

Chapter 41

Calicut (Kozhikode) District, Kerala

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I) OVERVIEW

Kozhikode is a large conglomeration of varied households with a population of around 30 lakhs. Kozhikode city is fast developing into a full fledged metropolitan city. With rapid urbanization of the society, every household of Kozhikode needs various day to day services in the course of its smooth running. The requirements of the households may vary immensely - right from the coconuts retrieval in the garden to the repair of air-conditioner in the living room. There might be a sudden breakage of water supply in the overhead tank or a repair in the electric fuse of the house. Over years, the kitchen appliances do undergo wear and tear without prior notice!

With the increase in the nuclear families and busier schedules of the household members, there is a crunch for getting the necessary personnel to perform the household services. Even if one finds out the address of the repair shop, to actually get him to his house and wait for the service to be completed will take almost half a day. If the lady of the house is also working, then it is doubly hard to get the service provider at a specific required time. Thus there is a greater demand for household services. This project is initiated to provide quality service to the citizen at an optimum price and in a prompt way in their door-steps without delay.

The usual practice of running to the nearest repair shops has become a difficult practice in the recent times. There is a greater demand for an alternate system which can alleviate the following problems faced by the public:

- Scarcity of the service personnel and so huge waiting delay to get the service.
- The required repair shop may or may not be available in the locality.
- There is lack of information on the locality of various service centers.
- The delay is also compounded by the erratic schedules of the service personnel, thereby making the customer wait inordinately.
- There is huge variation in the user-charges for the concerned service.
- There is no mechanism to ensure QoS (Quality of Service) of the service rendered at the household

Swabhiman, is a well-defined integrated software solution based on the twin-concepts of Employment Generation and making available service of skilled personnel for the household needs. This is nothing but the concept of “Swabhiman”, where-in a skilled set of qualified professionals are trained and pooled-in to provide **Quality Service** to the customers at an **optimum price** and in a **prompt way**.

For this, the front end of “Swabhiman” is envisaged as a state-of-the-art technology like website, SMS service and Call centre with user-friendly option for registration of various services. The software will execute these service requests and assign appropriate qualified professionals from the available pool. At the back end, a well trained set of ready-to-provide-service professionals who reach the spot at once and provide friendly service. This service can be availed either through phone call , SMS or website.

A citizen can request for services in the following categories

- CA - Carpenter
- EL - Electrical
- PB - Plumber
- RA - AC & Refrigeration
- EX - Electronics
- CO - Coconut tree climbing
- GS - Gas Stove Repair

II) RESULT INDICATORS

1. Key Performance

*a. What services (G2C, G2B, G2G and G2E) are delivered using ICT ;
provide impact in terms of time and cost of delivery of services*

Swabhiman ,a G2C service, addresses a great dilemma in the society ie, on one side we have thousands of youth wandering for job while on the other side, almost every household in the society is in need of skilled man power. Swabhiman is an innovative solution to both the problems.

There is a great need for a new integrated service provider who can provide all household services promptly. Through this system, citizens can give their requests for various household services through any of the following methods

Website [<http://www.swabhiman.gov.in>]
SMS [to 9446460600]

Telephone [0495-2372666]

On the basis of varied requirements in the district of Kozhikode, this system satisfies the following objectives:

- There are multiple service providers readily available for the following day-to-day household problems initially (and additional services can be added later-on):
 - Carpentry
 - Plumbing
 - Refrigerator & Air-Conditioner repair.
 - TV & other electronic equipment repair.
 - Electrical wiring & switches repairs
 - Gas stove maintenance
 - Coconut tree climbing
 - Provide service at the door-step.
- The service is provided by an integrated call-center with a unique telephone number, which can take complaints and send the service provider to the individual door-step.
- Standardization of the user-charges and these charges are same all over the city.
- Prompt response for the complaints, preferably within an hour.
- Most importantly, QoS (Quality of Service) is guaranteed.

b. Implementation coverage till date and during the year (geographical areas covered under pilot, roll-out, future plans)

The project has been successfully implemented at Kozhikode district and started functioning from 1st January 2010 onwards. Now around 10000 calls have been registered for various categories show that public accepted and utilizing this service very much.

Government of Kerala has already taken initiative to implement the project in all the districts of Kerala. The need for a project like Swabhiman is ever increasing in all cities and suburbs all across the country. Swabhiman is a well-defined integrated software solution based on the twin-concepts of Employment Generation and making available service of skilled personnel for the household needs. The concept of "Swabhiman" is nothing but, where-in a skilled set of qualified professionals are trained and pooled-in to provide Quality of Service to the customers at an optimum price and in a prompt way. For this, the front end of "Swabhiman" is envisaged to a state-of-the-art website with user-friendly complaint retrieval system and at the back end, a

well-trained set of ready-to-provide-service professionals who reach the spot at once and provide friendly service. This can be replicated by others easily .

