Citizen Feedback report

World Bank Financed ACCSD Project

June 2023

Contents

1. Background

The Government of Assam is implementing **Assam Citizen Centric Services Delivery (ACCSD) Project** with the objective to improve access in the delivery of selected public services in Assam by addressing both the supply-side and demand-side of service delivery. The Project is designed in a way that it puts citizens at the heart of governance and service delivery through (i) empowerment- incentivizing application of service and delivery, (ii)transparency- proactive disclosure of information; (iii) accountability- activating forums/mechanism to track service status, lodge grievance and others, and, iv) participation- inviting citizen's feedback for improving quality.

In order to ensure that the citizens access to services under the State's Right To Public Services(RTPS) Act, the ACCSD Project has taken a pragmatic approach wherein rights are rhetorically synonymous with responsive governance and technology being used as an enabler of bringing administrative reforms and accountability. A single window access to more than 130 RTPS services has been developed under the Project with features of application, processing, tracking and delivery of services and rule-based escalation in tandem with the provisions of the RTPS Act. Web-based capacities has been increased, cumbersome processes have been simplified, field verification systems have been improved and capacity building of the front-line service delivery institutions have been initiated under this citizen-centric reforms programme.

The Project in order to facilitate access to services and contribute to reducing the transaction costs for citizens to access services, particularly for those residing in rural and remote areas, have set up around 360 Public Facilitation Centres (PFC) across all the districts of the State.

The Government's due focus on expanding access to services is in tandem with promoting citizen engagement for a more responsive service delivery. And, thus measures have been taken to embed citizen feedback with service delivery mechanism. The Project efforts are also resonating with SDG 16.6 of developing effective, accountable and transparent institutions[1] with the beneficiary feedback mechanism contributing to one of the indicators.

Both mobile-phone and web-based citizen feedback system is functioning in tandem with the RTPS Portal to elicit feedback after the service is delivered. The toll-free Call Centre undertakes phone-based beneficiary interactions, adhering to well-defined communication protocol and a set of structured questions. Similarly, ICT mediated citizen feedback mechanism is in place to automatically elicit feedback from the citizens. The collated beneficiary feedbacks are analyzed, published and also used to pinpoint specific areas for further improvements. This is in fact, promoting the principles of open government practices.

---

[1] SDG Indicator 16.6.2: Proportion of the population satisfied with their last experience of Public services.

2. Scope & Methodology

An analysis of the feedbacks provided by the citizens through phone-based beneficiary interactions till 31st March was done by the Project. Against the popular G2C Services, feedback was taken to understand a citizen's perception on ease of access to services and level of satisfaction on service delivery. The services against which feedback has been taken are,

- Application for marriage registration
- Application for Non encumbrance Certificate
- Office Mutation of Property Ownership
- Issuance of Certified Copy of Jamabandi or Records of Right
- Re-Registration of employment seeker in Employment Exchange
- Cess Pool Service
- Certified Copies of Jamabandi
- IWT- Registration of Vessels and Boats
- Issuance of Scheduled Caste Certificate
- Issuance of Non-Creamy Layer Certificate
- AADHAR based Registration of employment seeker in Employment Exchange
- Animal Tax Payment under GMC Act 1971
- Application for Land Allotment in various Industrial Estate
- Allotment Certificate to Periodic Patta
- Certified Copy of Registered Deed
- Composite Land Sale Transfer
- Correction of Area in Land Records
- Correction of Names in Land Records
- Driving License for Transport,
- Holding Mutation
- NOC for Re-classification
- Registration of Dogs
- Senior Citizen Certificate
- No Objection Certificate for Transfer of Immovable Property
- Issuance of Farmers Certificate KAACBTAD
- Application for Registration of Establishment under the Assam Shops & Establishment Act 1971 in FORM O Under Section 36 and RULE 45 of the Assam Rule

Using Stratified Sampling method, the list of select RTPS applicants was prepared from the cohort of entire RTPS Applications. The entire list of applications was divided into strata, so that the sample is representative of the population and sampling biases are avoided. 3 stratums were considered, 1. Services which have been delivered, 2. Widely availed G2C/G2B Services and, 3. Mode of application.

Based on the list prepared, the Call Centre Executives (CCE) placed calls to the mobile phone numbers of sampled RTPS applicants to initiate the beneficiary interaction. After the call got connected, the CCE conducts beneficiary interaction to elicit feedback on the respondents'

4

experience relating to applying for the specific RTPS service. The responses gathered on the indicative questions were enlisted in Likert Scale[2].

Responses were gathered from **37,938** citizens submitting applications through PFCs or on their own in the RTPS Portal or service delivery offices at the district level. The bifurcation of respondents based on the mode of application is as follows:

