e-Jaalakam

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An Initiative of Dept. of Economics,
St. Teresa's College, Ernakulam

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VIVARA NIDHI

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VIVARANIDHI
A CITIZEN'S HANDBOOK ON e-GOVERNANCE

Presented by

Department of Economics
St.Teresa's College, Ernakulam

In association with
Kerala State IT Mission

With technical support from

State e-Governance Mission Team, Kerala

Information Kerala Mission

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E-MITHRAM

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E-JAALAKAM PAMPHLET
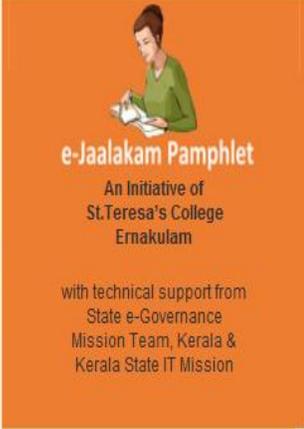
e-Jaalakam Pamphlet

An Initiative of
St.Teresa's College
Ernakulam

with technical support from
State e-Governance
Mission Team, Kerala &
Kerala State IT Mission

PRESENTATION

Department of Education

Government of Kerala

Executive summary

Under this initiative, e-Governance literacy was imparted to around 14,000 people/ households indirectly covering nearly 56,000 persons assuming an average of four members per household in four districts. There are 106 delivery centres which include 86 schools and 20 civic groups.

e-Jaalakam team, during its first two phases, has successfully completed training sessions for around 20 civic groups covering nearly 2000 persons. During its third phase, it has imparted e-Governance literacy to around 12, 000 households through the children studying in class ten in 86 Government and State aided schools in Ernakulam educational district. Besides Ernakulam, the project has succeeded in creating three other e- Jaalakam chapters in higher educational institutions in the districts of Calicut, Kottayam and Alleppey.

Studies report that despite having high literacy rate in Kerala women did not have much say in family decisions and were bounded by family obligations. Developments in e-Governance hold immense scope for overcoming such isolation and enables women to benefit from various e-services offered by the Government. But it was found that most of these initiatives were not accessible by the women. These findings prompted the department of Economics to initiate a project for empowering girl students in own institution. The institution which was experienced in women empowerment through education, felt that they should go one step ahead and focus on e- literacy which will increase women's agency.

 A major bottleneck faced at this point was lack of clarity on what exactly should be focused on since this was a novel concept. Another was getting resource persons for conducting the workshop since State e-Governance Mission Teams had not ever conducted such programs for the general public.

The first workshop was followed by trail awareness sessions for the faculty and around 300 fellow students in the campus. Feedback from them imparted confidence to venture into the next phase where such information was shared with the public. Interaction with public revealed that lack of awareness of e-Governance services was applicable equally to both men and women needing effective IEC campaigns.

Introduction

Despite high literacy rate in Kerala, women are observed to not have much say in family decisions and are bound by family, social obligations and spatial constraints. Developments in e-Governance hold immense scope for overcoming such isolation and it enables women to benefit from various e-services offered by the Government. But it was found that most of these initiatives were not accessed by the women, primary reason being lack of awareness about availability/method access. These findings prompted the department of Economics to initiate a project for empowering girl students in their own institution, St. Teresa College. The college that has long history in women empowerment and education felt that they should go one step ahead and focus on e- literacy which will increase women's agency.

Overview of the project owner

The project was initiated/owned by Department of Economics; St. Teresa's College, Ernakulam and headed by Dr Nirmala Padmanabhan, Head of Department of Economics, St. Teresa's college, Ernakulum. It is an autonomous institution, a college with Potential for Excellence and a pioneer institution in the field of women's education, envisions a value –oriented education for young women. The College was established in 1925 as the second women's college in Kerala and the first in Cochin. It was founded with the supreme purpose of empowering and educating women. The Department of Economics of St. Teresa's College, the oldest department started in the year 1937, strives to create and sustain a thirst for knowledge among the student community. The department has always resonated to the needs of the student community through internships, on the job training, student friendly programs like SCES (student capability enhancement) which help students to identify their hidden potentials .The Department inculcates a sense of social responsibility among students so that they become socially productive citizens and e- Jaalakam is the result of this social commitment.