2. Government Efficiency improvement initiatives

a. Time and cost efficiency improvements in the working & delivery of services

Project was initiated during September 2009 and is completed in 4months time. SMS setup was already available in the district. Hence minimum infrastructure was needed like call center with one PC, land phone and an operator .

b. Specific innovative ideas implemented in eGov area; and their impact on services

1.. Dr. SMS Project

A SMS based Health Information system launched in the year 2008 initially at Kozhikode district and now the project is rolled out to the entire state of Kerala. This is a G2C service where a citizen can get location-based information about the facilities available in a hospital through SMS.

The format for the SMS service is

<Health><space> <Pincode><space> <facility

eg : **health 673020 heart.**

A web portal '<http://drsms.kerala.gov.in>' is also developed for the health sector and hosted for providing detailed information about the hospitals, facilities available, specialist doctors, their consulting times, blood donors, ambulance service etc. Hospitals can themselves update the details about their hospitals through this portal.

This project also got the best **m-governance award** for the year 2008-'09 from the kerala state government.

2. DC*Suite

An integrated suite of applications for the Collectorate is implemented at Kozhikode and now Collectorate is digitally enabled with 100% open source solutions with open office in all computers. Data which was kept in the files and sections earlier have been converted to "Digital Data" and reside at 'Collectorate Data Centre' which is the heart of DC*Suite. "Availability of Data" in digital form without the dependency on people or section in the Collectorate, is the key achievement of DC*Suite.

Electronic file flow significantly reduced the time and costs with data available digitally 24x 7 at Collectorate data center. This has increased efficiency, accountability, transparency, and responsiveness; reduced processing time and enhanced customer satisfaction; offer services to the citizen on holidays and at any time through Touch Screen Kiosk and SMS

3. Voter SMS project

The **VOTER SMS** is a novel idea initiated by District Administration in Kozhikode District, to provide electoral roll information to the citizen through SMS facility. Each voter is keen to know whether his name is included in the voters list and if so the details of polling booth etc. This project helps the citizen of Kozhikode district to check the Electoral Roll through the facility of SMS. If they know their EPIC No, they can send SMS to **9446460600** in the given format to get the desired information. Within seconds, they will get the reply message with details like name of voter, Constituency Name, Polling station name and serial number in the voters list. If the person's name doesn't figure in the list, a reply Message 'Name not available in the electoral roll' will be send. If they don't know their EPIC number, they can also check the details by sending SMS with their panchayat name, voter name and relation name. This facility is available round the clock.

SMS Format :

vote <space> Election Card ID Number OR

**vote <space> panchayath <space> own name < space> relations
name**

4. NIRMMAN online sand distribution system

Sand is the precious natural resource which is in great demand now a day for construction purposes. As the demand far exceeds the supply, sand mining and distribution in our state has become synonymous with corruption and everything illegal. Now Nirmman online sand distribution system was introduced in the district of Kozhikode to streamline mining and distribution of sand from river beds. The system works similar to the now famous railway ticket reservation system , where in the customers can book for sand , based on documents showing genuiness of the customer and his purpose through Akshaya (computer) centers and based on the reservation tokens issued through akshaya centres sand will be provided from river fronts (kadavu) in the district. The system has brought in the much needed transparency and dispelled the mystery surrounding sand distribution. Not only has that it brought down the corruption in the sector substantially, but also ensured equality of opportunity for the citizens.

5. Taluk Certificate Automation System

A centralized taluk certificate automation system implemented at Kozhikode district and all the taluks are connected to this system through KSWAN connectivity. Now computerized certificates are issuing from all the taluks in Kozhikode. The main feature of this system is that applicants' photograph is also printing in the certificate. Provision is there for taking the photographs of the applicant at taluk center itself while submitting the application or to upload the scanned image of photographs. This is the first of its kind in kerala where a photo printed certificate is issued. For the authenticity of the certificate the software is also providing barcode printing on the certificate. This can be verified through touch screen kiosk or bar code reader provided at the taluk center.

c. To what extent the services are integrated with other offices/ departments
Benefits of services provided through the projects like Swabhiman , Voter SMS, Nirmman sand distribution system and Dr.SMS are covering the citizen of entire district. The above projects are a product of integration of activities and services of various departments working at the district level.