Table 1 Mode of Application

Medium	Number of Responses
Website (Self)	9817
PFC	27,303
Local office	818

The Project has made deliberate attempt to gather maximum feedback from citizens visiting Public Facilitation Centre because there has been major investments in improving access to public services, particularly for those living in remote and isolated area. ACCSDP being a citizen-centric reform program, it is believed that by setting up more than 360 Public Facilitation Centres in the decentralised levels, the project has contributed to reducing the transaction cost for citizens to access services.
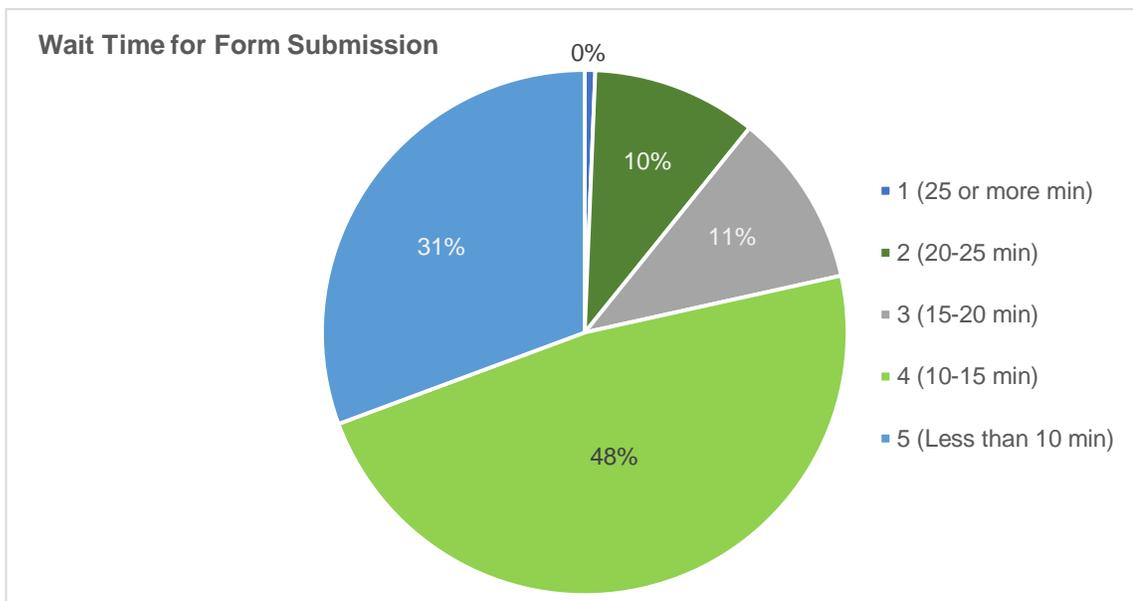
---

[2] Likert scale is a psychometric scale widely used to collate responses in a questionnaire. Unlike binary questions, which offer only two answer options, Likert scale questions are characterized by a wide range of options to choose from, usually ranging from one extreme (e.g. 'very satisfied') to another (e.g. 'very dissatisfied'). The main advantage is that it offers more degrees of agreement or disagreement; and helps receive appropriate feedback.

3. Findings of the responses gathered through phone-based beneficiary interactions

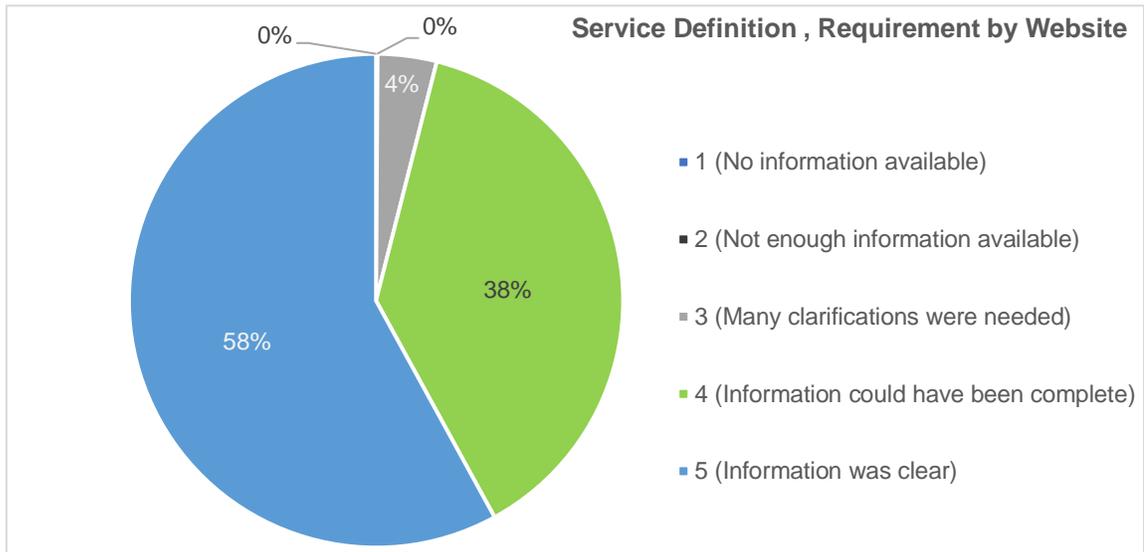## 3.1 Access to Services through Web portal (Submission by self)

3.1.1 Wait time to submit the Application

Based on the survey about 48% of the citizens reported that they had to wait for 10-15 mins while around 31% of the citizens reported that thy had to wait less than 10 mins to avail the services through web portal while submitting applications on their own. There are around 11% and 10 % who subsequently waited for 15-20mins and 20-25 mins. Less 1% reported that they had to wait more than 25mins.