Dr. Nirmala Padmanabhan is an associate professor and head of the Department of Economics

Her experience on the project

Dr Nirmala conceived the idea in the course of her Ph.D. work on - Gender Dimensions of IT Sector in Kerala. She shaped various phases, established linkages with all helping institutions, accompanied students on training sessions and edited the content of the handbooks. The main hurdle faced according to her was in obtaining funds and support for a project which was ahead of its time and unheard of by general public. In the course of implementation, she also faced other obstacles which were overcome with suitable strategies as detailed below:

BOTTLENECKS	STRATEGY ADOPTED
✓ **Lack of well-defined content** ✓ **Difficulty in choosing services** ✓ **Capture public interest**	Life cycle approach
✓ **Limited availability of Government funds**	Corporate Social Responsibility funds.
✓ **Reluctance of educational** ✓ **institutions** ✓ **Reluctance of staff and students**	Leverage the emphasis given to Social Outreach Programs by University Grants Commission and National Assessment and Accreditation Council
✓ **Tendency of people to forget Demonstrations due to infrequent nature of usage.**	Design of a handbook which methods of access in simple flow chart form
✓ **Difficulty in sustaining interest of diverse age groups with a single**	Design of different handbook for students as compared to the

handbook	general one for citizens
✓ **Ensuring utility to people not well versed with English language**	Translation of the handbook to Malayalam.

Project overview

Scope of services

Literacy was imparted on e-Governance services in varied areas and offered by various departments such as Health, Education, Local-self Governance, Pension, Transportation, Ration Card, Aadhaar, Voter's ID, Passport, Taxes, Travel, Payment of utility bills, Employment, e-District, High Court, Police, Women's Commission etc. The focus was on services which would be of use to an average citizen in his/ her lifecycle.

e-Governance literacy was imparted by e-learning tools which demystify the method of access and inspire people's confidence in accessing various e-Governance services:

a) **e-Jaalakam data bank** which furnishes the hyperlink and briefs the services available in around 60 Government websites a person may need in her/ his lifetime. This was demonstrated to them through a user-friendly Power point presentation which followed a life cycle approach.

b) **e-Jaalakam pamphlet** which compiles the URLs of more than 100 useful websites which was further divided on the basis of function, purpose and utility of different sites

c) **Vivara Nidhi-** the citizen's handbook on e-Governance illustrates all the steps involved in accessing the various sites in a flow chart model taking the layman through the step -by –step process of access

d) **e-Mithram** - the student's handbook on e-Governance in vernacular language stressed on the sites relevant to students

e) **e-Mithram training module**, which has tutorials of various e-Governance sites prepared with screen capture software.

Innovation

- Designing of handbook on e-Governance introduced the world of e-Governance to people and it strived to capture their interest by detailing the steps that one has to follow in accessing services which are of immediate use to them.
- Pamphlet compiles all the important URLs which enabled reduced user effort in identifying authentic sites
- Training module which demonstrates process of access
- A training module with tutorials of various e-Governance sites prepared using screen capture software.

Situation in project owner's state/ district

Problem at hand

Kerala ranked 10th among 25 states in women participation in household decisions making (Human Development Report, Kerala 2005) revealing that academic achievements in the state are often not transmitted into decision making. Thus, what the state needs is programs aimed at gender empowerment in decision making and participation. It is also observed that men at some stage or the other do interact with various government offices / local bodies to access many of the services offered. On the other hand, most women get bogged down with family obligations and lack of time, social constraints etc. and leave such matters completely to their fathers/ husbands/ sons.

Developments in e-Governance hold immense scope for overcoming such isolation and enables women to benefit from the various e- services offered by the Government. This project intended to highlight such windows of opportunity to girl students and women in Kerala in the belief that it will benefit them at some stage in their life, help increase their agency and promote gender inclusion in Governance.

