

Sevottam



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What is Sevottam?

Sevottam is an assessment - improvement model that has been developed with the objective of improving the quality of public service delivery in the country.

The model was conceived by the DARPG with the objective of developing a framework for awarding a mark of excellence to individual Ministries and Departments of the Government that demonstrate excellent performance on specific parameters considered as critical to citizen - centric governance.

Sevottam - Genesis

- Aligning public service delivery performance in India with citizen's expectations
- Institutionalizing continuous improvement and assessment of performance in the Government organizations against clear and improving standards
- Benchmarking quality of service delivery by government organizations and grading them on performance
- Providing government organizations a scheme for acquiring (and retaining) a symbol of excellence in service delivery

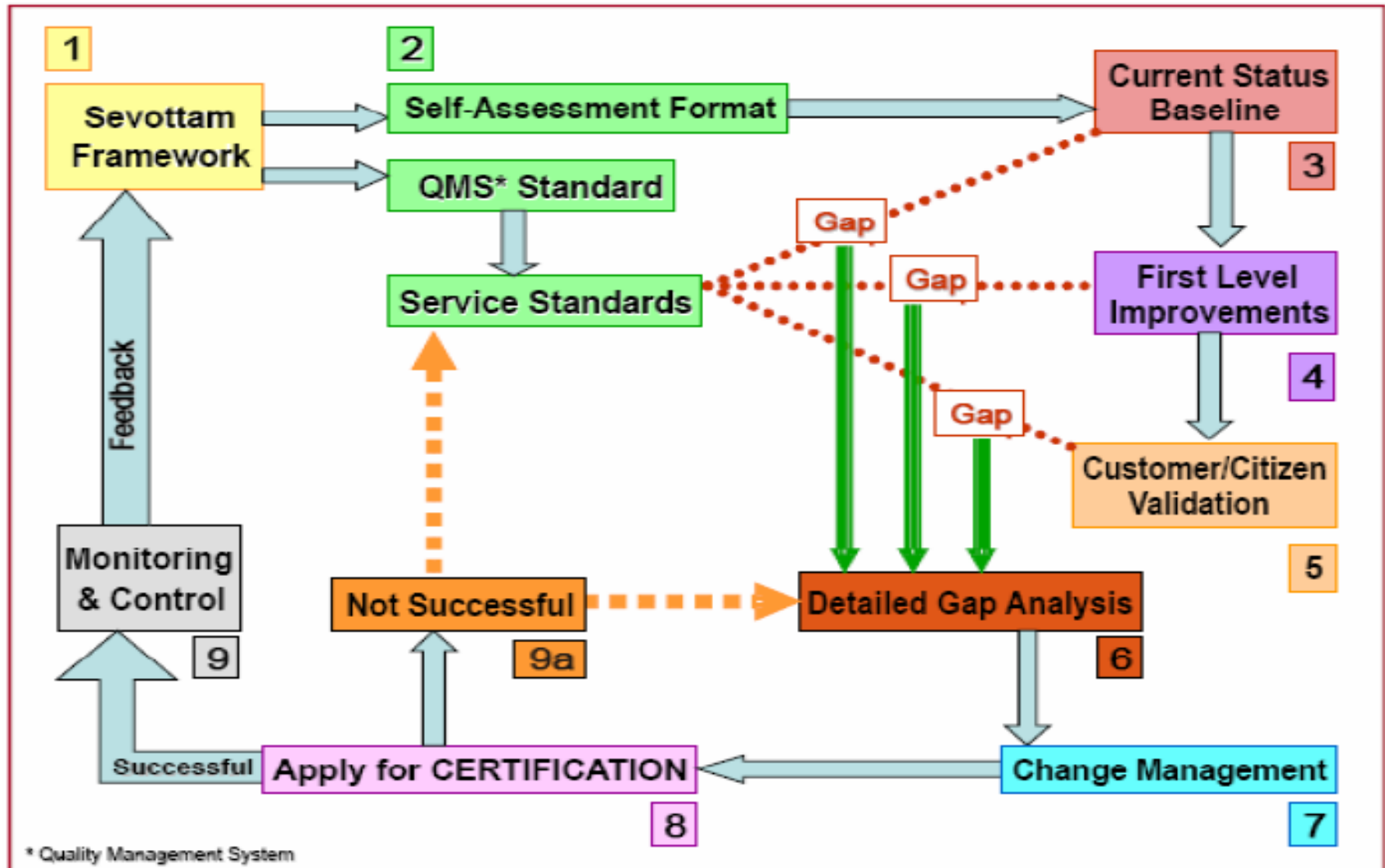
Objectives

- Successful implementation of Citizen's Charters
- Service Delivery Preparedness and achievement of Results
- Sound Public Grievance Redress Mechanism

Sevottam - Framework

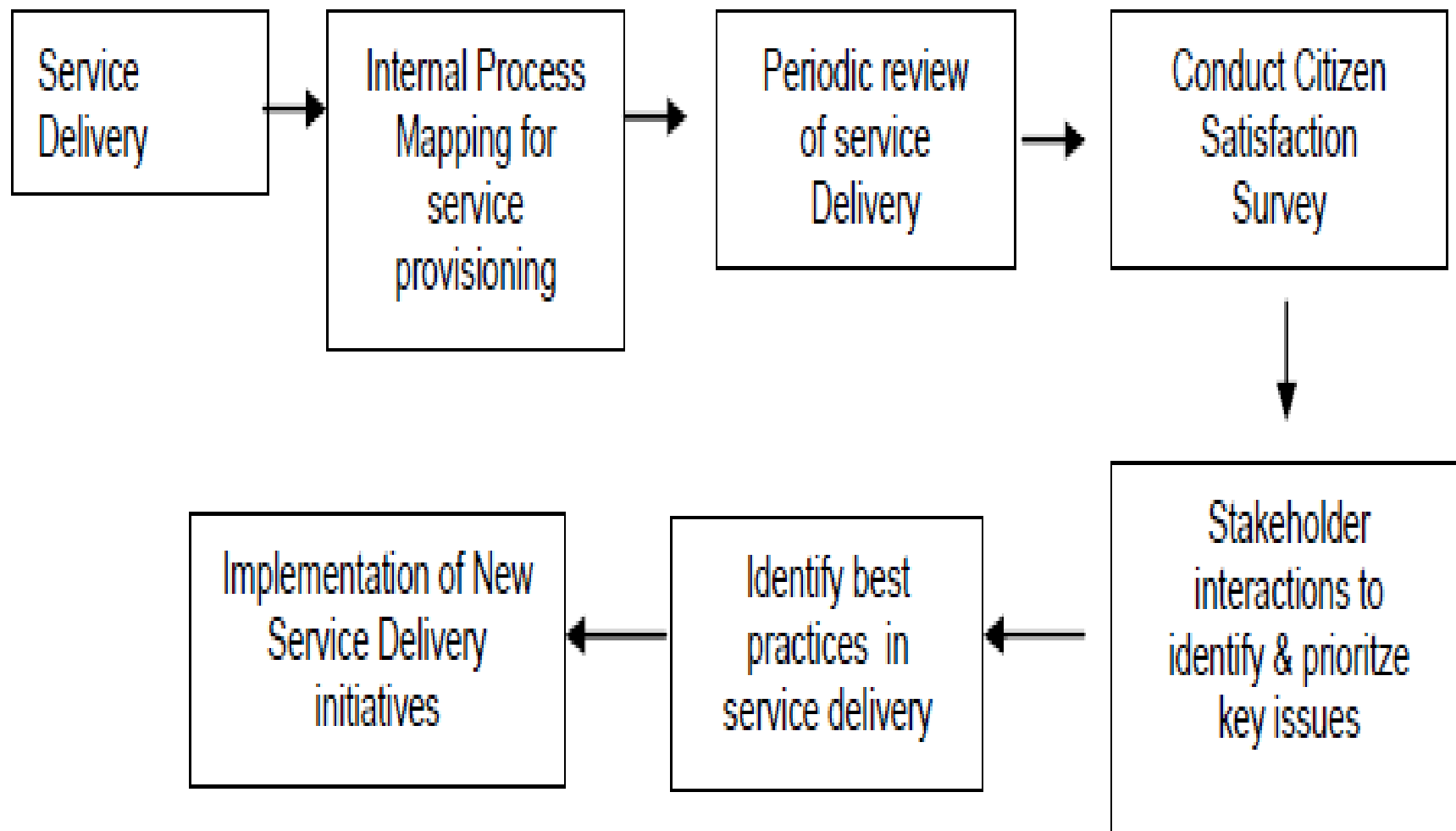
- 3 Modules with 3 Criteria and 11 Modules in each
- 1st Module – Citizen Charter to specify the Standards of Service Delivery
- 2nd Module – Grievance Redress Mechanism to redress if Service is not provided as Standards
- 3rd Module – Capacity Building for building the capacity of the organization to deliver its services as per the Standards
- Bureau of Indian Standards (BIS)
- IS 15700:2005 based on ISO 9000

