Proposal

For

CITIZEN SATISFACTION SURVEY
(CITZ HAPPY)

Kerala Development and Innovation Strategic Council
(K-DISC)

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Organization/Company Profile

Kerala Development and Innovation Strategic Council (K-DISC) is a strategic think-tank and advisory body constituted by the Government of Kerala. It aims at bringing out path-breaking strategic plans that reflect new directions in technology, product and process innovations, social shaping of technology, and creating a healthy and conducive ecosystem for fostering innovations in the State. In the sphere of development, K-DISC is promoting and initiating new projects in Emerging Technologies such as Block Chain, Internet of Things, Machine Learning, Artificial Intelligence, and Robotics soon which would enable transparent and cognitive advances in various departments of the state Government and deliver the ultimate benefit to the citizens. K-DISC would facilitate with different government departments who may need any of these technological advances to solve their critical problems and to arrive at the proof of concepts stage with adequate technical and financial resources to promote innovation. Also, K-DISC will ease the implementation by overseeing the same.

Introduction

The Government is the largest service provider in the country with its Service Delivery Centers (SDCs) - different Departments / Agencies / Undertakings etc. These SDCs provide various services or facilitation to Citizens, organizations, and businesses. Based on the laws governing them, these SDCs follow different procedures and timelines.

Many instances of difficulties faced by the citizens for availing services from village offices, panchayat offices etc. and availing facilities like public transportation, hospital services, water authority, Universities etc. indicate tremendous scope for improving the delivery of services/facilitation.

Quality of service is rarely captured and measured in Government service delivery, which is essential for the improvement of quality. The only method of assessing the quality of service in Government is based on the number of complaints/grievances received. Even in such cases, the process of filing complaints is not user friendly and does not result overall improvement in quality-of-service delivery.

The present system of Government also lacks recording of positive feedback from the citizens which is essential for recognizing the effort of officials in such SDCs. Measuring the quality of services delivered is key for improving processes of different SDCs.

1.1 Need of the Project

The public is generally not aware of the internal processes involved in the delivery of services/facilitations. Identification of pain areas is an important activity that could lead to improvements in processes and betterment in service delivery/facilitations making its receipt a happier experience for the citizens.

The facilitation for the citizens to offer feedback related to a service they have availed or the facility they have utilized is extremely limited in SDCs. Feedback is very important for improving processes and service delivery. Penetration of smartphones is high in the country, especially in Kerala. It is easier to offer feedback using these devices. Currently, citizens do not have any platform to register their satisfaction levels of availed services from different government departments. To measure and improve the quality of service they delivered, it is of utmost importance to collect citizens' feedback on the same.

Improving the quality-of-service delivery or facilitation is key to improving the happiness of citizens in availing services/facilities. The project envisages to employ various indicators to measure the quality of services/facilities provided.

Overall improvement in G2C can be achieved by improving the level of satisfaction of citizens in availing Government services/facilitations. Radical improvements are achievable by creating a positive feedback model in Government service delivery.

Analytics and artificial intelligence are a growing area in modern times. More and more industries and institutions are now adopting these for improving business. Improvements in citizen service delivery through the application of Analytics and artificial intelligence and other emerging applications will form part of the project.

Summary of the Proposal

- Government is the largest service provider in the State. Quality of service is rarely captured and measured in Government service delivery, which is essential for the improvement of quality and better governance.

- Need a unified digital tool in obtaining citizen's feedback and thereby measure/analyse quality of services delivered by the Government.

- Need a single platform for all Government Departments to measure the quality of any service delivery at any point of time.

Project Objectives

The project intends to achieve the following objectives:

- To develop an easy-to-use configurable platform for all Government departments to collect citizen feedback and to enhance public experience and happiness in accessing Government services.

- To develop a web portal to onboard Service Delivery Centers (SDC) for recording feedback on services delivered by the Government to the citizens.

- To develop a QR Code based process for measuring the quality of service delivered from SDCs.

- To develop a mechanism to help departments to collect, record and manage feedback and improve their service delivery.

- To use modern technology in improving public service delivery with features to configure, collect, record, Manage, and analyze feedback from citizens.

Scope of the Project

- Developing an innovative platform for Government departments for configuring and conducting citizen satisfaction surveys based on services/schemes, and location/office wise, providing the following:

  o User credentials for every department, with roles specific to service/scheme, location/office etc.
  o Facility to create/edit/delete QR code-based survey forms comprising of the following:

    - Base setup features like, Name of the survey, logo, default optional questions to be presented to enter name, email, phone number etc.
    - Choice to Express satisfaction (Emojis for 0-5 levels of satisfaction, Like/Dislike etc.)

      - Conditions for presenting further queries based on expression of satisfaction

    - Questions to be presented with list of items, based on single selection/multiple selection choices
    - Provision for uploading files
    - QR code to be published in social media sites like Facebook, Twitter, WhatsApp, etc and will also be printed and displayed at service delivery centers.

  o Dashboard for the presentation of survey feedback

    - Pie charts, the trend of feedback received, individual response details, Responses to be uploaded to excel file/pdf file formats
    - Service-wise /scheme wise drill down
    - Location-wise, office wise drill down
    - Overall satisfaction score, Rate percent, etc

- o Virtual assistant support for key services shall be considered in the later stage.