Set in this background, the department undertook some research on implementation of Civil registration- one of the most successful e-Governance initiatives in Kerala. The study revealed that, despite its wide implementation and success in registration, very few people had knowledge about it or accessed it. A survey conducted among the students of St. Teresa College - who being located in an urban area have greater exposure to computers and the web- revealed that very few of them accessed these sites. These findings prompted the department to initiate a project for empowering girl students in their institution.

Modalities of the new system

Baseline study

Surveys were conducted among the students and the civic groups on usage of various e-Governance services.

Implementation model

The project, launched in 2012, was implemented in a phased manner and consists of the following three phases:

Phase I- Workshop on e-Governance, Awareness Sessions in St.Teresa'sCollege, 2012

In its first phase, a two day training program on accessing various e-Governance services was conducted in the college with financial support from Kerala State IT Mission on 19 and 20 September, 2012 during which 20 students were trained as Master Trainers by a the training team from State e-Governance Mission Team-Kerala.

Newly generated awareness of award winning e-Governance projects such as Sevana - civil registration - led the department to undertake some research on its implementation in the state in general and among students in St. Teresa's college in particular. This revealed that despite its wide implementation and success in registration, very few people had accessed the certificates online. These findings prompted the department to organize trail awareness sessions for the faculty and around 1000 fellow students in the campus. Feedback from them imparted confidence to venture into the next phase and the subsequent six months were spent learning to access greater number of online government sites and services. The databank of relevant Governance sites was expanded as per the advice of Ernakulam District Collector Shri Sheik Pareeth IAS. A training module of relevant sites and an e-Jaalakam pamphlet were prepared as initial tools for promoting e-Governance awareness among public.

Phase-II-e-Jaalakam-Campus to Community Phase, July -December 2013
The second phase – (C2C) campus to community phase- was implemented in association with The Federal Bank Ltd. and launched by Shri .P.H Kurian, I. A. S, Principal Secretary, Department of Information Technology, Government of Kerala on 17th July. During this phase these **citizen engagement tools** were shared with various civic groups.17 sessions were held covering around 1000 people which included housewives, representatives of various residents associations, students, professionals and elected representatives of local bodies.

Three e- Jaalakam chapters were created in higher educational institutions in Kottayam, Alleppey and Calicut districts which in turn are spreading awareness among their fellow students. Feedback collected from a sample of participants indicated that the program was indeed very useful.

VIVARA NIDHI- A Citizen's handbook on e-Governance was conceptualized as adult citizens didn't frequently use the online services and these adult citizens tend to forget the steps followed. At this stage, next development was a handbook in the local languages which had more acceptability in the public.

Letters communicating this user's need were dispatched to concerned ministries in Kerala requesting for necessary action. The e- Jaalakam team also took on the role of a citizen's watch group that would keep abreast of latest e-Governance services launched by Kerala Government, profile the mode of access in simple terms and make it available to the public.

Phase III- Students Handbook- e- Mithram and e-Jaalakam@School, January 2014
Phase three modified the project so as to incorporate the feedback of phase two and address constraints that became apparent during implementation .These both were implemented in association with IT@School Project of Department of General Education, Govt of Kerala and jointly funded by Rainbow Publishers Pvt Ltd and Greater Cochin Round
Thus phase three consisted of
a) **Design and publication of e- Mithram** – a student's handbook on e-Governance
b) **Design of e- Mithram training module** with tutorials of various e-Governance sites prepared with screen capture software.

c) **e- Jaalakam@School**- which scaled up the program to cover all students(12000)- studying in class ten in all 86 Government and aided schools in Ernakulam Educational district. The student's handbook e Mithram was distributed and introduced tostudents through training sessions organized in their schools. The sessions were handled by around 70 resource persons

d) For communications, target population was stratified and varied strategies devised to access different groups.

The active presence of youth on social networking sites such as face book was used to generate awareness among them. Older generation are being sensitized through traditional training sessions, handbooks and demonstrations.

