Abstract

The objective of this paper is to examine the success of SWAGAT (State Wide Attention on Grievances by Application of Technology) an online public grievance redressal system by Gujarat government from the perspective of rural citizens. Aware and empower citizen, and their trust towards the governance helps to increase the use of online public grievance redressal system. The aim of this paper is to draw attention on the use of online public grievance redressal for rural public, by generating awareness and more easily accessible to rural people. Qualitative research methodology and secondary data analysis are used in this paper. Though there present time bound redressal of grievances of citizens by the governance, but the success rate only increases when the online public grievance redressal system easily accessible and adoptable by the rural public. Corporate governance support the local governance at rural areas as spreading awareness about the use of online public grievance redressal system for the rural citizen as the part of corporate social responsibility. NGO’s and Corporate sectors join hands at the rural front to increase the rate of e-literacy among the rural citizens. Change of phase from the traditional to technological phase initiated by the Gujarat government for the citizen in the form of SWAGAT at 2003. The use of ICT in the governance as the form of e-governance for redressing the public grievances ushered a new era in the state. This paper by the use of case study examine the success rate of the online public grievance redressal system at the rural areas of Gujarat. The study done in this paper help the government to improve the online public grievance redressal mechanism and at the same time another objective of this paper that is to empower the citizen at the rural areas also fulfilled.

Keywords: Gujarat government, online public grievance redressal, rural area, citizen, awareness, corporate governance, SWAGAT.

1. Introduction

Governance of the nation adopted a shift from traditional to technological approach to reach the citizen at any corner of the nation. Public administration linked to the citizen through online governance also known as e-governance. Initially e-governance implemented in defence and planning but after 1988 National Informatics Centre connect to all the district headquarters. After globalisation the public policy reaches at the rural areas also had support of Corporate Governance and NGO’s. Earlier ways of governance working at the rural areas citizen had to travel distance to reach the government authorised offices to register their grievances for redressal. The accessibility of the government officers to redress the grievances of the citizen with responsibility and accountability not as transparent as now due to online portals developed by central and various state government. RTI Act, 2005 also helps
in bringing transparency in the system. To redress the grievance of the citizen is the prime responsibility of the governance and administration. The ICT (Information and Communication Technology) applied in the governance helps the governance not only to become efficient, transparent, accountable, time-bound but also in reach of the citizens. Many state government in India having their own portal for the redressal of the grievances of the citizen in the language that majority of people living in the state having that language as their mother tongue or native language. Due to the adoption of ICT in the governance, governance on the way of becoming paperless governance.

Gujarat known as the model state of the country. Gujarat government not lag behind even in the technological areas implemented in the government various department. Various public policy and programmes are having online portals. The language used in the portal and the format of the portal are user friendly, according to the majority of citizen living in that particular state knowing the language. As in Gujarat the online public grievance system having Gujarati language. Gujarat heralded a new era when adopted in the government SWAGAT (State Wide Attention on Grievances by Application of Technology) on April 2003. SWAGAT - An online public grievance redressal system in the Gujarat Government. Over a decade the online public grievance redressal working in the state. The success of the system depend on the planning, implementation and execution part but in the online public grievance redressal system it also depend on the awareness and empowered citizen.

India stood second in the world in the number of internet users. The present internet user are 462.1 million internet users, of which 442.7 million were mobile internet users. Gujarat Population Census Data shows that it has total Population of 6.03 Crore which is approximately 4.99% of total Indian Population. Literacy rate in Gujarat has seen upward trend and is 79.31% as per 2011 population census. The literacy rate in Gujarat is 78.03% rural literacy rate is 71.71% and urban literacy rate is 86.31%. Gujarat stood 7th in position in India in terms of total literacy ratio according to Census of India, 2011. The awareness and accessibility of the government initiated portal SWAGAT supported by the corporate sectors and NGO’s in the state, as part of their corporate social responsibility.

