Improved public services, improved administration, open government capabilities, improved ethical behaviour and professionalism, improved trust and confidence in government, and improved social value and wellbeing are measured in this paper for understanding the value creation among the youth. The gap in the service creation and usage from the e-Governance services make an inclusive society, this paper can wrap out the eGovernance services gap which will be a model for government implementation in all over the state.

Keywords: Public value creation, Inclusive governance, Technology acceptance, Public participation, Digital development

Introduction

For delivering services to the people and fulfilled the day to day needs of the citizens is the basic duty of the government whether that is union or state or that may be local government. With the rapid development of science and technology, rapid urbanization, industrialization and information and communication technology it's become not only the demands of the people but also the major characteristics of a good governance process i.e., service delivery in an efficient, effective, speedy, transparent way to the citizens. Almost with the improvement and scope of Information and Communication Technology in the field of government and governance process of the government, it's become easy to access the services with physically present or visit any department or any office that's government available for achieve the goals of needs and demands of the citizens. We can say that the whole world going with era of liberalization, privatization, globalization and digitalization or virtualization.

Virtualization or digitalization of government or governance process can say in simple word as the service availability by the government for the citizens through the utilization of ICT (Information and Communication Technology) and the citizen can address their services that they have to need and they can access the services anytime and anywhere without going physically for accessing services. Through the use of technology, we can achieve an efficient and effective service delivery. e-Governance in simple words we can say as the use of information and communication technology in order to provide services to

the citizens (G2C), interaction with business enterprises (G2E) and communication and exchange of information between different agencies of the Government (G2G) in a speedy, effective, efficient and transparent and manner with a motive of service delivery to the people without inviting them physically to the office. E-Governance or electronic Governance is in essence, the application of Information and communications Technology to government functioning in order to create
'Simple, Moral, Accountable, Responsive and Transparent (SMART) Administrative process in all levels of government. In simple sentences digitalisation of governance means governance through ICT or virtually. Further digitalisation of governance not only contain use of ICT in government process but also making the citizens able to access the services and posting their needs and demands

Digitalisation In Odisha

Odisha in its Public Administration always creating significant improvement, that's in its transparent governance system or effective services delivery to the people. Odisha with the motive of good governance in its administration took measurable steps for efficient, transparent and especially more service oriented by providing a speedy service delivery through the utilisation of information and communication technology. In this context, the utilisation of ICT government able to making availability of services to the door steps of the people and that's have an important role in improving the service motive of the government and make the able to the government to achieve the willingness of the people that's change with the needs of situation and time. Odisha has recognized ICT as an effective and efficient tool for service delivery, in the economic activity, in the process of governance, grievance redressal and other field of administration. Odisha has launched different kinds of eGovernance programme for achieving the goal of efficient, effective, service oriented and citizen-oriented governance in Odisha.
Keeping in line with the increased needs and demands of the people and thrust on e-governance in national level service delivery, the Odisha state also took different e-Governance initiative in different departments of state administration. With the aim of creating a digital governance for serving people Odisha started the process of digitalisation in the middle of 1980 with a few isolated initiatives. But since 2000 the Government has taken important steps towards enabling the governance process speedier with the utilisation of information and communication technology. Further in the year 2004 the Odisha Government took another initiative towards digitalisation of service by implementing Information Technology ITeS Policy- 2004. The final roadmap in e- Governance in Odisha finally released on 14th June 2006 by the hon'ble Chief minister Odisha Shree Naveen Patnaik, which compromised of governance vision, governance strategy and blue print and capacity building road map. Further Odisha. Odisha in the process of digitalisation took another step by implementing Odisha ICT Policy 2014 with a vision to improve the life the citizens by providing service and employment opportunities through IT/ITES. The government lunched e- Registration, SAMS, Bhulekha, Bhunaksa, e-Pauti, Odisha Scholarship Portal, e-Sishu, e-Dispatch, Odisha One Portal, Mo Seva Kendra,e-District, iFMS, e-Municipality, e-Procurement, e-PDS etc. With a vision of single window for all services Odisha Government has lunched Odisha One Portal to facilitate different categories of services to the door steps of the citizens through Mo Seva Kendra in 2021.

