

**GOVERNMENT OF INDIA
PERSONNEL, PUBLIC GRIEVANCES AND PENSIONS
LOK SABHA**

UNSTARRED QUESTION NO:3643
ANSWERED ON:01.12.2010
SEVOTTAM SERVICE EXCELLENCE PROJECTS
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Will the Minister of PERSONNEL, PUBLIC GRIEVANCES AND PENSIONS be pleased to state:

- (a) the details of 'Sevottam' - Service Excellence Projects proposed to be implemented by the Centre to promote citizen-friendly government which leans towards service and enables enhancement;
- (b) whether it is being implemented at the State level;
- (c) if so, the details and the outcome thereof; State-wise;
- (d) whether there is some action plan under the above project to control corruption in official dealings; and
- (e) if so, the details thereof?

Answer

Minister of State in the Ministry of Planning and Minister of State in the Ministry of Parliamentary Affairs; and Minister of State in the Ministry of Personnel, Public Grievances and Pensions. (SHRI V. NARAYANASAMY)

(a): The word 'Sevottam' is a combination of two Hindi words 'Seva' (Service) and 'Uttam' (Excellent) meaning 'Uttam seva', i.e. 'Service Excellence'. It is a framework created by the Department of Administrative Reforms and Public Grievances, for bringing quality standards based improvements in service delivery by government organizations on a continuous basis till excellence is achieved.

Sevottam has three modules of Citizen's Charter, Grievance Redress Mechanism, and Capability for Service Delivery. The three modules have a total of 9 criteria and each of the 3 modules have 11 elements thereby resulting in a total of 33 elements. Through simple questions on the 33 elements, an organization can bring about improvements in its processes and thereby enhance the quality of its service delivery. Quality is identified in the form of service standards that are included in the Citizen's Charter. If the stated service standards are not met, a citizen may use the Grievance Redress Mechanism in the framework to get the service delivery as per standards. Information on the Grievance Redress Mechanism is also included in the Citizen's Charter. As the Citizen's Charter is a public document, information on what service to expect? Where and When? From whom? And similar information is made known to the service recipient citizens. The involvement of all the employees and particularly of those responsible for service delivery is achieved through the third module of Capability for Service Delivery.

The Sevottam framework is backed by Indian Standard 15700: 2005 notified by the Bureau of Indian Standards, New Delhi in December 2005. Organizations that become Sevottam Compliant in their service delivery can be Certified by the Bureau of Indian Standards under IS 15700:2005. The Sevottam framework for achieving excellence in service delivery is under implementation by the Department of Administrative Reforms and Public Grievances since 2006.

(b) & (c): Four States were selected to implement the pilot projects in four different sectors. In the States, the Sevottam framework based pilot project is called "Service Quality Management System in Pro-Poor Public Services at the State Level"

Four States and four sectors have been selected for implementation of the first four pilot projects details of which are at Annexure.

(d) & (e): There is no separate action plan to control corruption in official dealings; however, ensuring better public service delivery through 'Sevottam' would significantly lower corruption.

Annexure

1. The Government of Himachal Pradesh selected Municipal Corporation Shimla for the first QMS Sevottam pilot project in 2008 - 2009. The project began in April 2008 and was concluded in June 2009.

1.1 Processes in issue of Electricity and Water Bills have been streamlined resulting in timely receipts and enhancement in the collection of revenue. Operations of water bills, property tax, registration of births and deaths, and other services provided are being integrated through a common digital database.

1.2 The Grievance Redress Mechanism has been improved. In addition Best Practice model of 'Online Grievance Redress Tracking System' from Guntur Municipality has been selected for replication.

1.3 Improvements have been made in functioning and monitoring of the Solid Waste Management Plant and financial arrangements have been made for procuring 33 new vehicles.

1.4 A new Shimla Environment, Heritage, Conservation and Beautification Society (SEHB) has been registered in February 2009 as an apex body for all the Ward Level Committees involving elected representatives, NGO and citizens. Every household in the Ward is a member of the SEHB and contributes Rs 35/- per month for sanitation related public work. New methodology for cleanliness has been introduced. The pilot has been approved for extension in all the 25 wards of MC Shimla.

1.5 A Citizen's Charter with standards for Water and Sanitation was ready for publication by Department of Urban Development, Himachal Pradesh.

1.6 A 'User Manual' for the sector has been created that will facilitate the replication of the process in other municipalities.

1.7 The capacity of Himachal Pradesh Institute for Public Administration (HIPA) Shimla, has been built for Sevottam training by opening of a 'Training Centre on Sevottam' in HIPA. Faculty members of HIPA have been provided with requisite training for imparting training to personnel for taking forward Sevottam in all other departments of Government of Himachal Pradesh.

2. The Government of Karnataka selected the Department of Women and Child Development with vertical chain of service delivery for the Integrated Child Development Services (ICDS) in 7 Anganwadi centres in two villages of Badanaguppe in Chamrajnagar district, and Mudlapura in Raichur district. The pilot project started in mid-December 2008 and has concluded in mid- February 2010.

2.1 Capacity building for future through a Sevottam Training Cell established in State Administrative Training Institute, Mysore to train personnel for extending the service delivery framework in other organizations of Government of Karnataka.

2.2 The learning from the project is documented in the 'User Manual'.

2.3 The tools created for this pilot project are included in the 'User Manual' and have been adopted by the Government of Karnataka for replication in ICDS service delivery in other districts.

2.4 Copies of the User Manual were sent to the Planning Commission, and to Ministry of Women and Child Development, New Delhi, for considering its adoption / dissemination in other States / Union Territories in connection with service delivery of Integrated Child Development Services, as ICDS is a Central Scheme.

2.5 The Planning Commission has further disseminated the information on the 'User Manual' to all States / Union Territories.

3. The Government of Madhya Pradesh selected the Public Health and Family Welfare Department with vertical service delivery chain in J.P. Hospital, Bhopal, Community Health Centre, Gandhinagar, in Phanda Block of District Bhopal, Community Health Centres in Bairsia Block, and Primary Health Centre Tehsil Bairsia and units in 5 village clusters there under. The project started in mid August 2009 and is due to conclude in December 2010.

4. The Government of Orissa selected the Food Supplies and Consumer Welfare Department and its vertical chain of service delivery in Balipatna Block of Khurda District. The project begun in September 2009 and is due for conclusion in December 2010.