Wait Time for Form Submission

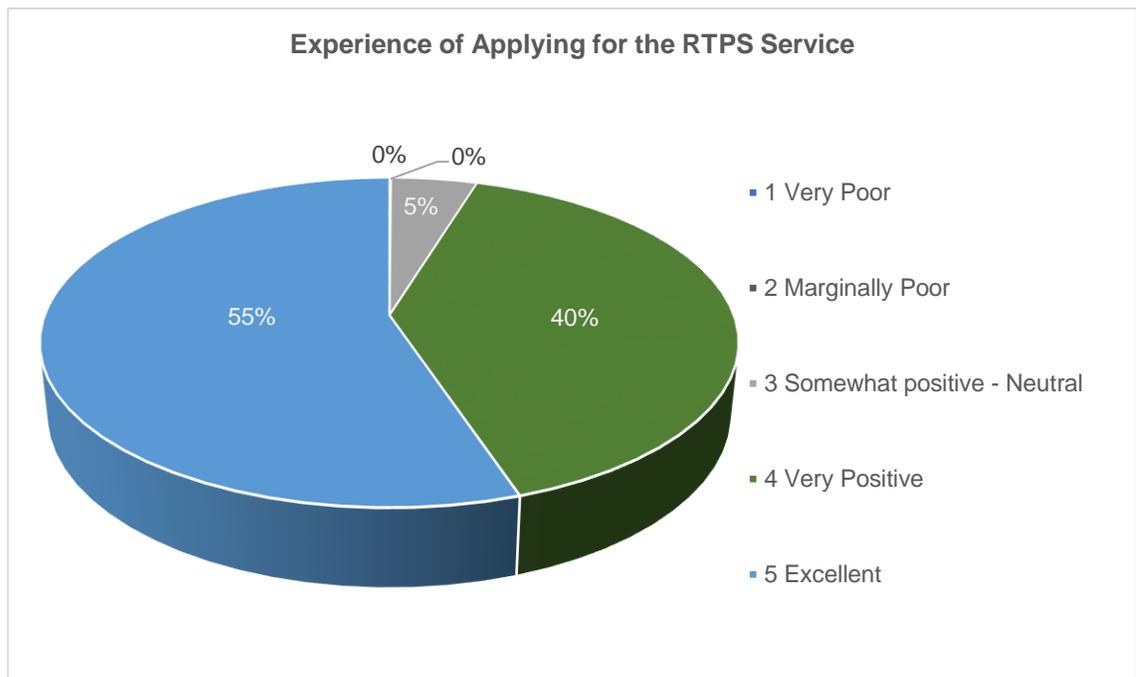|	
0%	
10%	■ 1 (25 or more min)
11%	■ 2 (20-25 min)
31%	■ 3 (15-20 min)
48%	■ 4 (10-15 min)
	■ 5 (Less than 10 min)

3.1.2 Service Definition and Documents requirements definition by Website

Based on the survey it has been found that about 58% of the citizens reported that the information shared by website was clear. About 38% of citizens reported that information could have been clearer and less than 0.1% of the citizens reported that not enough information was available, or the no information was available. About 4% of the citizens needed more clarifications.

6

Service Definition , Requirement by Website

0% 0% 4% 58% 38%

- 1 (No information available)
- 2 (Not enough information available)
- 3 (Many clarifications were needed)
- 4 (Information could have been complete)
- 5 (Information was clear)

3.1.3 Experience of applying for the RTPS Service

It has been found that about 55% of the citizens opined that services were excellent and about 40% of the citizens found it more positive. About 5% of citizens were neutral towards their response. Less than 0.1% of the citizens found that it was marginally poor or very poor.

Experience of Applying for the RTPS Service

0% 0% 5% 55% 40%

- 1 Very Poor
- 2 Marginally Poor
- 3 Somewhat positive - Neutral
- 4 Very Positive
- 5 Excellent

7

3.1.4 Acknowledgement of Receipt

More than 66% of the citizens reported that they had received the acknowledgement receipt and paid the exact amount for the service they availed. About 34% of the citizens reported that thy had not received the acknowledgement receipt.
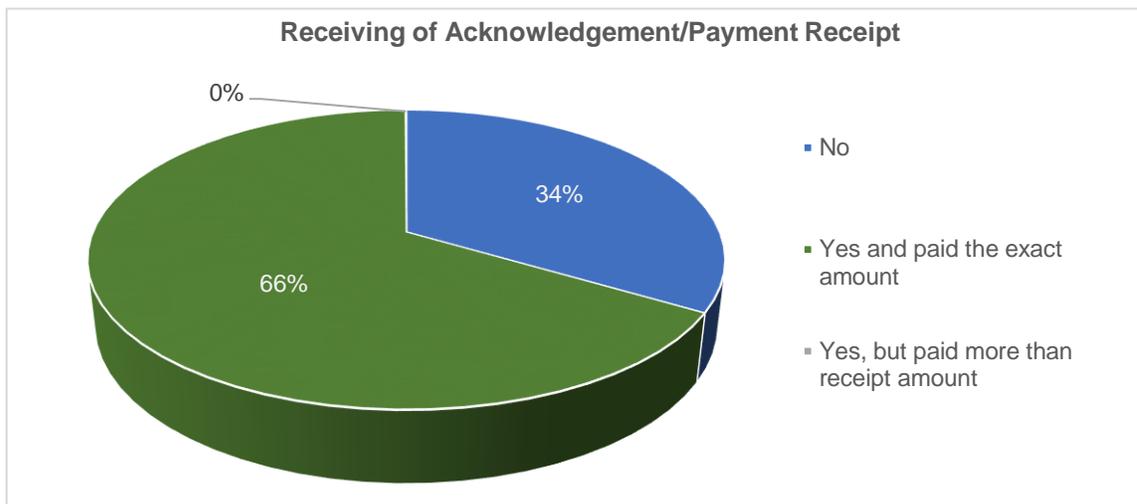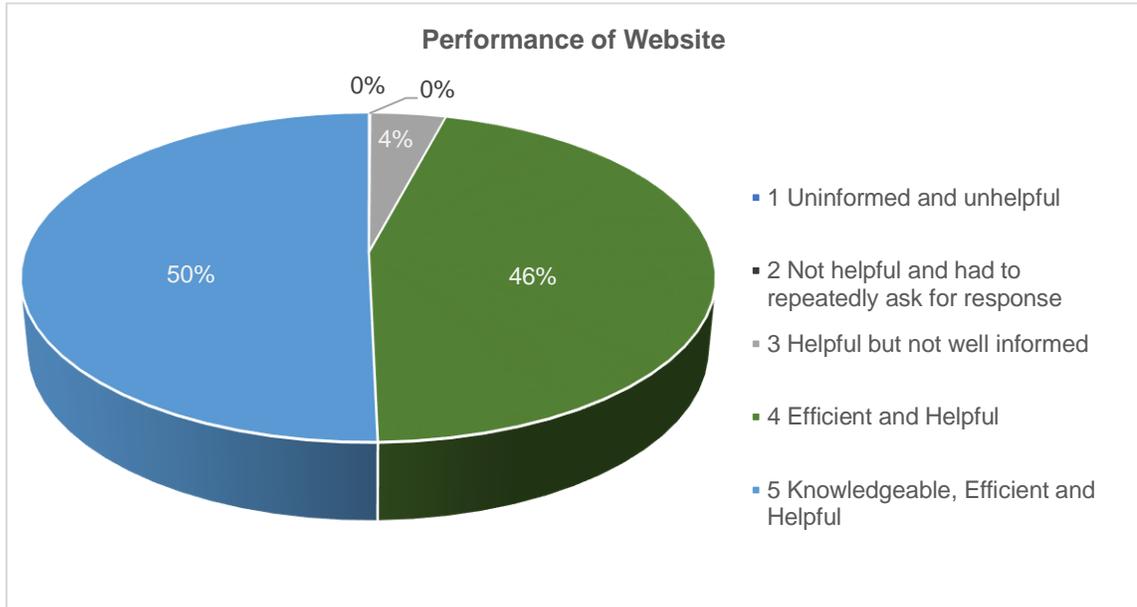

