

ToR for Rapid Assessment of Customer Satisfaction Survey of Karnataka-One Project

1. **Title of the study:** Title of the study is 'Rapid Assessment of Customer Satisfaction of Karnataka-One Integrated Citizen Services Project.'
2. **Department/Agency implementing the scheme/programme:** The project is implemented by the Directorate of Electronic Delivery of Citizen Services in the e-Governance Secretariat, M S Building, Govt of Karnataka.
3. **Background information:** Karnataka-One project is being implemented to deliver multiple services of many Government Organizations and some private companies through Integrated Citizen Service Centers. Pilot of Karnataka-One Project was first taken up at Hubli-Dharwad during 2008. It was later extended to eight more cities in 2010 on Public Private Partner Ship Model. The main objective of the Karnataka-One project is to act an interface between Service Provider and the Customers in matters of payments of bills and delivery of agreed services on behalf of Government as well as private sector operators. Karnataka-One Project is intended to provide quick and efficient services to citizens; release the service provider from the mundane front end functions and thus help them to focus on their core functions. Currently about 30 services are being delivered through 39 EDCS centers in 9 cities of Karnataka namely Bellary, Belgaum, Davanagere, Gulberga, Hubli-Dharwad, Mangalore, Mysore, Shimoga and Tumkur. Services Being Offered at Karnataka-One Centers are as follows:

1. Services provided on behalf of Government Organizations	
Department	Services provided by Karnataka-One Project
1. Electricity Supply Companies in Karnataka	1. Electricity Bill Payment
2. Water Boards/Corporations/ City Municipal Councils	2. Water Bill Payment
3. BSNL	3. BSNL Landline Bill Payment 4. BSNL Mobile Bill Payment (Cell one)
4. Corporations/City Municipal Councils	5. Property Tax Payment
5. Corporations/City Municipal Councils	6. UGD (Under Ground Drainage) Tax Payment
6. Pre-University Board	7. Application for Photocopy /Revaluation/ Re-totaling etc of answer scripts

7. Bangalore University	8. Payment of Application for Distant Education Courses
8. Police Department	9. Collection of fee for Police Verification Services
	10. Collection of fee for Amplifier Sound System Permission
	11. Collection of fee for Vehicle Enquiry Report
9. Transport Department	12. Issue of RC Extract (B-Extract)
10. UID Authority of India	13. UID- Status and e-Adhaar Generation
11. North Western Karnataka Road Transport Corporation (NWKRTC)	14. Sale of Bus Passes of State Road Transport Corporations
12. Chief Electoral Officer of Karnataka	15. Inclusion of Name/Deletion/ Modification/ Transposition of name in the electoral rolls
13. Various Government Departments	16. Downloading and Printing various forms of Government Departments
14. Regional Passport Office	17. Sale of Passport Application
	18. Online filing of passport application and generation of Application Reference Number
15. Karnataka State Road Transport Corporation	19. Reservation/Booking of Bus Tickets
16. Center for e-Governance	20. Collection of EMD and tender processing fee for e-auctions
2. Services provided on behalf of Private Companies	
1. Bharathi Airtel	1. Airtel Mobile Phone Bill Payment 2. Airtel Land Line Bill Payment
2. Vodafone	3. Mobile Bill Payment of Vodafone
3. ING Vysya Life Insurance Company Ltd	4. ING Vysya Life insurance Premium payment
4. Namasthe Media Services	5. Registration for alerts on Government Jobs
5. Next Drop Smart Water Systems Pvt Ltd	6. Collection for fee for subscription for SMS alerts on water distribution schedules
6. Idea Cellular Ltd	7. Mobile Bill Payment

4. Evaluation scope, purpose and objectives:

The study covers 39 EDCS Centers in 9 districts. They are established in Public Private Partnership mode with a Software Partner and Banking Partner. Most of the centers are located in densely populated parts of the cities. Each centre has a catchment of its own. Citizens living nearby generally avail the services of these centers. Sometimes, citizens from other places also avail the services. In the last two years, it has been observed that the services of some centers are quite well utilized while in some others that is not the case. The objective of this rapid assessment is to find out the reasons as to why there is a difference in the pattern of utilization and what should be done to put the centers to optimal use. Findings of this study will be used in optimizing the staff and facilities in the existing centers. They will also be kept in mind while extending the services to other cities in Karnataka State.