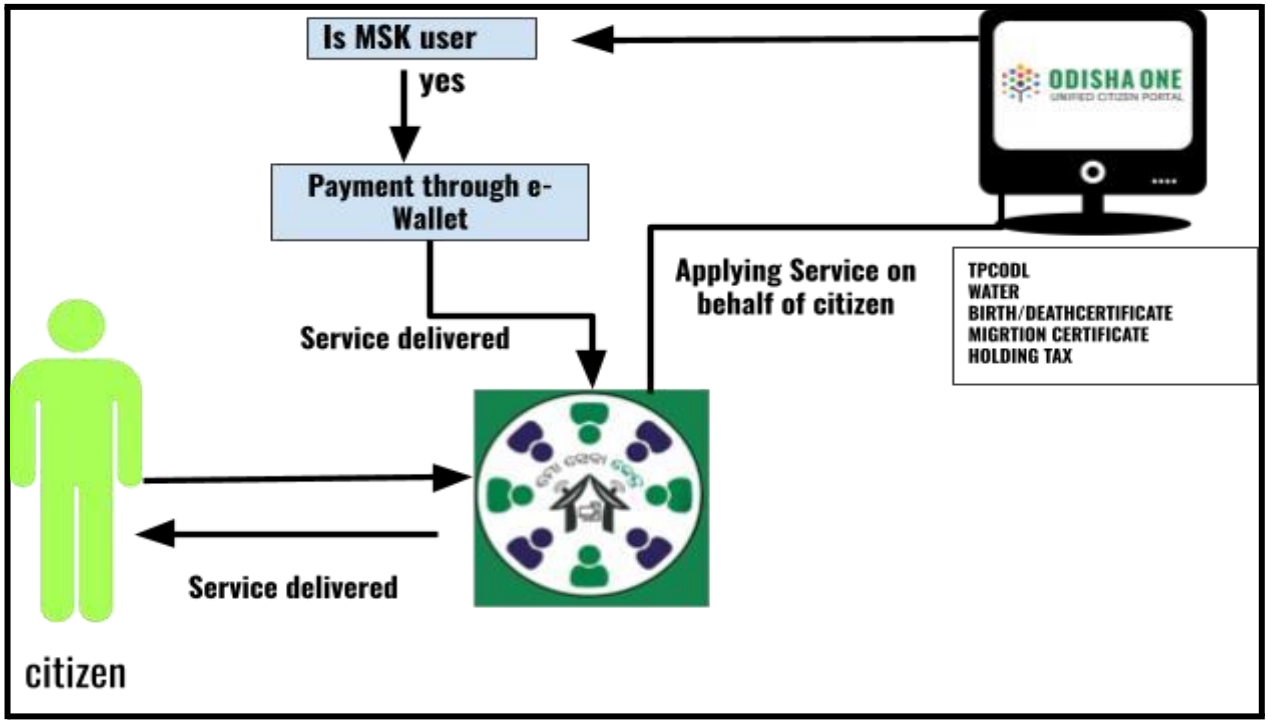
Mo-Seva Kendra

Odisha in the way of providing better services to its residents always made great contributions. In the field of e-governance and making its governance people welfare oriented and for doorstep service delivery the Government of Odisha under the 5T programme launched Mo Seva Kendra. he government has planned

to set up one Mo Seva Kendra in each Gram Panchayat. So the Government desired to establish 6789 Mo Seva Kendra in Rural areas. Further the Government has planned to establish one Mo Seva Kendra per 25000 population in urban areas. With analysis the Government has decided to establish nearly 8000 Mo Seva Kendra in entire Odisha for better service for the People.
"The people of the State will have the freedom not to visit government offices for any services. They will have the option of online services or professionally run Mo Seba Kendra or door delivery." Naveen Patnaik CM of ODISHA

What is Mo Seva Kendra :
A Mo Seva Kendra is a service center launched by the Government of Odisha for facilitating government services to the doorsteps of the citizens. By visiting near Mo Seva Kendra, the citizen can get every needy service without visiting the concerned department or office. In every Panchayat there should be a Mo Seva Kendra and in an Urban area one Mo Seva Kendra per 25000 population. In a Mo Seva Kendra one individual can get 516 different types of services of different departments of State Governments. The key stakeholder of Mo Seva Kendra is VLE (Village Level Entrepreneur)/ULE (Urban Level Entrepreneur) as the Mo Seva Kendra operators are known. The VLE/ULE of Mo Seva Kendra deliver various services to the people. If a citizen needs to apply for his father's death certificate, he can visit the nearest Mo Seva Kendra situated in Panchayat or Urban area. In Mo Seva Kendra the VLE/ULE can apply for service on behalf of the citizens in Odisha one Portal (Unified Citizen Portal). In Mo Seva Kendra the VLE/ULE acts as a medium between the Government and the citizens. The VLE/ULE should charge a huge amount for delivering services to the citizens. After applying for his father's death certificate through Mo Seva Kendra the citizen can get the death certificate of his father from that Mo Seva Kendra within a huge day. After a specific time period he can get the death certificate of his father from that Mo Seva Kendra without visiting the concerned office. In present day 4713 Mo Seva Kendra are established all over Odisha in both rural and urban areas. 161 Mo Seva Kendra in urban areas and 4552 Mo-Seva Kendra's in rural areas now working in all over Odisha (Odisha, 2021).