Organization for Pilot Implementation:

Sl.No.	Name Oof Organization	Type of Service	Nature of Service	Jurisdiction Area	Nature of recipient of service.
1	State GST Department	Offline Services	GST Facilitation Services	Entire state- all District GST Facilitation Centers – 15 No.s	G2B

GST FACILITATION CENTRES AT DISTRICT HEAD QUARTERS			
Sl. No.	District	Contact Number	Office Address
1	THIRUVANANTHAPURAM	8330011240	Office of the Joint Commissioner, State Goods and Services Tax Depratment,1st Floor, Tax Tower, Killppalam, Karamana P.O, Thiruvananthapuram
2	KOLLAM	8330011241	Office of the Joint Commissioner, State Goods and Services Tax Depratment,Second Floor, Tax Complex, Bappuji Nagar, Asramam PIN: 691002.
3	PATHANAMTHITTA	8330011242	Office of the Joint Commissioner, State Goods and Services Tax Depratment,Financial Complex, 3rd Floor, Mini Civil Station Pathanamthitta-689645
4	ALAPPUZHA	8330011243	Office of the Joint Commissioner, State Goods and Services Tax Depratment,BSNL Bhavan (Second Floor), Mullakkal Village, XIII/915 E,Opposite Head Post Office Road, Alappuzha-688001

5	KOTTAYAM	8330011244	Office of the Joint Commissioner, State Goods and Services Tax Depratment,First Floor, Civil Station,Collectorate P.O , Kottayam,PIN-686002
6	IDUKKI	8330011245	Office of the Joint Commissioner, State Goods and Services Tax Depratment, 1st Floor, Kattappana South P.O, Idukki at Kattapana- PIN- 685 515
7	ERNAKULAM	8330011246	Office of the Joint Commissioner, State Goods and Services Tax Depratment,SGST Complex, Perumanoor P.O. Ernakulam, Kochi 682015
8	MATTANCHERRY	8330011247	Office of the Joint Commissioner, State Goods and Services Tax Depratment,First Floor, Bazar Road, Mattancherry, Kochi-682002
9	THRISSUR	8330011248	Office of the Joint Commissioner, Tax Complex, Poothole, Thrissur – 680004
10	PALAKKAD	8330011249	Office of the Joint Commissioner, State Goods and Services Tax Depratment,1st Floor, State GST Complex, Behind Civil Station, 678001
11	MALAPPURAM	8330011250	Office of the Joint Commissioner, State Goods and Services Tax Depratment,B2 Block, Civilstation, Malappuram,676505
12	KOZHIKODE	8330011251	STATE GST COMPLEX IIIrd floor, Jawahar Nagar Colony, Eranhipalam (PO), Kozhikode-673006
13	WAYANAD	8330011252	Office of the Joint Commissioner, State Goods and Services Tax Depratment,Anappara Building, Near New Bus stand, Kalpetta
14	KANNUR	8330011253	Office of the Joint Commissioner, State Goods and Services Tax Depratment,Civil Station Annex, Kannur-670002

15	KASARGODE	8330011254	Office of the Joint Commissioner, State Goods and Services Tax Depratment,B BLOCK,Ist FLOOR, CIVIL STATION,VIDYANAGAR, KASARAGOD 671123

Functional Requirements

The proposed system should target the citizens of the Government SDCs and collect feedback of the citizens at different stages in availing a service/facilitation. The feedback collection should be effortless at the convenience of the citizen.

The major functionalities of the cloud-based Web Application are listed below.

● **Login for the Department**

User credentials for every department will be available with services/schemes wise and location/office wise roles. Departments can choose or allocate the login credentials according to the hierarchy or Protocol.

● **Creation of Survey Form, Choosing Rating Style and QR Code**

Facility to create/edit/delete QR code-based survey forms comprising of the following:

➥ Various Departments' setup features like, Name of the survey, logo, default optional questions to be presented to enter name, email, phone number etc

➥ Choices to Express of satisfaction (Emojis for 0-5 level of satisfaction, Like/Dislike etc.)

➥ Conditions for presenting further queries based on expression of satisfaction.

➥ Questions to be presented with list of items, based on single selection/multiple selection choices

➥ Provision for uploading files

➥ QR code to be published in social media sites like Facebook, Twitter, WhatsApp etc and will be printed and displayed in service delivery centers.

● **Citizen rating**

To measure the satisfaction level of citizens, it is necessary that a mechanism is inbuilt in the delivery process so that soon after a service is availed or a facility is utilized, the citizen is presented with a QR Code scan using a smartphone that leads to choose the ratings.

Citizens can provide any general comments or feedback about the service (what makes them happy) and citizens can also provide feedback if the service is not satisfactory (what aspects can be improved, etc.)