Sevottam Framework



Source: Dept of Administrative Reforms & Public Grievances, Gol

Identification of key issues and best practices for Service Delivery



Quality Management Principles

The seven principles are

- QMP 1 – Customer focus
 - QMP 2 – Leadership
 - QMP 3 – Engagement of people
 - QMP 4 – Process approach
 - QMP 5 – Improvement
 - QMP 6 – Evidence-based decision making
 - QMP 7 – Relationship management
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- eOffice - To reduce turnaround time and to meet the demands of the citizens charter; To reduce processing delays; To establish transparency and accountability

The two most prominent ones are

- Charter Mark of UK and
- Malcolm Baldrige of USA

Sevottam Model in India

Sevottam Model in India has covered following Departments/attached Offices:-

- (1) India Post (2) Central Board of Direct Taxes (3) Central Board of Customs & Excise (4) Kendriya Vidyalaya Sangathan (KVS) (5) Department of Pension & Pensioners' Welfare (6) EPFO (7) Ministry of Food Processing Industries (8) Registrar of Companies (9) Hazrat Nizamuddin Railway Station (10) Passport Division, Ministry of External Affairs
- Later it has been extended to M/O W & CD, Chemicals & Pharmaceuticals, New & Renewable Energy Sources, Textiles ,Department of Expenditure, Urban Development, Health & Family Welfare (CGHS) & Ministry of Telecommunications

Compulsory Safety Standards for Electronic Products

The Ministry of Electronics and Information Technology (MeitY), has notified “Electronics and IT Goods (Requirement of Compulsory Registration) Order, 2012” in the Gazette of India vide S.O. No. 2357(E) dated 03.10.2012 and S.O. No. 2905(E) dated 13.11.2014 under the provision of Compulsory Registration Scheme of BIS Act, 1986 mandating Indian Safety Standards for 30 electronic product categories.

These notified electronic products categories are Electronic Games (Video), Laptop/Notebook/Tablets, Plasma/ LCD/LED Television of screen size 32” or above, Optical disc players with built in amplifiers or input power 200W and above, Microwave Ovens, VDUs, Video Monitors of screen size 32” and above, Printers/Plotters, Scanners, Wireless Keyboards, Telephone Answering Machines, Amplifiers with input power 2000W and above, Electronic Musical Systems with input power 200W and above, Electronics clocks with Main powers, Set Top Box, Automatic Data Processing Machines, Power Adaptors for IT Equipments; Power Adaptors for Audio, Video & Similar Electronic Apparatus; UPS/Inverters of ratings 5kVA; DC or AC Supplied Electronic Control gear for LED Modules; Sealed Secondary Cells / Batteries containing Alkaline or other non-acid Electrolytes for use in portable applications; Fixed General Purpose LED Luminaires; Self- Ballasted LED Lamps for General Lighting Services; Mobile Phones; Cash Registers; Point of Sale Terminals; Copying Machines / Duplicators; Smart Card Readers; Mail Processing Machines / Postage Machines / Franking Machines; Passport Reader & Power Banks.