Service Delivery Architecture of Mo Seva Kendra
Odisha One, a unified Integrated Service Delivery portal developed by Odisha Computer Application Centre (OCAC), the Technical Directorate of E & IT Department, Govt of Odisha, is a comprehensive and transformative e ort by the state Government to better integrate G2C services and improve quality of service delivery with enriched citizen experience. As a unified & integrated portal for service delivery it's helps to achieve a transparent and responsive governance for all, through a fully automated, streamlined self and assisted mode service delivery (through Mo Seva Kendra Centres) capabilities (OCAC, 2022).



Odisha One Portal:

The portal is a front-end interface for all e-Governance Applications of various Departments. The Odisha One portal framework is designed in such a way that various applications can utilize this framework irrespective of their level of automation such as whether the service delivery methodology is fully automated / partially automated / online. It is envisaged to integrate more than 200 Government-to-Citizen (G2C) services in Odisha One portal

Objective of Mo Seva Kendra

By means of Mo Seva Kendra the government have vision to provide an easy way of accessibility of service (both informational and transactional) to the citizens, they can get access to the services at anytime and anywhere. Further the Mo Seva Kendra initiative of Odisha Government have a clear objective to reduce direct and physical interaction of citizens with the government and create an environment where e- interaction and e-client communication improve in the process of governance through Odisha One Portal. Enhancement of responsiveness of the government and its constituent department is one of the major goals of the government that's government try to achieve through Mo Seva Kendra (Odisha, 2021).

1. To provide easy, anywhere and anytime access to Government Services (both Informational & Transactional)
2. Reduce direct interaction of citizen with the Government and encourage `e'-interaction and efficient communication through Odisha One portal
3. Promotion of use of One-Stop-Portal where citizen shall register once and can avail all the state government services from a single platform so as to ensure seamless citizen experience while availing the services.
4. Delivery of services through Mo Seba Kendra by leveraging the common infrastructures of the State.
5. Enhance responsiveness of the Government and its constituent Departments.

Public Value

Transformative e-governance created new environment in the administration social fabric is accepted the transforming changes. The gradual transformation to digitalization is creating a new way of valued society. Availability and accessibility of the government services revolutionized the concept of public service value, and it still in a transformative stage. The institutional introduction (e-services) changing the social edifice and its positive results are penetrating to governance and ensuring a better government. Creation of public value is comprehensive approach from government, administration, civil society organization and citizen (Karunasena et al., 2011). These key stack holders are not focusing on the outputs of the government services rather it considering the comprehensive outcome of governance (Alford & O'Flynn, 2009). The objective outcome of public value is not just surrounded with citizen and administration it is the creation of democratic value among the people for the sustainability (Al-Hujran et al., 2015; Bonina & Cordella, 2009). The public value concept is more successful in alternating the idea of New Public Management which emerged in the 80's (Panagiotopoulos et al., 2019). The public was considered as just a recipient of the service position was in the shifting stage of governance and now it's more participative service usage were co-creating services which promoting the social transformation, inclusive social development and environmental sustainability thus all leads to creation of public value (EGovernment in Support of Sustainable Development, 2016)[1]. Citizen involvement in the digital service policy formulation, service creation, service use and the service feedback with an effervescent participation will ensure the public value creation. Citizen are essential part of collective service creation and part of the equality, care, justice and fairness of the public service value creation which is proposed by John Alford and Owen Hughes (Alford & Hughes, 2008). The 2016 UN e-Governance survey highlighted the importance of e-participation tools such as e-Information, e-Consultation and e-decision making in the creation of Public Value (E-Government in Support of Sustainable Development, 2016). Government and political institutions collective aspiration for a better society emanated from democratic values can only support the administrative part of the service value creation (Moore, 1995). IT, organization and value trio work of Min-Seok Panag et al proposed five variables which inter connect digitalization of government for the value creation. Effective capability of public service delivery, capability of large public engagement, capability of dynamic co-production of services, resource acquisition capability and new public sector innovations are the five essentials