5. Evaluation questions: Following are the broad questions the study will address:

- i. Is there sufficient awareness among the public about Karnataka-One Project? If not what is the best way to reach the information to the public?
- ii. Whether the number of services and the number of Centers meet the expectations of citizens in the catchment areas? If not, what additional services can be added?
- iii. What is the quality of citizen services provided by Karnataka-One Centers compared to other channels available?
- iv. How satisfied are the citizens with the quality of services provided by Karnataka-One Project? Is there any scope for improving the service quality?
- v. Why are some Centers under-utilized? How to put them to optimal use?
- vi. Is there is any scope for Business Process Re-engineering in the existing Centers?
- vii. What further improvements can be made to Karnataka-One Project generally?

6. Evaluation methodology:

The Evaluator is expected to randomly select one or two centers for study from each city. Overall they should survey nine centers from the existing 39 centers in the state and undertake rapid customer satisfaction surveys. In at least three low utilization centers, they should undertake a survey of households within the catchment area of approximately one Kilometer radius around the center and find out the reasons for low utilization. Through this survey, they should also find out what further services can be added to the existing services and how to make the centers more useful for public. For data analysis purpose, available data with the Directorate will be made available. If necessary the consultant could interact with potential business partners.

7. Deliverables and time schedule: The Directorate will provide the required information and data to the prospective applicants. Successful Consultant is expected to adhere to the following timelines and deliverables:

- a. Work Plan for the proposed study should be submitted within one month after the release of first installment of the contract sum.
- b. Primary data collection should be completed within two months after the work plan is approved by KEA.
- c. Draft evaluation report should be submitted within two weeks after completing field data collection for approval by a joint team of KEA and Line Department/ Agency officers.

65

d. Final evaluation report should be submitted within two weeks after the draft report is approved.

Thus excluding the time taken for sponsor's approval, the evaluation study should be completed in four months' time.

8. Cost and schedule of budget releases: Cost of the study will be determined through negotiations. If the offer is in excess of Rs. 5 lakh, then the study would be awarded through tenders. Output based budget release schedule is as follows:

- a. 30% of the contract cost will be released on signing of the MoU/contract agreement.
- b. 30% will be released after the Work Plan is approved.
- c. 20 % will be released after the draft evaluation report is approved.
- d. 20% will be released after the final report is submitted.

Income tax @10% will be deducted from each payment. In addition, the consultant is expected to pay service tax @12.36% at their end.

9. Qualifications of the consultants and method of selection: The Consultants should be a firm or company with at least five years of experience in undertaking Customer Satisfaction or Citizen Report Card Based surveys. Consultancy will be awarded based on the previous work done and the quality of the reports they produced. If it has to be tendered, it will be done through a two cover system (Technical Bid & Financial Bid. Selection will be done competitively.

10. Ensuring quality: The evaluation report and its findings must demonstrate highest professional standards on par with national studies.

11. Providing oversight: Karnataka Evaluation Authority will provide the oversight for the study. All technical aspects of the study are subject to their approval.

12. Contact person to get further details about the study: Any further details about the proposed study can be obtained from Sri Shashidhar Sarangamath, Project Manager, Karnataka-One, EDCS Directorate, e-Governance Secretariat, Room No.110, Gate No.2, MS Building, Bangalore - 560001. Office Ph: +91 7760999387 Fax: (080) 22370282, e mai: pmk1@karnataka.gov.in.

Approved
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