Source: MeitY, Gol Electronics India eNewsLetter, Yr 6. Vol.37, Jan-Mar 2017

Citizens' Charter

Charter Implementation

1. How do you determine and/or distinguish the citizen groups as also your stakeholders and what services do you offer to them?
2. How do you meet the service expectations of your citizen groups?
3. How do you ensure that services and their standards as described in the charter are in accordance with expectations of citizen groups identified above?
4. How do you ensure that preparation and/or review of the charter is participatory and inclusive of all your citizen groups?
5. How do you ensure that frontline staff and citizen groups are aware of the charter and can understand its contents easily for compliance?

Charter Monitoring

6. How do you measure and track service delivery performance of different outlets against charter contents?
7. How do you communicate the gaps in service delivery to officer/team responsible for charter monitoring and to the outlets concerned?
8. How do you fill the observed and/or reported gaps?

Charter Review

9. How do you find out whether your charter is serving its purpose and take measures to enhance its effectiveness?
10. How do you incorporate legislative changes (e.g. introduction of Right to Information Act, etc.) and other relevant provisions/developments in your charter revision process?
11. How do you ensure that frontline staff and the citizens are aware of the basis for making changes as above?

Grievance Redress

Grievance Receipt

1. How do you prepare and implement guidelines for spreading awareness on public grievance process and ensure that citizens get the information they need?
2. How do you prepare and implement guidelines for recording and classifying grievances?
3. How do you prepare and implement guidelines for multiple channels of grievance redress such as toll-free telephone lines, web site, etc.?

Grievance Redress

4. How do you determine time norms for acknowledgement, and redress of grievances / complaints received?
5. How do you ensure that the time norms as above are adhered to?
6. How do you continuously improve the system and use forums like Jan Sunwai, Lok Adalats and other single window disposal systems to expedite grievance redress?

Grievance Prevention

7. How do you use grievance analysis while preparing annual action plans and strategy of the organization?
8. How do you find out grievance prone areas and communicate them to the officer/team responsible for service delivery improvement and to the Public Grievance Redress Officer?
9. How do you link grievance analysis to charter review and to other guidelines so that complaint prone areas are improved upon?
10. How do you measure and track the progress on improvements required to reduce complaint prone areas?
11. How do you ensure that frontline staff and the citizens are aware of improvements made in grievance redress mechanism?

Service Delivery

Citizen Focus

1. How do you determine citizen satisfaction levels and implement steps required for improving same?
2. How do you measure citizen satisfaction of the organization and particular service delivery outlet?
3. How do you link citizen satisfaction results to charter review and to other processes affecting service delivery?
4. How do you prepare and implement guidelines that encourage your outlets for creating a citizen focused organization?
5. How do you find out and distinguish among outlets on the basis of service delivery, and implement steps required to improve the same?

Employee Motivation

6. How do you encourage and ensure courteous, punctual, and prompt service delivery by your front line staff?
7. How do you prepare and implement guidelines to encourage the willingness of the frontline staff to accept responsibilities for service delivery as per citizen expectations?
8. How do you encourage healthy competition among your outlets for improved service delivery?

Infrastructure Management

9. How do you determine and implement minimum standards of service for convenience of citizens such as putting signage, placing waiting benches, drinking water and other needs?
10. How do you determine the resources that are required taking into account service delivery needs, current budgets, current channels of service delivery to ensure resource availability/utilization as per plans/requirements and standards fixed for service delivery?
11. How do you prepare and implement guidelines that encourage outlets to continuously improve service delivery?