- **A sample model of proposed landing page while scanning QR code**
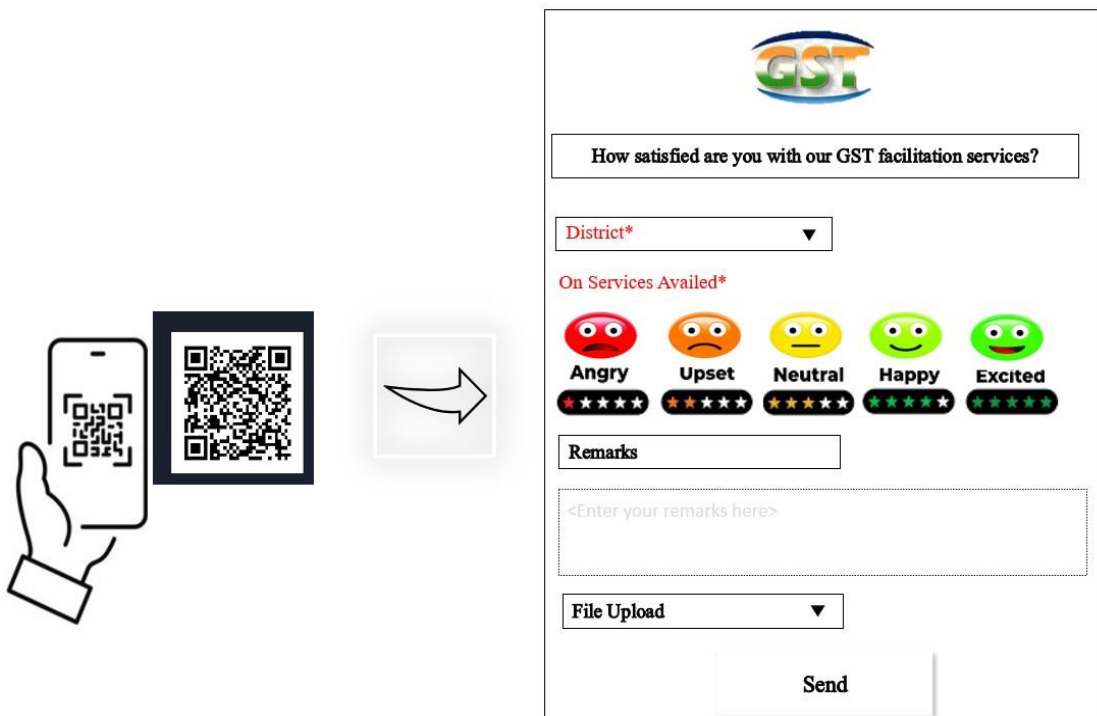
- **A Dashboard for presentation of survey feedbacks**
  - Pie charts, trend of feedback received, individual response details, Responses to be uploaded to excel file/pdf file formats.
  - Service wise /scheme wise drill down.
  - Location wise, office wise drill down.
  - Overall satisfaction score, Rate percent, etc.

Implementation Strategy

Deliverables/Milestones

Deliverables	Target Date	Format
Development and implementation of innovative QR Code based Survey platform including Dashboard in GST department for their 15 Facilitation centers.		

Key Benefits to be achieved

To citizens

- A facility to record their level of satisfaction with the service received from the Government

- Results in improvement in service delivery

- Simple steps to record feedback

- Facility to share suggestions for service delivery improvement

- Provides for active participation of citizens in governance.

To Government

- Configurable platform for creating customized feedback/ survey form for departments

- Measure the quality-of-service delivery at any point of time.

- Easy identification of pain areas and initiate remedial measures for all delivery points at any point of time.

- Dashboard for Decision making and analysis.

- Facility to record positive feedback.

- Encourages transparent and healthy competition among different service delivery units.

- Ranking of offices/ Departments at state level.

Project Schedule

(A detailed project schedule with activity breakdown per deliverable and resource assignments needs to be cited here. Describe with the detailed project Implementation plan that presents the required project activities to fulfill the objectives.

Include a Gantt chart that depicts the time frame required to acquire the desired outcome)

Responsibilities of K-DISC/Department

(List down all the responsibilities that need to be fulfilled by the K-DISC)

Financials

Cost Estimate Summary

(Provide a summary of the cost estimated to carry out the agreed upon deliverables and related activities by the K-DISC, in the below tabular form)

Particular	Quantity	Unit	Price
Hardware*			
Software**			
Manpower			
Miscellaneous*			
Warranty			
AMC			
Payment terms and Conditions			
Advance			
Supply of Hardware			
Successful completion & acceptance			
Taxes & duties			
Total			

* PC+ keyboard/ Mouse/Tab/Broadband Dongle /Servers etc.

** Any Software License / OS Platform License/ Mobile App/ Other related Software/Cloud Hosting, etc.

***Installation and Commissioning – End to End including Internet, power supply, mounting, Travel etc. if any

Commercial Terms of the Payment

(List down all the payment terms applicable for your organization)

Annexure

(List any other relevant information that is not provided above)