



ROLE OF COMMON SERVICE CENTER IN RURAL DEVELOPMENT

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Abstract

Common service Center (CSC) is an information and communication technology (ICT) access point created under the National e-Governance Project of the Indian government and Common service (csc) Center scheme is working across the various districts of the country. The Information Technology (IT) Sector has led India to become a potent global hub of providing IT and IT enabled Services. Due to continuous technological advancements and innovations in IT sector, the Government of India (GOI) has been very positive in applying it to rural sector to bridge the urban and rural divide. The ambitious CSC project is all about establishing across the country at the lowest local government body at village level (Gram Panchayat Level) by Government of India under its National e-Governance Plan (negp) .

Introduction

Common service Center is a strategic keystone of the National e-Governance Plan (negp), approved by the Government in May 2006, as part of its commitment in the National Common Minimum Programme to introduce e-governance on a massive scale. Owing to the huge global impact of ICT, the GOI has manifested to pursue the concept of electronic government (e- Government) reaching out to the isolated rural India and bridging the digital divide. Through this concept the government intends to operate at e-Government level in order to deliver its core services to the rural population right at their doorsteps.Under the project, the idea is to facilitate a platform that will enable government, private and social sector organizations to integrate their social and commercial goals and take the benefits of information and communication tools (ICT) to the remotest corners of the country. E-governance is available for health, education, and livelihood sectors and it provides services like Utility services, Rural Banking, Training Courses (Computer), Micro-credit, Insurance service, Health Services, Online PAN card facility, Adhar Card, Commercial services through Common service (csc) Center (cscs) to the people residing in the remote areas. Cscs are playing a vital role for rural development through providing various services in the rural areas which were not available before implementing e-



governance. Because of e-governance the rural population easily accesses the several services in nearest to their village & also e-governance playing crucial role in the field of rural development. Present study provides an insight into the role of e- governance in providing essential facilities to people of . The study attempts to reveal the socio-economic status of the rural people in study area; level of awareness among rural peoples regarding e-governance; the services available in the Common Service(CSC) under e- governance. It also makes an attempt to identify the problems during access the services and make necessary suggestion for better e-governance in rural areas.

Traditional systems in government offices are not effective; it will take more processing time and the benefit of the service become lost. Red tapism, corruption, influence by the political party, personal bias etc ...are the limitations of traditional governance system. Later, after the introduction of information technology (IT) in government departments all documents are converted into digital format (digitalisation) for easy accessibility and long life storage and reference purpose. Common service centre now arrange the facility for access those services with the help of IT and internet. In Bihar citizen from both urban and rural area are using egovernance service once in a month; mainly for utility payment in various government departments. Common service centre project mainly contribute to address the issue of digital divide in Bihar by ensuring ICT accessibility at the lowest stratum of society. It is the first district-wide e-literacy project in India. Important features of the Traditional systems in government offices are not effective; it will take more processing time and the benefit of the service become lost. Red tapism, corruption, influence by the political party, personal bias etc ...are the limitations of traditional governance system. Later, after the introduction of information technology (IT) in government departments all documents are converted into digital format (digitalisation) for easy accessibility and long life storage and reference purpose. Common service centre now arrange the facility for access those services with the help of IT and internet. In Bihar citizen from both urban and rural area are using egovernance service once in a month; mainly for utility payment in various government departments.Common service centre project mainly contribute to address the issue of digital divide in Bihar by ensuring ICT accessibility at the lowest stratum of society. It is the first district- wide e-literacy project in India. Important features of the Common service centre project are:



SERVICES THROUGH CSC NETWORK

G2C Services –

- Central Govt Services (Passport, PAN card, PMAY, Vendor Registration under FSSAI, Swachh Bharat Abhiyan, Pradhan Mantri Fasal Bima Yojana, Soil Health Card, etc.)
- E-District/SSDG Services (Caste, Domicile, Income, etc Certificates, land records, etc)
- Aadhaar Services (enrolment, updation, Aadhaar Card Printing)
- Election Commission Services

B2C Services –

e-Recharge, bill collection, e-Commerce, IRCTC berth Reservation

Business to Business(B2B) Services -

like Market Research; (Data Collection, Digitalization of Data) comes under B2B.

Financial Services –

- Banking Services (deposit , withdrawal , remittance)
- Insurance Services (premium collection , policy)
- Aadhaar Enabled Payment System (AEPS)

Utility Services –

Bharat Bill Payment, Electricity Bill Payment , Water Bill Payment and

1. One Common service centre for every 1000 families living in two or three municipality or panchayat wards
2. Common service centre Project initially launched for providing e-literacy training to one member in each family.
3. Each Common service Center (CSC) centre should have minimum 5 computers and other equipments.