Technology platform

I.   Description
Initially the team used Power Point Presentation with live demo of accessing various services. Due to slow internet connectivity, a training module with tutorials of various e-Governance sites was prepared using screen capture software during the third phase of the project.

II.   Any issue with the technology used
A major constraint observed was slow internet connectivity during the sessions.

Service delivery – user orientation

The whole project has been designed and carried out in such a way that it enables the end user (citizens) to comprehend the method of access.

  I.   The physical and in-person demonstration using the e-jaalakam data bank provides opportunities to the citizens to clear their queries directly and without delay.
 II.   Creation of Vivara Nidhi and e- Mithram made it simpler for the people to access the sites without any dependence and helped to boost their confidence in using e-Governance services.
III.   To make it more accessible, the team has created official website for e-jaalakam and has also upload the tools aforementioned in other e-Governance related sites.

Citizen centricity

(i) Impact on effort, time and cost incurred by user
  - Time saving
  - Easy access since the user is enabled with a step by step process.
  - Cost free since Handbooks and pamphlets are freely downloadable from the related webpages.

Thus the project completely focuses on citizen comfort and social responsibility.

ii) Feedback/grievance redressal mechanism,

- Feedback was collected in the form of physical questionnaires.
- Queries can be clarified through social networking sites.

(iii) Interactive platform for service delivery

e-Jaalakam is interactive as it tries to transfer government services to citizens in the most effective manner. The classes taken by Master Trainers are structured in such a way so as to orchestrate interaction between the service providers and users

User convenience

(i)　Service delivery channels (Web, email, SMS etc.)

The main channel of service delivery is web **.**

(ii)　Accessibility (Time Window)

Easy accessibility - Handbooks and pamphlet have been uploaded on the following webpages where it is freely downloadable for all. There exists no time window as the content can be totally downloaded and used 24/7 without a time restraint.

(iii)　Facility for online/offline download and online submission of forms

There is facility for online download for all citizensFor people who do not have access to internet, they are given handbooks containing equivalent information and are also given the option to avail or copy it according to their convenience to other mediums (namely CDs, Pen drives etc.)

Accessibility

The citizen engagement tools are uploaded on various sites where it is freely accessible to all.
1) Department of Economics, St Teresa's College
http://www.teresas.ac.in/main/eJaalakam.asp
2) The Knowledge Repository of NeGD, India
https://www.negp.gov.in/repository/repository_result.php?flag=1&st=13&key=0
3) Kerala State IT Mission. www.itmission.kerala.gov.in
4) e- Jaalakam website www.ejaalakam.in
5) e-jaalakam facebook page **https://www.facebook.com/eJaalakam**

Adaptability analysis

(i)   Measures to ensure adaptability and scalability

Adaptability - Citizen watch group will adapt the citizen engagement tools to periodic developments in e Governance. They will monitor such developments, make necessary modifications in the learning tools and upload on web pages periodically

Scalability-
- Linkage to well established and much acclaimed program-IT@School Project, Government of Kerala ensured scalability.
- Grooming of student master trainers in higher educational institutions in other districts who would take forward the activities in their localities.

(ii)   **Measures to ensure replicability**
Presentations in other states- with encouragement from Centre for Innovations in Public Systems, Hyderabad- has resulted in the handbook being considered for replication in Andhra Pradesh and Bangalore. NeGP is also considering replication of the project in other universities across the country thereby making students as brand ambassadors of e-Governance in India.

Impact on the stakeholders

(i)   To organization
The project re-enforces the parent institution's motto of women empowerment

(ii) To citizen
The tools help to change citizen's attitude towards e-Governance services from an "I don't know / I can't/ it is too complicated" mode to "How easy!"

(iii) Other stakeholders
It has increased the confidence of the student master trainers and made them really empowered young women who can play a positive role in society. It compiles the various services offered by various Government departments and brings those under one single umbrella.

The Project has served full justification to its objectives which is reflected in its achievements listed below:
1) The project e- Jaalakam has developed a number of e-learning tools which has eased method of access to various e-Governance services.
2) e- Jaalakam team, during its first two phases, has successfully completed training sessions for around 20 civic groups covering nearly 2000 persons.