3.1.5 Information About the Process of Applying for the Service

Based on the survey it was found that Google search was the main source of information which was reported by about 71% of the citizens. About 22% of the citizens reported that they got the information from the hoarding. It was equal distribution for Posters and Word of Mouth which accounts for about 3% each.
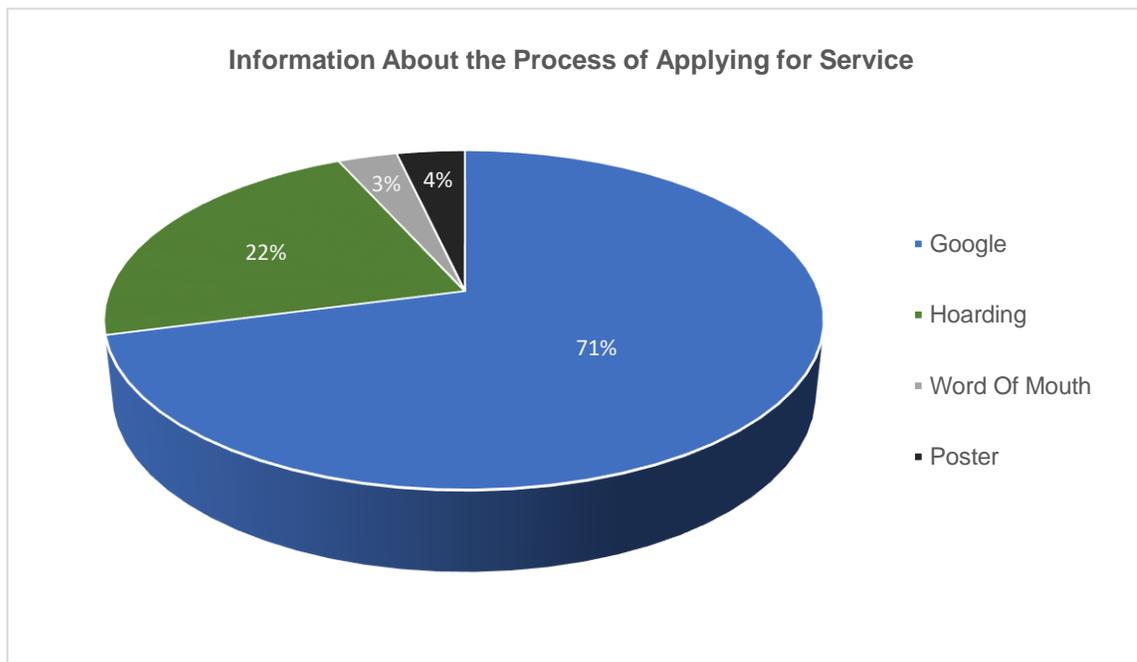
3.1.6 Performance of Website

Based on the survey about 96% of the citizens had reported that Website was efficient and helpful. About 4% of the citizens opined that it was helpful but not well informed.