capabilities required for the creation of a better and innovative service (Pang et al., 2014). The traditional view of government service circled government and bureaucrat cantered service creation and services delivery is now started centring on the citizen demands. The optimized governance and government performance with the support of administrative players enhance the citizens association of service value (Cordella & Bonina, 2012). Number of academicians considered the variables of public value are the critical factors of a government service and created several service analytical frameworks but the still the idea of public value is the emerging stage (Panagiotopoulos et al., 2019).

Mark H Moore's initial book 'Creating Public Value' was talking about the government servant's[2] role in delivering value-based service as the face of government. Public servants or public sector managers are part of the political market place of the state operation. Rather than profit the managers are concentrated

[1] United Nations e-Governance survey 2016, Chapter 3.
[2] According to Indian context of the study.

on improving the value creation of the state. Value creation is not just the task of mangers or government servant in the present day, it's a complete involvement of all stock holders of the services (Alford & O'Flynn, 2009). The involvement of value outcome creation there are number of participants but the final arbiter of public value is politicians, policy making and government decision making is complete focused in the hands of politicians (Alford & O'Flynn, 2009; Moore, 1995).

Public Value Creation of Mo-Seva Kendra's

The adopted model of public value in this study is focused on efficiency, administrative hurdles, transparency, chance of corruption, enhanced service quality, ease of accessing e-Governance, and G2C interaction are the public value dimensions used for the analysis. In this part of the study is focusing on the relationship of distance from the Mo-Seva Kendra and its value creation among the most backward district in the Odisha. The data collected from Balangir, Bargarh, Kalahandi, and Koraput district from Odisha. The samples are concentrated among Undergraduate and Post graduate students in the selected area. Total 98 sample collected from the area with the distribution of 56 Under Graduate and 42 Post Graduate. Among the 98 respondents 51 female and 47 males from six different educational institutions.
This part of the study focusing on the impact of distance in public value creation.

Odisha government established minimum one Mo-Seva Kendra in each Panchayat. After the inception of one portal and Mo-Seva Kendra people are started using e-Governance.

Here accessing the seva Kendra is a complicated task for common citizen, how distance impacting the value creation among citizen. The study used three different distance options such as, less than 1Km, between 1KM and 3 KM and more than 3 Km.

Efficiency of public service feel very less (38%) people those who are traveling more than 3 Km, and the same time people are very close to the Mo-Seva feel very much efficiency (64%) in the services. increased distance has a hug impact on service efficiency value creation.

The result distribution among in reduced administrative hurdles is equally distributed among the results. In each category on an average 27% population feel administrative burden is not reduced.

Without considering the distance from the Mo-Seva average 50% population feel transparency in administration is improved. The rest of the samples are equally distributed among the two categories of distance. The study location and samples character reflecting in this part of the results.

The people very close to the Kendra feel more comfortable space from corruption and responded 52% said the chance of corruption is reduced very much. The far people (more than 3Km) feel corruption is still part of the administration with the response of 36%.

Less than 48% people feeling the quality of government service is improved, a significant population are not able to answer this part of the question. So, there is not much of distance in the service quality perception.

More than 68% people felt service accessing is very easy those who are close to the service centre, and the results in more than 3Km distance people have 38% satisfaction on enjoying the services.

The G2C interaction is also similar results like access to services. people close to service centre feel more comfort (60%). On an average 22% population feels there is no increases in the G2C interaction after the introduction of e-Governance.

Conclusion

This study is focused on graduates from the four districts in Odisha. The results are focused on the dimension of public value creation and its relation with distance from the Mo Seva Kendra. The rationale behind selecting distance is each panchayat has only one centre which is not sufficient for a social value creation. Distance from the Mo-Seva Kendra have significant influence on service efficiency, administrative hurdles, ease of accessing service and G2C nitration. Transparency, service quality, and chance of corruption is not influenced by distance from the Mo-Seva Kendra. The major recommendation from the study is increase the number of Mo-Seva Kendra it can improve the e-Governance service quality and it have the potential to crating public value in the society.

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