1.1 SWAGAT- Gujarat Online Public Grievance Redressal System
SWAGAT- State Wide Attention on Grievances by Application of Technology launched on April 24th 2003 in Gujarat. Gujarat was the first State in India to launch a combination of digital and communication technology. SWAGAT in Hindi and Gujarati language means welcome. Citizens are welcome to the online public grievance redressal for redressal of their grievances. Chief Minister's Office, Govt. of Gujarat main department under which the online public grievance redressal works. Winner of United Nations Public Service Award 2010 for improving transparency, accountability and responsiveness in the public service category. Commonwealth Telecom Organization and University of Manchester have considered SWAGAT as an excellent model of e-transparency. The online system for grievance redressal has it reach at the rural areas and connected rural people to Chief Minister through this platform of SWAGAT by video conferencing. This built up trust and satisfaction to the people living at the grass root level also. All the officers of Gujarat government heard and take required action on the complaints that register on the SWAGAT. At the same time the aggrieved citizen register their complaint on SWAGAT portal get an ID and check the status of their complaint register on the website. The citizen having grievances and the officers of the concerned department connected by the medium of ICT enabled governance, thus the problem resolved in real time. The essence of this system is that it provides satisfaction to the citizen living at any corner of the state. The voices of the citizen heard in the form of complain register at the portals, this gives citizen feeling of satisfaction and
reflects transparency in the system with accountable and responsible administration. SWAGAT – a form of ICT enabled application for the public service delivery. Government of Gujarat had Jansampark cell where all types of public grievances were received, processed, forwarded & monitored.

Citizens living in rural areas having different types of grievances. The citizen grievances arises when citizen having some expectations from their governance and when those expectation not fulfilled. The grievance redressal system effectiveness increases when it is time –bound, transparent and accountable to get the citizens trust and satisfaction. Citizen trust and satisfaction on governance empowered the citizens.

SWAGAT based on the concept of good governance providing redressal of the grievances in the perspective of quality. The public grievances resolved at all the three tiers of democratic government in Gujarat, at the state, district and sub-district or block level. The grievances needed attention of higher authorities solved at that level. At State of Gujarat, Capital Gandhinagar have every 4th Thursday allocated for SWAGAT. 33 Districts have every 4th Thursday allocated for SWAGAT. 249 sub-districts of Gujarat have every 4th Wednesday as allocated for the SWAGAT cases to be heard and resolved. Citizen can register their complaint at the website at any day. Applications that register for grievance redressal comes in three main sections. The first type of application falls under policy section, related with grievances having policy implications. Second section have applications that are long-pending that means more than six months since initial complaint registered. Third section for the first time register grievances that sort out possibly by local governance.

SWAGAT work and operates by Gujarat State Wide Area Network (GSWAN. Connects all 33 Districts to State Data Centre with 10Mpbs to 34 Mbps connectivity. Leased circuits provided by BSNL, Reliance and Tata Tele Services. Interconnects 8,496 District and Sub District Offices. 23,017 user-IDs created for Government Officers. Video conferencing centers at: – 26 Department Offices – 33 District Offices – 2489 Sub District Offices. The SWAGAT present in Gujarat as SWAGAT State, SWAGAT Districts, Taluka SWAGAT and Gram SWAGAT. The SWAGAT NOT required any financial implication on state government as it developed from previous jansampark cell for grievance redressal. The training of the team meticulously done in the resources existed and helped by the corporate houses like Tata and Reliance to support the system as of their corporate social responsibility. The software developed for SWAGAT by National Informatics Centre (NIC) without charges to the Government of Gujarat. SWAGAT in September 2013 had its presence from 33 districts to 249 of the Gujarat. On 1st February 2011 Gram SWAGAT launched so that it can register its presence in Gram Panchayat Offices.