Performance of Website

- 1 Uninformed and unhelpful
- 2 Not helpful and had to repeatedly ask for response
- 3 Helpful but not well informed
- 4 Efficient and Helpful
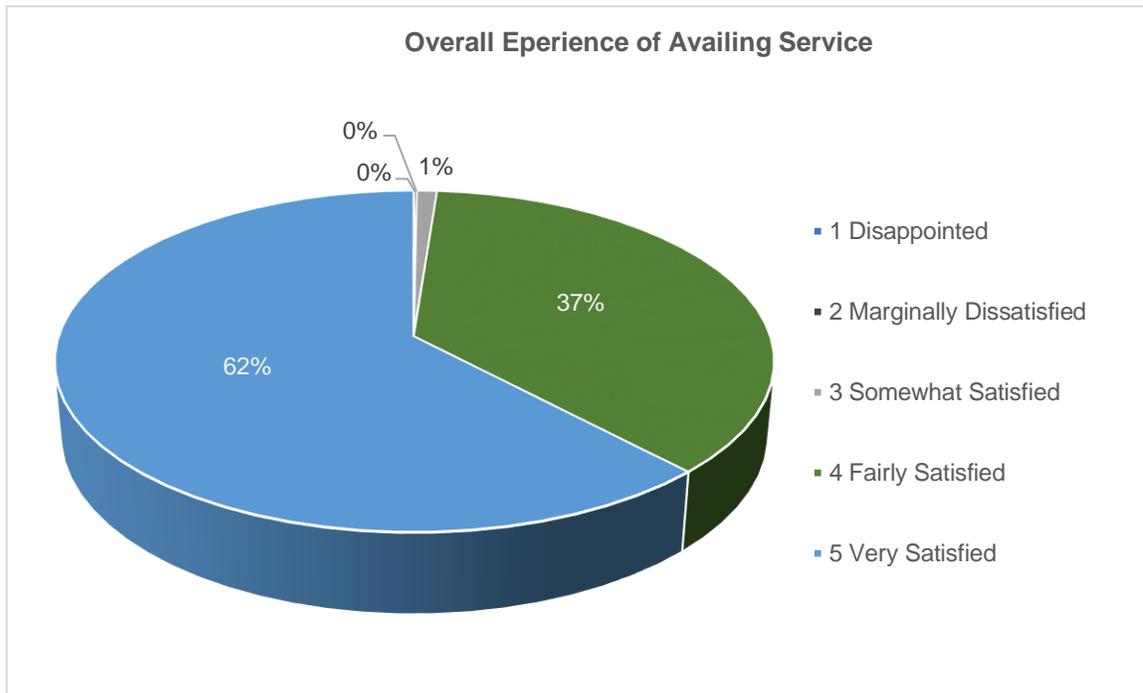- 5 Knowledgeable, Efficient and Helpful

3.1.7 Experience of receiving the applied Services

It has been found that about 57% of the citizens reported that they have received the service before time with excellent quality. About 38% reported that they received the service on time with excellent quality and 5% reported that they received service on time with reasonable quality. Only 0.1 % of the citizens shared that their service was delayed.

Experience of Receiving the Applied Servicers

- 1 Delayed receipt with poor quality
- 2 Delayed receipt with reasonable quality
- 3 On time with reasonable quality
- 4 On time with excellent quality
- 5 Before time with excellent quality
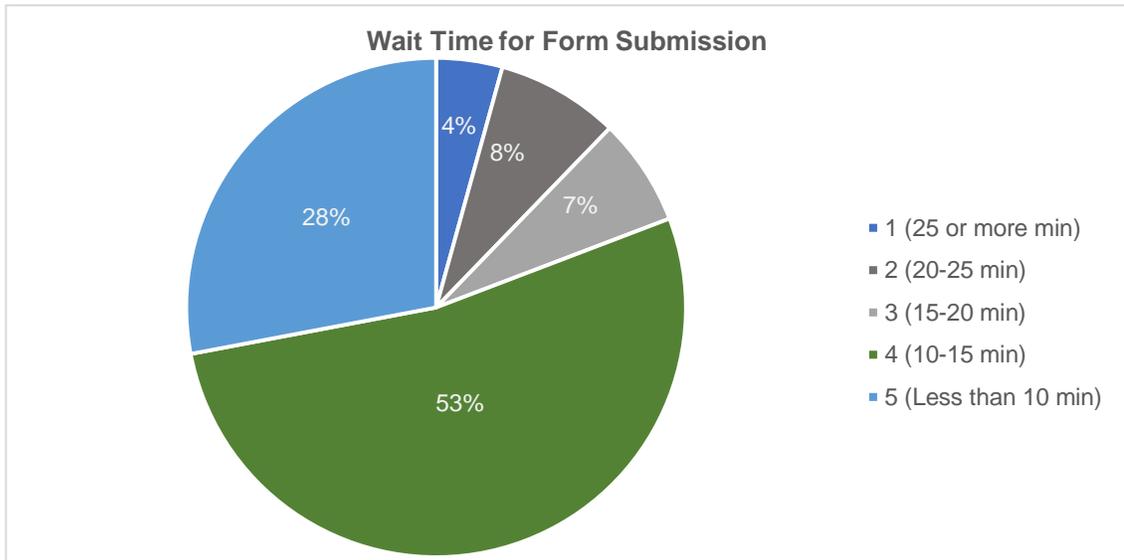
9
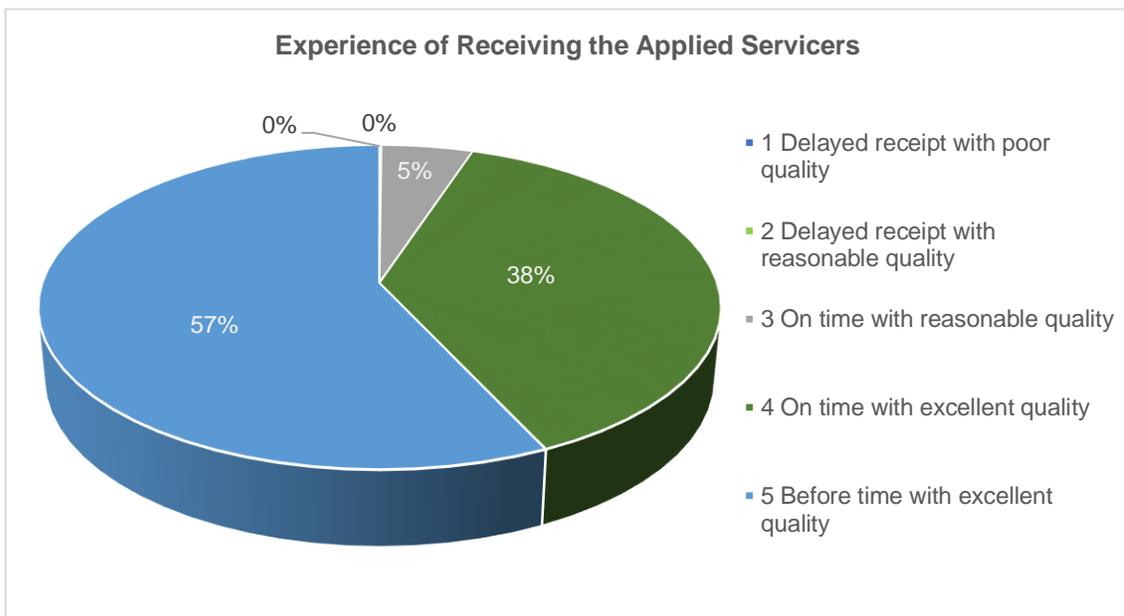
3.1.8 Overall Experience

It has been found from the survey that about 62% of the citizens are very satisfied with their overall experience of the services. About 36% of the citizens found fairly satisfied with the service. About 0.1% of the citizens reported that they were marginally dissatisfied with service and less than 0.05% citizens reported that they were disappointed with the service.