3) During its third phase, it has imparted e-Governance literacy to around 12, 000 households through the children studying in class ten in 86 Government and State aided schools in Ernakulam educational district.

4) It has led to evolution of a citizen engagement group in the Department of Economics, St. Teresa's College which communicates the demands of citizens to the Government and function as a citizen's watch group

5) The project highlights the need for holding awareness sessions for the public for realization of potential benefits of G2C initiatives.

6) Besides Ernakulam, the project has succeeded in creating three other e-Jaalakam chapters in higher educational institutions in the districts of Calicut, Kottayam and Alleppey. Success in inspiring all these students to take up the social cause of spreading e-Governance literacy is one of the greatest achievements of the project.

7) Potential model for other states –The citizen engagement tools developed have attracted interest at the National level

The phase wise impact of the project is highlighted below:

Phase 1:
1) Grooming of a team of e-Governance Master Trainers in St Teresa's college
2) Awareness sessions for around 1000 students/ faculty in St. Teresa's College
3) Realization that public awareness of e-Governance initiatives is rather low necessitating IEC campaigns to realize its potential benefits
4) Development of a training module based on life cycle approach
5) Design of e- Jaalakam pamphlet compiling the URL of more than 100 relevant websites.

Phase II:
1) e-Governance literacy imparted to around 1000 people/ households indirectly covering nearly 4000 persons assuming an average of four members per household.
2) Creation of three e- Jaalakam chapters in higher educational institutions in Kottayam, Alleppey and Calicut districts which in turn are spreading awareness among fellow students.
3) Conceptualization, design and release of Vivara Nidhi- A Citizen's handbook on e-Governance in response to suggestions from various residents associations during the awareness sessions. It literally handholds the public in their efforts to access 23 core e-Governance services by detailing the various steps one has to follow in accessing these services. These are arranged based on the lifecycle needs of a citizen at various stages of his life from birth to death. The handbook was released by Shri Kapil Sibal, Union Minister of Communication and Information Technology and Law and Justice, Government of India, on Sept10 2013.
4) Evolution of the Jaalakam team at St. Teresa's College into a citizen engagement movement in the true sense of the terms who communicate the demands of the public to the Government and try to influence the quality of services the public gets from the Government.

Phase III
1) Design and release of a student specific handbook on e-Governance e-Mithram in vernacular language

2) Design of e- Mithram training module which reduced dependence on internet connectivity
3) e-Governance literacy imparted to around 12000 students in turn reaching out to equal number of households or approximately 48000 persons
4) Printing and distribution of e- Mithram to all 12000 students/ households

Sustainability

Sustainability of the initiative in the college is facilitated with senior batches of master trainers grooming their juniors when they join so that the group of master trainers continues even when the present students pass out.

- Linked to total e-literacy campaign by PN Panicker Vigyan Vigas Kendra, Govt.of Kerala.
- Kerala State IT Mission has been requested to include it in the syllabus of women resource centres existing in various colleges

Way forward - Action plans and Projects expected

Projects expected
The institution has submitted a project to NeGP for holding a state level workshop in Kerala so as to create a chain of e-Governance Master Trainers in higher educational institutions throughout Kerala. These students in turn can function as brand ambassadors of e-Governance in their districts/ regions .The stakeholders have submitted a proposal to NegD for state wide roll out to all students studying in class ten in Kerala. The institution has received a letter requesting additional clarifications and stating that NegD will consider it for funding subject to availability of funds. The institution is also submitting a proposal to Kerala state e-Governance secretary to spread the movement across various colleges in Kerala.

Plans for the future
- Periodical workshops for updating student master trainers in e- and m-Governance
- Creation of short animation films for each service which will further simplify access
- Radio sessions to answer public queries related to accessing various services
  (With Technical support from State e-Governance Mission Team – Kerala and Kerala State IT Mission and personnel support from IT@School project, Department of General Education, Government of Kerala.)