III) ENABLER INDICATORS

1. District Policy & Strategy

a. eGov/ICT vision roadmap for District and its current status

Within the limitations of a district, we are constantly striving hard to make use of the potential of e- governance in providing various government services intended for it's citizens in a more efficient, effective, transparent and corruption free manner. The various e-governance initiatives taken by Kozhikode district like swabhiman, voter SMS, Nirmman online sand distribution system, Dr SMS, DC* suite etc has gone a long way in demystifying the government services and making it delivery systems much transparent and efficient in a short span of time.

b. To what extent the common infrastructure (national, state, other District; delivery channels) is being shared

The Kerala State Wide Area Network (KSWAN) available in the district is already connected to all the major departments in the district. It is extended to all the Taluks and Block level also. Some Panchayats are also connected with KSWAN connectivity. In our latest innovation , Nirmman online sand distribution system we are making use of the KSWAN connectivity at various levels for issuing passes based on booking tokens issued through akshaya centers

c. Technology standardization policy and its implementation

The IT Policy in the State has the strategy to tap the business opportunities offered by Information Technology. Government has set up several IT Parks in the state and Akshaya Centres in each Panchayat. Major goal achieved through Akshaya is socio-economic development through increased computer and internet access and at the same time ensured financial viability via market driven entrepreneurship. The entire citizens of Kerala forms the target groups of Akshaya and E-literacy, G2C, B2C services are provided through Akshaya.

2. Process reengineering & Legal Reforms

a. Major front end process changes includes

1. *Recruiting of unemployed youth / service person for various trades and training them*

Publicity made through various Medias like TV, Radio, News paper etc for the registration of unemployed youth. Selected suitable candidates from these registration were provided training , both personality development and on various trades with the help of Govt. ITI institute, Kozhikode.

2. *Funding for publicity, ID Card issue, Uniforms, Machines and Tools*

Arranged fund through market sponsorships. Later once it has become evident that it's a viable proposition government fund started pouring in.

3. *Initially a large number of calls registered and could not meet the requirements with the initial pool of service persons.*

Recruited more and more unemployed youth and provided training and registered in the project- and once they all started working as ' swabhiman worker' , now we are able to meet the demand.

4. *The front end layer of Swabhiman interacts with citizens and offers services to the citizen through SMS, Internet and call centre. The "Swabhiman" system works according to the following steps.*

- The Customer places his request either through the website, or phone or through SMS.
- The customer enters the nature of complaint, type of service requested, the address of delivery and time of service.
- The Customer service operator at the Nodal center obtains the details of the request and gets the nearest available trained professional and passes on the details of the customer request.
- Simultaneously, the information about the identified professional is forwarded to the customer for easy coordination.

- The trained professional reaches the address at the assigned time on his vehicle and offers quality service.
- The payment is done and the professional requests for feedback from the customer.
- A nominal percentage of the payment is pooled in to the Swabhiman workers to sustain the project (ie payment of call center employee; phone bill etc.)

b. Major back end process changes planned and current status

Development of Software, Website preparation, Call center setup etc.

The software is developed using Web and Portal Technologies. Open Software Technology is used and application can be accessed through SMS, Call Centre and internet using standard software and web interfaces. Swabhiman is developed in Linux-Apache-MySQL-PHP (LAMP) National Informatics Centre, Kozhikode district center studied the system and developed the software and provided user training

3. Capacity Building

a. Leadership support & visibility and current status

This project is an innovative idea of District Administration, Kozhikode and is initiated to provide quality service to the citizen at an optimum price and in a prompt way in their door-steps without delay. Convincing the unemployed youth to join the system, training them to suite the job, dealing with various trade unions in kerala when these workers went out to do the jobs, sustaining the system through various odds were all testing times for us. As swabhiman was started as an innovative solution to the twin problems of un employment and scarcity of skilled labourers in kerala , the project caught the attention of the entire state and even beyond since it's an ever increasing problem in all cities and suburbs of our country.

The state government is in the process of replicating the project in other districts of the state as an innovative solution to the two menaces of kerala society – unemployment and scarcity of skilled labourers.

b. Change management strategy defined and status thereof

This project is a new idea initiated to provide quality service to the citizen on household services. The major challenge in the upward moving Kerala society making the above mentioned employees scarce in the society is that somehow the society has perceived these jobs to be less dignified. The biggest achievement of Swabhiman is that it has succeeded in infusing a new sense of dignity that so that now hundreds of people are vying for that job.

Another achievement is that with the advent of Swabhiman the otherwise demanding and undisciplined field workers in these fields of work have become more prompt and disciplined because of competition from Swabhiman. The ever increasing labour charges have either declined or stabilized.

c. Capacity building plan and its implementation status

The service personal registered in this project are well trained for each trade with the help of Govt. ITI department. The training not only included skill up gradation and refining but also on personality development and customer care , thus making the swabhiman workers a well sought after commodity in Kozhikode.

The Call center employees are trained for registering requests received and its processing activities and also customer care and complaints redressal.

d. Are the Program Management Teams are there full time (District officials/ consultants)

All the Team members are available in the district itself.

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