Overall Eperience of Availing Service

- 1 Disappointed
- 2 Marginally Dissatisfied
- 3 Somewhat Satisfied
- 4 Fairly Satisfied
- 5 Very Satisfied
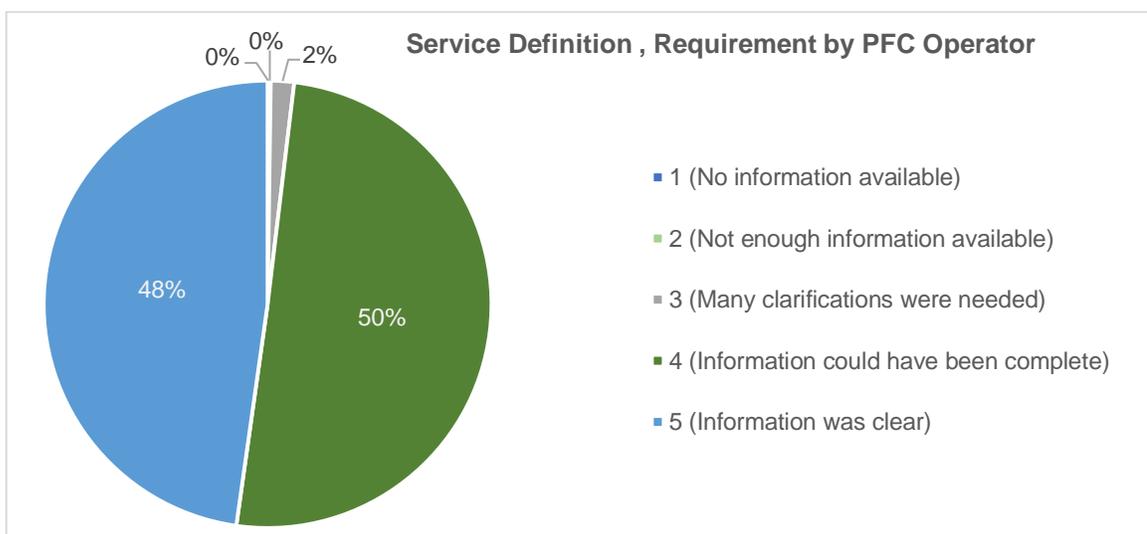
10

3.2 Access to Services through PFC

3.2.1 Wait Time to Submit the Application

Based on the Survey 53% of the citizens reported that they had to wait 10-15 mins to submit their application, while less than 28% reported a wait time of less than 10 mins. Citizens seeking services such as marriage registration, registered deeds and cess pool had to wait longer than 20 mins.

Wait Time for Form Submission

- 1 (25 or more min)
- 2 (20-25 min)
- 3 (15-20 min)
- 4 (10-15 min)
- 5 (Less than 10 min)

3.2.2 Service Definition and Documents requirements definition by PFC Operator

About 48% of the PFC visitors stated that the PFC operators made the requirements for the services very clear. Additionally, 50% of the respondents believed that PFC operators could have provided all the necessary information regarding the required paperwork. Only 3% of the citizens found that they needed more information as no information was made available to them.

Service Definition , Requirement by PFC Operator

- 1 (No information available)
- 2 (Not enough information available)
- 3 (Many clarifications were needed)
- 4 (Information could have been complete)
- 5 (Information was clear)

11

3.2.3 Experience for applying the RTPS Service

It has been found that about 53% of the citizens opined that services were excellent and about 45% of the citizens found it more positive. About 0.1% of the citizens found that it was marginally poor or very poor.
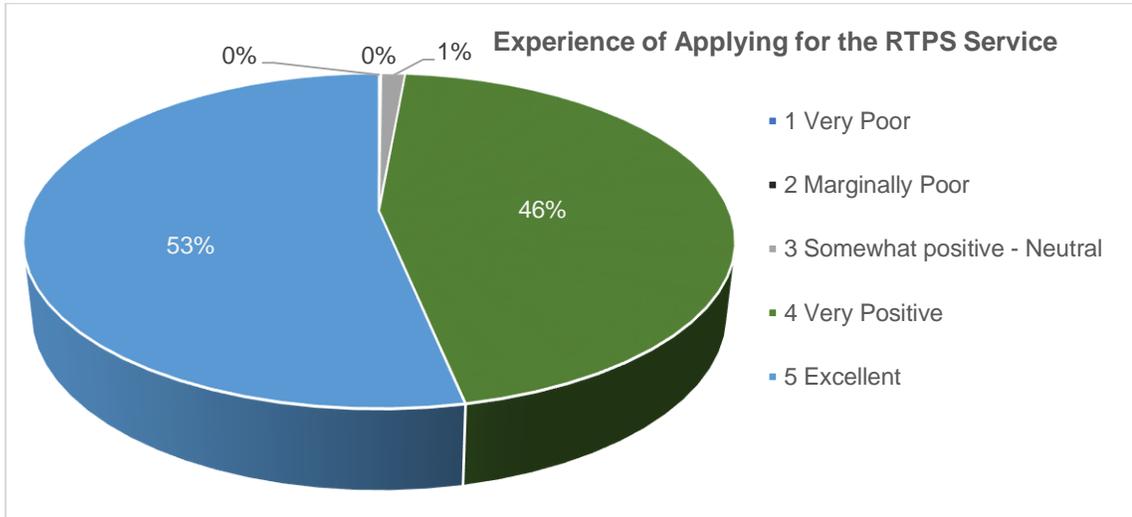