1. SWAGAT, Winner of 2010 United Nations Public Service Award Improving Transparency, Accountability and Responsiveness in Public Service The UN Public Service Awards.
2. Chief Minister’s Office ISO 9001:2008 Certified Organization
3. Chief Minister’s Office National Award for e-Governance, 2010-11
4. Chief Minister’s Office CXO Awards 2011 Using IT implementation to improve public services

Thus the success of the SWAGAT as an ICT enabled public grievance redressal system count not only by the awards for excellent work done in the field but also the citizen registering grievances online increases every year. At the rural areas inclusion
also increased at the online public grievances and by connecting directly to Chief Minister the rural citizen increases faith on their governance. The impact of the SWAGAT that citizen empowerment increases by way of providing time-bound redressal of their grievances in transparent manner.

The CSR of TATA group are mainly comprising of the privilege to return to the society, to bring improvement in the quality of life that people living in India. TATA services have partnerships with community members, civil society organisations and concerned government departments that worked on large-scale projects, that create a positive change on the lives of citizens. (Tata Tele services) The Reliance Foundation worked in Radhanpur in Gujarat. The foundation by Ms. Nita Ambani as a corporate social responsibility wing of Reliance. The Education for All initiative (EFA) was launched in 2010 with the objective of providing access to quality education in India. Through a partnership with several NGOs, Reliance Foundation have positively impacted the lives of 100,000 of underprivileged children during the last few years. (Reliance foundation, 2010)

2. Objectives
The main objectives of the research paper are as stated under

- To examine the success of SWAGAT (State Wide Attention on Grievances by Application of Technology) an online public grievance redressal system by Gujarat government from the perspective of rural citizens.
- Corporate governance support the local governance at rural areas as spreading awareness about the use of online public grievance redressal system for the rural citizen as the part of corporate social responsibility.
- To increase the accessibility of the online public grievance redressal system at rural levels by increasing awareness and empower citizen.

3. Research Methodology
The research paper having case study method as research methods to find the success of SWAGAT – Online public grievance system in Gujarat state. As the research findings based on the secondary data. The data mainly collected from Internet world stats and SWAGAT portal. The case study based on secondary data are used here mainly to gauge the rate of user that using ICT enabled services at rural front. The rural citizen as a user of these public services register their grievances. The number of grievances register on the portal reflects the present use of the e-services and at the same time also helps to improve the services so that potential user will also get the benefit of the services that meant for them. As the citizen uses online services at the rural areas by become aware of those services with the support of corporate sectors. These sectors also maintain their data as in the form of corporate social responsibility. Secondary data from these corporate sectors and local government help the rural citizen to become e- literate.

4. Literature Review
The use of ICT in governance in many nations of the world. The online governance or e-governance implied in many democratic developing country for the public basic services for the citizen. Online governance linked with public policy and as a medium of good governance. Kalsi and Kiran (2012) studied the juxtaposition views of three stakeholders. The three stakeholder views were citizens, politicians and administrators, and academicians and practitioners about the factors that comprised good governance. The authors study
suggested the link between the easy implementation of online governance and good governance. The findings also highlighted some obstacles in online governance.

Rajneesh (2015) research work based on Karnataka sakala service act, 2011. The author finds that the Karnataka government include a major administrative changes by chosen those services that have direct impact on the citizen and needed transparency and timely public services. The ethics and values given by the citizen to the technology enabled services matters a lot in the success of the e-governance. Rana & Dwivedi (2015) findings suggested improvement in online public grievance redressal system in Indian government to increase the efficiency of the system. The authors used extended social cognitive theory to study the impact of online public grievance redressal system.

Haque & Pathrannarakul (2013) research based on the developing countries of Asia. The research findings suggested that developing countries implied ICT to governance in few public basic services but later on unified all the department and services in the form of e-governance. The authors also found that the hurdles in the efficient use of e-governance due to lack of education infrastructure. The study reflected the e-government in the developing countries linked mainly to basic services to the citizens.