4. Average investment required for a centre is 3-4 Lakh.
5. Common service Center (CSC) should be reachable to households within 2-3 Kilometre distance.
6. High priority has been given for establishing reliable connectivity and for creation of locally relevant content Services Offered by Common service Center (CSC) in Bihar

e-payment	Birth certificate
DTP and Printing	Election Id Card
e-ticketing	Marriage Certificate
Aadhar	Xerox
PAN Card	Passport
e-district	e- filing
Kiosk Banking	Election Id Card
e-grants	Insurance

CSC Guidelines envisage services. These are:

1. Agriculture related Services which includes Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries, Veterinary.
2. Education & Training Services and it can be School, College, Vocational Education, Employment related.
3. Health Services like Telemedicine, Health Check-ups, Medicines .
4. Rural Banking & Insurance Services like Micro-credit, Loans, Insurance, 5. Entertainment Services .
6. Utility Services related to Bill Payments, Online bookings.
7. Commercial Services as like as DTP, Printing, Internet Browsing, and Village level BPO.



Research Methodology

This paper reviews the literature on the basis of secondary data collected from various references which already exist in published from such as articles, books, newspaper, national/international journal, magazine, annual reports, government publication and non government publication and company official websites, etc.

Review of Literature

Ramashish examined citizen-administration relationship after implementation of e-governance, and also analysed success and failure of first phase, i.e. E-literacy programme of COMMON service project in Madhubani District. The study reveals that people of Bihar demand a change in the administration system by incorporating potentials of e-governance, there lacks uniformity for e-governance approach adopted by different departments, e-governance improved speed of service delivery in the state, online interaction between citizen and government are not impressive, parallel movement of manual 34 and online system doubled the workload of the bureaucrats, Common service (csc) projects on social context is successful but is failure on commercial ground, attitudinal changes have greater impact than technological changes in eradication of corruption, and citizen- administration relationship is not improved due to presence of digital divide and lack of e-inclusiveness.

Renu , assessed e-governance projects in Bihar. Grounded theory approach of using literature and secondary source were used for the study. Benefits of e-governance initiatives in the state include better delivery of services, decreased corruption, higher transparency, etc. Resources and connectivity issues are the main challenges for e-governance initiatives in the state.

Sanjita, (2011) studied about Common service (csc) centres in Bihar. The main services which contribute the revenue are 40% revenue from computer training programme, 30% from e-Pay services, and the remaining 30% from internet browsing services and other services. Kuriyan (2005) examined social and political challenges of Common service (csc) Projects in Bihar.

Common serviceprojects run with twin goals of social development and financial sustainability. The methodology used includes interview and participant observation method. Common service (csc) Centres in urban area found more financially success while in rural area it is semi-profitable.

Ashok (2014) analysed impact (csc)telecentres in bridging the digital divides. The study was conducted in Thrissur district of Bihar, India. The study also covered awareness and usage



level of various services provided by common service centres. Case study method based on qualitative and quantitative data was used in the study. It is observed that entrepreneurs have greater role in the sustainability of (csc) Centres. Common service (csc) centres are struggling to balance the social objectives of the project and the objectives of financial sustainability.

Suggestions

1. Main focus should be citizen in integration and implementation process of E Governance . It is essential to first redesign government processes with a citizen focus.
2. Conduct centralized awareness camp towards e-Governance, Integration, fiscal benefits, time saving advantage, and suitable accessibility of services in time saving manner for general public. 3. The govt can encourage private sector organizations for work with public partnership for the effective implementation of E Governance.
4. The District integrated e-Governance Societies should the e governance centres on regular basis to make sure that appropriate services are provided by them.
5. Evaluation should be conducted by the State Government to review the benefits accruing to the public and desired steps needed for effective use in e-governance.

Findings

The major findings of the present study are as follows:-

1. The study revealed that majority of the respondent's use common service (CSC) centres for their personal purpose (52%) only.
2. It is observed that users/consumers prefer to use for availing Aadhar card (39%) from common service (CSC) centre.
3. While analysing, it is found that 52% of the users use common service (CSC) services once in a year.



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4. 84% of the respondents only know about the common service centre than the other E- governance centre.
 5. Majority of the respondents (48%) are of the opinion that, they use social media to know more about the updates of E-governance.
 6. In case of 20% of respondents they expect to receive service of Birth certificate from common service (CSC) centre.
 7. The study shows that, for most of the respondents (90%) common service (CSC) centre is the nearest available/accessible E-governance centre.
 8. More than half of the respondents (78%) prefer to use common service (CSC) centre for availing services of Egovernance.
 9. From the analysis it is observed that 92% of the respondents motivate others to use E- governance.
 10. The study revealed that, 72% of the respondents get motivated by others to use E-governance services.
 11. In our study, we have observed that 60% of the respondents faced some problems while using Egovernance services.
 12. While analysing, it is observed that 45% of the respondents faces security issues while availing services form E-governance centres.
 13. 92% of the respondents have agreed that E-governance has made changes in our society.

Conclusion

Present study is focusing on role of e-governance in rural development which gives us an idea about the facility of e-governance in rural areas. Cscs are playing a very important role for rural development through e-governance services in rural areas which were not available before implementing e-governance in rural areas. In these villages some people are aware about all the services of e-governance but some are don't aware regarding all the services. ST people in study areas are in backward condition & as they are not aware so they are not also interested for availing the services of cscs. Because of e-governance the rural people easily access the several services in nearest to their village. It is believed



that it is just a beginning, a lot to do about e- governance in near future to achieve the excellence in every field of development and local governments are striving to improve the delivery of their services to their constituents. Citizens too has not given the desired result.

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