3.2.4 Acknowledgement of Receipt

Based on the Survey 94% of the citizens reported that they had received the acknowledgement receipt and paid the exact amount for the service they availed. About 6% of the citizens reported that thy had not received the acknowledgement receipt and about 0.3% of the citizens reported that they received the receipt but paid more than the service fee.


12
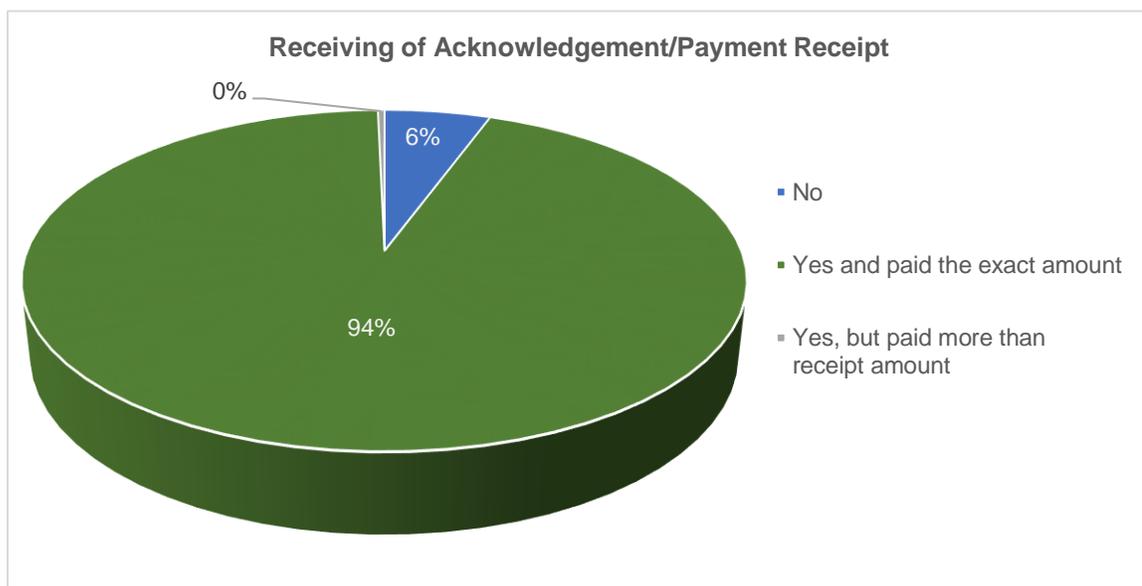
3.2.5 Information About the Process of Applying for the Service at PFC

Based on the survey it was found that Hoarding was the main source of information which was reported by about 47% of the citizens. About 37% of the citizens reported that they got the information form the Google Search Engine. It was equal distribution for Poster and Word of Mouth which accounts for about 9% each.
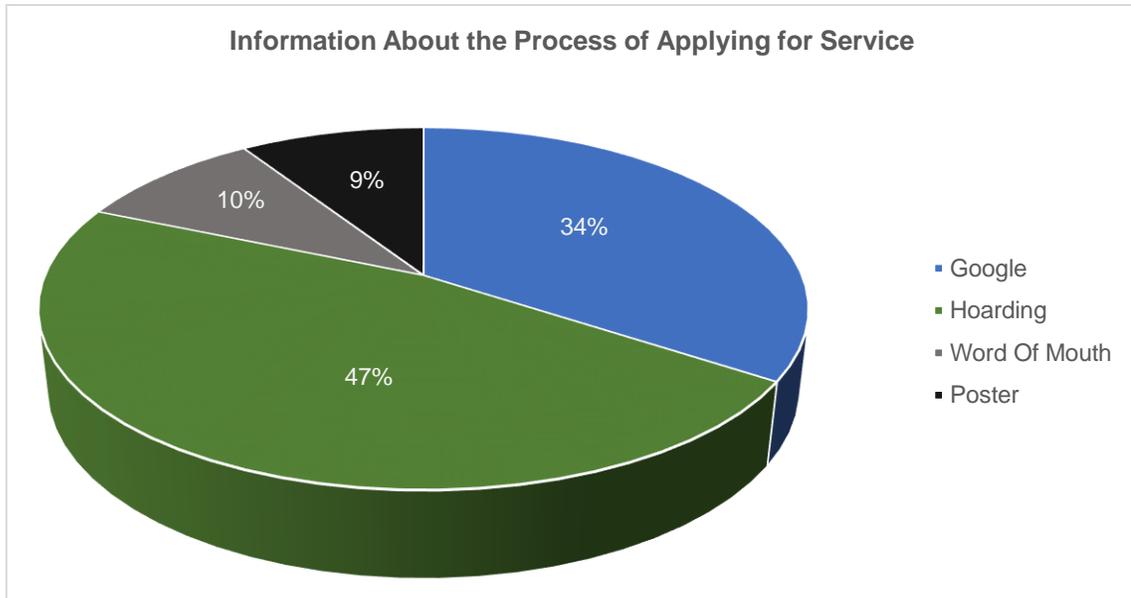