Singh & Karn (2012) study suggested the ICT (Information and Communication Technology) embedded in the Indian government helped the government to become more efficient. The authors suggested RTI Act, 2005 (Right to Information) is in focus for the government to provide service to the citizen with transparency and in time. The use of RTI Act, 2005 only become more effective in the developing country like India where providing basic services to the poor and people living in the rural areas is the issues. The ICT enabled public services fulfilled the cause of being a good governance then the link of ICT and RTI Act becomes effective in the democratic developing country like India.

Mantzari & Hatzipanagiotou (2013) research based on ICT applied in the governance providing public services to the citizens. As time passes from the traditional to modern system of technology in governance implemented with planning and care according to the shifting phase of the country. The author suggested the phase wise transformation of the implementation of technology in government public delivery services.

Gorla, (2009) did survey of 15 Government projects that were made for the rural citizens of India. These projects having use of ICT and have websites and portals. E-Governance framework for the public services projects analysed at length so that these public service delivery popular projects become accessible to the rural citizen.

Misra et al (2012) research findings suggested that at the grass root level of the India, PRI (Panchayati Raj Institutions) is the decentralised unit of democracy. The e-panchayat projects based on information and need assessment. The authors identified three main sections for the inclusion of e-governance in Panchayats. The three sections at the rural areas are citizen information, internal automation applications and support software applications. The authors’ findings strongly suggest that the e-governance need of the rural citizens at any state at the same level having similar needs for the e-governance that is to provide basic public services hassle free.

Fakhoury & Aubert (2015) research based on the country Lebanon. The intention hidden in the behaviour of the citizens to use e-governance. The authors taken trust of the citizens and activeness of the citizen as the two independent variables and measure with help of dependent variable that is the intentions behind the behaviour to use the e-public services. The findings
suggested that the trust and activeness on the part of citizen increases the behaviour with the intentions behind it increases to use e-governance public delivery services.

The literature till date reflects that the ICT used in many public services globally. E-governance or online governance reached at the grass root democracy for public service delivery. Mainly based on secondary data and case study, few on empirical study also. Few research on the reason behind the use of e-governance at rural level, but only few reflected the cause of online public grievance redressal system in developing countries. The success of the online public grievance redressal system in Gujarat from the rural citizen perspective not yet done. This paper try to fill the gap in examining the success of online public grievance redressal in Gujarat from the rural citizens’ perspective.

5. Analysis And Findings
The Internet user in all seven continents of the world are increasing at the fast pace. The maximum number of the internet user are hails from the Asia region that is 49.7% as survey by Internet world stats at the end of June 2017. Global scenario reflects that India the second largest country using internet after China. Digital transformation will take India's internet users from 373 million (28 percent of population) in 2016 to 829 million (59 percent of the Indian population) in 2021 (Cisco, VNI, 2017).

Figure 1 Internet Users in the World

World internet user statistics reflects that Asia ahead in terms of digital application. The major number of the internet user comes from China and India. The internet penetration rate is of higher in China than in India, but the growth rate of internet user in India that is 9142.5% from 2000-2017 is higher than China which shown 3182.4%. That all reflects that in coming years India will have more internet user and thus it helps the country to grow better if the e-governance implied in the public services at rural front used by the rural citizens for their benefits and for growth of the nation. Service Area Internet subscribers per 100 population are

