Chapter 1

Executive Summary

We are living in the world of mobile phones of late. The penetration of mobile phones into our day to day life is such that it has become part and parcel of our life. We can hardly find a family in village or in urban areas which do not possess a mobile phone making one of the basic necessities of individuals and families. Any individual or family even with less income source makes e orts to own a mobile set. In addition, the growing competition in mobile manufacturers has lowered the prices of mobile phones. This is one of the key reasons why we can see mobile phones everywhere be it in rural or urban localities.

In the last decade, the adoption to mobile phones and other wireless technology has changed drastically across the country. This development has been leveraged upon to provide various Government, public and private sector services through Mobile Governance which have a far reaching impact. Mobile Governance is a revolutionary framework which is aimed at leveraging the exponential growth that has happened in the wireless communication technology and the far reaching acceptability it has received in the country.

In terms of mobile users, India ranks second in the world, next to China, as per the data available in TRAI Press Release[1] and World Bank Report[2]. The country with population of 1,295,291,543 has 1,049,740,000 mobile phones at the rate of 82.17% per 100 citizens as of 30th September 2016. Mobile phones facilitate us in various ways in day to day life. They help us in easy and timely communication, access to Internet and social media, save money, ensure safety and the like.

Mobile Governance in Karnataka is envisaged to evolve as a one web solution to address all transactional procedures of the citizens with the government departments, public sector organizations and private organizations. To

[1] TRAI Press release, TRAI, 30 Sep. 2016

[2] World Bank Population Data, World Bank, Retrieved 5th Dec. 2015

realize this ambitious project, it is important for the Government to facilitate creation of reliable technology platforms and technically qualified human re-sources which would accelerate adoption of these services.

The Karnataka Evaluation Authority in congruence with the Center for e-Governance has entrusted Hyderabad Karnataka Center for Advanced Learning (HKCAL), Gulbarga to conduct a technical data analysis and an unbiased survey with the objective of evaluating the performance, status, effectiveness and impact of mobile services in Karnataka state.

This evaluation report targets the citizens from diverse fields ranging from farmers to software professionals, students to government servants, etc. Also, the real-time history data from the Karnataka Mobile One portal dashboard of the Center for e-Governance cell, Government of Karnataka is analyzed.

The research methodology has included both qualitative and quantitative approaches. The quantitative research aims to assess the performance, impact and status of mobile services and qualitative research aims at establishing and measuring the performance indicators that can holistically evaluate the efficiency or efficacy and opinion of users of the Mobile Governance initiative.

The quantitative research has used a formalized and unconcealed questionnaire with close ended questions (Dichotomous, Multiple Responses, and Scale Based). Data were collected through means of survey administered via personal interview and online depending on convenience. First, the desk research was carried out to identify the current shortcomings in Karnataka Mobile One portal and review the potential tools for adopting mobile services in the State. This was done with the officials, technical team and other stake holders of mobile services. The second component i.e., field work was conducted in all parts of the Karnataka State. Four different administrative divisions or regions of the Karnataka State namely Bengaluru, Mysuru, Kalaburgi and Belagavi along with Bengaluru city were considered for evaluation. Roughly, 400 respondents were chosen on random basis from each of the divisions drawing a total of nearly 1600 respondents. Out of 400 respondents from each division, 50% were from district headquarters, 25% each from taluk headquarters and hobli levels. In addition, approximately another 400 respondents were randomly chosen from the Bengaluru city, amounting to 1936 respondents finally.

With regard to current status, only 658 services are integrated into the plat-form, expansion of the set of services by the Departments are limited by the lack of partnering with Government Departments, public and private sector

organizations. It is found that only 0.4% of the mobile phones are registered to access the portal services as against the total number of mobile phones in the State.

It is observed that among the payment based services, the highest number of payments is occurring in the utility services with 95.47%, followed by transportation services with 1.98% and telecom services with 1.26%. The remaining 1.29% is shared by all other category services.

It is observed that many Departments do not provide a complete set of ser-vices that it offers to other users. It is found that only 60.1% of the financial transactions are successful without the fault of user.

Another objective of the study was to determine the impact of the mobile services. The impact has been measured on parameters like awareness, ease and efficiency. Only 33.3% of the respondents are aware of the mobile services out of which only 7% have the highest level of awareness, which leaves considerable scope for creating awareness through online and conventional channels, a medium that is being extensively used today. More than 88% of the users believe that the services have eased the procedures and 64% of them believe that it has brought efficiency.

It was also found that the ICARE facility service is implemented by only three departments. The users are not aware of the ICARE facility.

In spite of several shortcomings, as compared to conventional services delivery mechanisms, the Karnataka Mobile One portal is found to be extremely useful to the users but exploration of the portal offerings is very limited. The research also asked the users for their insights and suggestions for the mobile services. The responses ranged from improving the usability of the processes by bench-marking them with usability provided by private commercial service providers, to improve the security and privacy needs as well as payment gateway, to taking up initiatives to increase the awareness of the high impact potential service and dissemination of timely updates.

Recommendations

Based on all the analysis, and keeping in mind the end objective, the evaluation team recommends the following:

1. During the launch of Karnataka Mobile One (KMO) service in Karnataka there were 4281 services and currently based on the user's feedback, there

are only 658 functioning services. With this, we can conclude that the active services have dropped down to 15.37% since its inception. Hence, there is a need to look in with regard to the services that are currently not included.

2. It is observed that less than 1% of the mobile users in the State have registered to the Karnataka Mobile One. Henceforth, citizen services of Government Departments and private sectors could be partnered and redirected to Karnataka Mobile One service for a single point interface and to facilitate access to mobile services at free or nominal rates.

3. It is recommended to include several other features and improve the GUI of the KMO application/app in addition to few security aspects.

4. During the survey, it is observed that only 33.3% citizens are aware of Karnataka Mobile One service in Karnataka. Therefore, a well defined branding strategy in terms of planning, advertising and popularizing is necessary to make citizens start using mobile services to full extent.

5. It is observed that only 15 services can be availed using more than or equal to 3 channels. Hence, measures can be taken to include various channels to other services.

6. Work on strengthening client relationships by working closely with partnering line departments, and communicating periodic updates and con-ducting regular feedback exercises.

7. A 24 7 365 call centre or ICARE service manned with well trained and highly professional executives is essential to achieve high standards of service and responsiveness that the Mobile Governance team strives for. This will also streamline response effectiveness and closure of various query/ complaint tickets in the prescribed resolution time.

8. In addition to the above recommendations, several specific (technical) recommendations are listed in Sections 9.2.1 and 9.2.3 that may be implemented on priority basis.

Keywords

Mobile Governance, Karnataka, Performance, Status, Impact, Evaluation, mo-bile phone, mobile services.