1. Andhra Pradesh 30.94
2. Assam 22.20  
3. Bihar 15.26  
4. Delhi 102.89  
5. Gujarat 36.21

**Table 1 Top 20 countries with highest number of internet users**  
(As on JUNE 30, 2017)

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<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>1,388,232,693</td>
<td>738,539,792</td>
<td>53.2 %</td>
<td>3,182.4 %</td>
<td>1,800,000</td>
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<tr>
<td>2</td>
<td>India</td>
<td>1,342,512,706</td>
<td>462,124,989</td>
<td>34.4 %</td>
<td>9,142.5 %</td>
<td>241,000,000</td>
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<tr>
<td>3</td>
<td>United States</td>
<td>326,474,013</td>
<td>286,942,362</td>
<td>87.9 %</td>
<td>200.9 %</td>
<td>240,000,000</td>
</tr>
<tr>
<td>4</td>
<td>Brazil</td>
<td>211,243,220</td>
<td>139,111,185</td>
<td>65.9 %</td>
<td>2,682.2 %</td>
<td>139,000,000</td>
</tr>
<tr>
<td>5</td>
<td>Indonesia</td>
<td>263,510,146</td>
<td>132,700,000</td>
<td>50.4 %</td>
<td>6,535.0 %</td>
<td>126,000,000</td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>126,045,211</td>
<td>118,453,595</td>
<td>94.0 %</td>
<td>151.6 %</td>
<td>26,000,000</td>
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<tr>
<td>7</td>
<td>Russia</td>
<td>143,375,006</td>
<td>109,552,842</td>
<td>76.4 %</td>
<td>3,434.0 %</td>
<td>12,000,000</td>
</tr>
<tr>
<td>8</td>
<td>Nigeria</td>
<td>191,835,936</td>
<td>91,598,757</td>
<td>47.7 %</td>
<td>45,699.4 %</td>
<td>16,000,000</td>
</tr>
<tr>
<td>9</td>
<td>Mexico</td>
<td>130,222,815</td>
<td>85,000,000</td>
<td>65.3 %</td>
<td>3,033.8 %</td>
<td>85,000,000</td>
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<tr>
<td>10</td>
<td>Bangladesh</td>
<td>164,827,718</td>
<td>73,347,000</td>
<td>44.5 %</td>
<td>73,247.0 %</td>
<td>21,000,000</td>
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<tr>
<td>11</td>
<td>Germany</td>
<td>80,636,124</td>
<td>72,290,285</td>
<td>89.6 %</td>
<td>201.2 %</td>
<td>31,000,000</td>
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<tr>
<td>12</td>
<td>Vietnam</td>
<td>95,414,640</td>
<td>64,000,000</td>
<td>67.1 %</td>
<td>31,900.0 %</td>
<td>64,000,000</td>
</tr>
<tr>
<td>13</td>
<td>United Kingdom</td>
<td>65,511,098</td>
<td>62,091,419</td>
<td>94.8 %</td>
<td>303.2 %</td>
<td>44,000,000</td>
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<tr>
<td>14</td>
<td>Philippines</td>
<td>103,796,832</td>
<td>57,607,242</td>
<td>55.5 %</td>
<td>2,780.4 %</td>
<td>69,000,000</td>
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<td>15</td>
<td>Thailand</td>
<td>68,297,547</td>
<td>57,000,000</td>
<td>83.5 %</td>
<td>2,378.3 %</td>
<td>57,000,000</td>
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<tr>
<td>16</td>
<td>Iran</td>
<td>80,945,718</td>
<td>56,700,000</td>
<td>70.0 %</td>
<td>22,580.0 %</td>
<td>17,200,000</td>
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<tr>
<td>17</td>
<td>France</td>
<td>64,938,716</td>
<td>56,367,330</td>
<td>86.8 %</td>
<td>563.1 %</td>
<td>33,000,000</td>
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<tr>
<td>18</td>
<td>Turkey</td>
<td>80,417,526</td>
<td>56,000,000</td>
<td>69.6 %</td>
<td>2,700.0 %</td>
<td>56,000,000</td>
</tr>
<tr>
<td>19</td>
<td>Italy</td>
<td>59,797,978</td>
<td>51,836,798</td>
<td>86.7 %</td>
<td>292.7 %</td>
<td>30,000,000</td>
</tr>
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<td></td>
<td>Korea, South</td>
<td>50,704,971</td>
<td>47,013,649</td>
<td>92.7%</td>
<td>146.9%</td>
<td>17,000,000</td>
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<td></td>
<td>TOP 20 Countries</td>
<td>5,038,740,614</td>
<td>2,818,277,245</td>
<td>55.9%</td>
<td>944.1%</td>
<td>1,326,000,000</td>
</tr>
<tr>
<td></td>
<td>Rest of the World</td>
<td>2,480,288,356</td>
<td>1,067,290,374</td>
<td>43.0%</td>
<td>1,072.2%</td>
<td>653,703,530</td>
</tr>
<tr>
<td></td>
<td>Total World Users</td>
<td>7,519,028,970</td>
<td>3,885,567,619</td>
<td>51.7%</td>
<td>976.4%</td>
<td>1,979,703,530</td>
</tr>
</tbody>
</table>

NOTES: (1) Top 20 Internet User Statistics were updated in June 30, 2017. (2) Growth percentage represents the increase in the number of Internet users between the years 2000 and 2017.

*Source- Internet World Stats, 2017*

**Figure 2 Internet usage in rural India**

![Rural India Internet Access Points](image)

*Source- KPMG- FICCI M & E industry report 2014*

**Image 1 SWAGAT web page reflected for the citizens**
Source: Gujarat Chief Minister’s Office website.

Image 2 SWAGAT video conferencing

SWAGAT live multi-conferencing across Gujarat

State Wide Knowledge sharing as all 33 District and 248 Sub District Offices are present through live video-conferencing at all Sessions

Source: Gujarat Chief Minister’s Office website.
The Corporate Social Responsibility of the Gujarat Corporate Governance in the field of technology and skill upgradation at the rural areas are mentioned here. The Gujarat Government supporting the corporate governance in fulfilment of their Corporate Social Responsibility. Kaushlaya Vardhan Kendra (KVK), with a goal of providing employment to the youth, Government of Gujarat started imparting skill development training to youth through village cluster training centre’s in villages. 500 KVK has been established in four phases 11.71 lakh trainees have been trained. Empower scheme, through this scheme government is providing training related to computer and information technology to youth. 7, 26, 724 have been registered till date. 6, 05, 249 have been trained under this scheme. Public Private, under this scheme upgradation of Government ITIs is being undertaken through Public Private Partnership (Government of Gujarat, Gujarat CSR Authority).

6. Conclusion
India stood at second position at the world scenario in terms of internet user. To use the online public services internet user growth rate is the positive trend even at the rural areas of India. The ICT enabled public delivery basic services or known as e-governance are major indicator of nation growth rate in providing G2C (Government to Citizen) services. The travel distance and unnecessary visit to public offices minimises by use of online grievance redressal system. The Corporate Governance worked for the fulfillment of Corporate Social Responsibility in the way of training of rural people for the skill upgradation in ICT. The Gujarat Government working with Corporate Governance for the upliftment of the people living in rural areas. The awareness about the online public grievance redressal system improve the rate of grievance register online. The grievance register online looked up by the dignitaries at highest level. Chief Minister himself connecting with aggrieved citizen to redress their grievances in stipulated time. Gujarat coded as a model state of the country, Gujarat not lag behind even in this respect of e-governance also. SWAGAT (State Wide Attention on Grievances by Application of Technology) started in April 2003 and received acclaimed worldwide in the form of awards for excellence. SWAGAT in Gujarat worked well since past decades as reflected from the number of grievances register and redress online. SWAGAT having success rate of 94.22 % as 334,878 applications have been redressed by the Gujarat Governance .Transparent, accountable and efficient quality of good governance embedding at the grass root democracy of India due to ICT enabled online grievance redressal system. In the coming years the e-literacy rate will be on rise as per the internet world stats data. The use of online services also rises as the user base extended exponentially. Gujarat already linked all the departments and public services by use of ICT. Through the SWAGAT- online public grievance redressal in Gujarat, the accessibility of the citizen increases to government. The accessibility increases the satisfaction of the citizen on the government, which in turn increases the trust of citizen for public administration and government. The trust and satisfaction in using online public services empower the citizen of the democratic country. Empower citizen signifies the good governance in the country. Thus the adoption of e-governance a step towards good governance and empower citizens in Gujarat.

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http://gil.gujarat.gov.in/faqs.html


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