3.2.6 Performance of PFC Operator/Official

Based on the survey about 54% of the citizens had reported that PFC operator was efficient and helpful. About 47% of the citizens opined that apart from being helpful and efficient the operators were knowledgeable too. About 1% of the citizens reported that operators were helpful but not well informed.
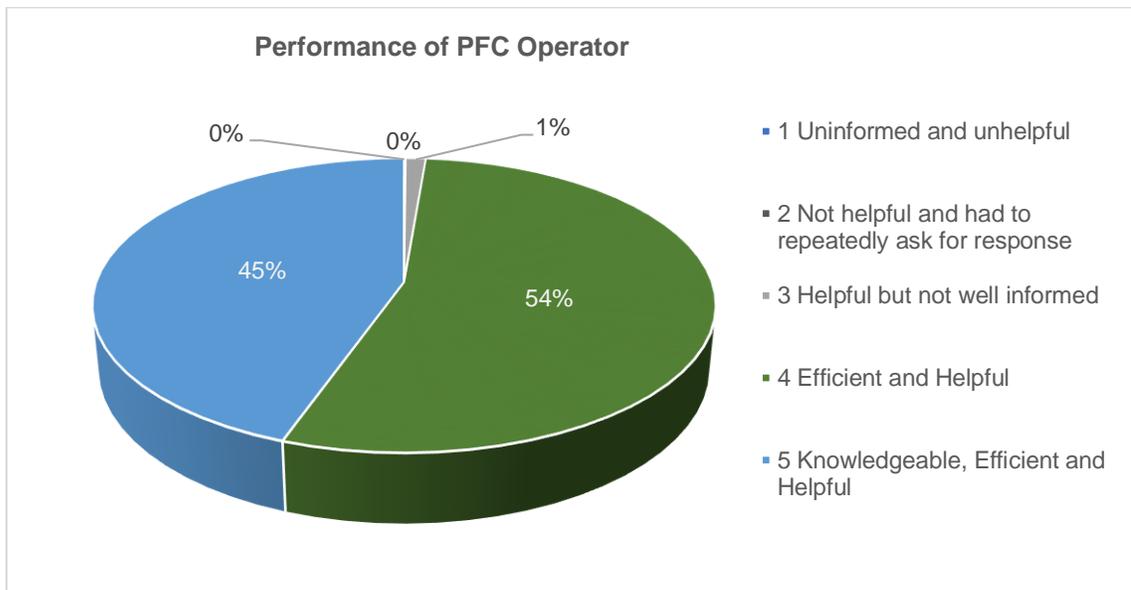
3.2.7 Experience of receiving the applied Services

It has been found that about 49% of the citizens reported that they have received the service before time with excellent quality. About 45% reported that they received the service on time with excellent quality and 6% reported that they received on time with reasonably quality. Only 0.1 % of the citizens shared that their service was delayed.

Experince of Receiving Applied Services

- 1 Delayed receipt with poor quality
- 2 Delayed receipt with reasonable quality
- 3 On time with reasonable quality
- 4 On time with excellent quality
- 5 Before time with excellent quality

0% 0%
6%
49%
45%
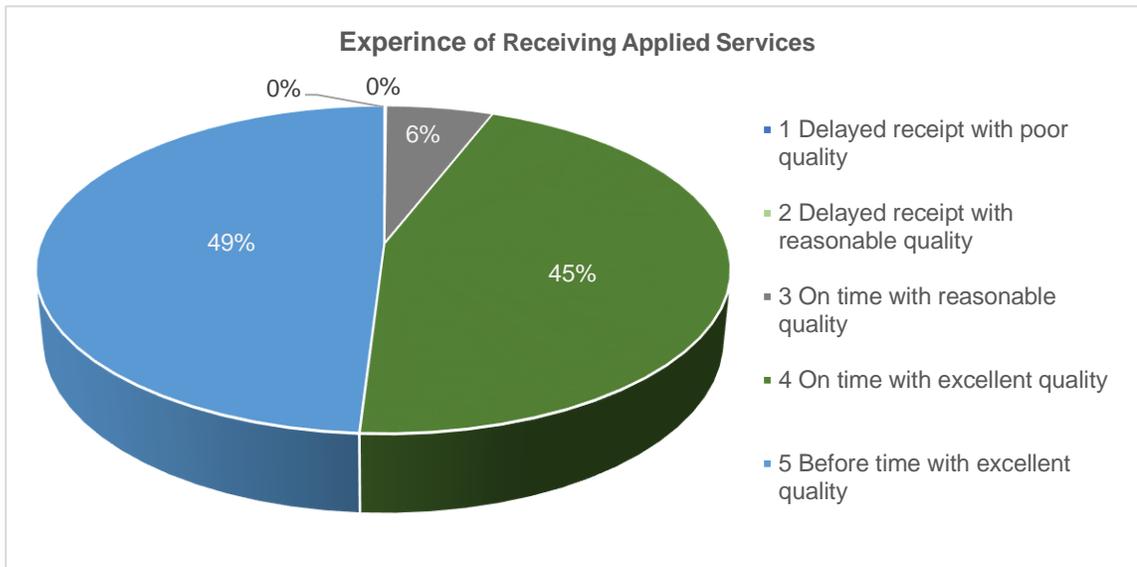
3.2.8 Overall Experience

It has been found from the survey that about 57% of the citizens were very satisfied with their overall experience of the services. About 41% of the citizens found fairly satisfied with the service. Less than 0.1% of the citizens reported that they were marginally dissatisfied with service and less than 0.03% citizens reported that they were disappointed with the service.

Overall Experience

- 1 Disappointed
- 2 Marginally Dissatisfied
- 3 Somewhat Satisfied
- 4 Fairly Satisfied
- 5 Very Satisfied

0% 0%
1%
41%
58%

14
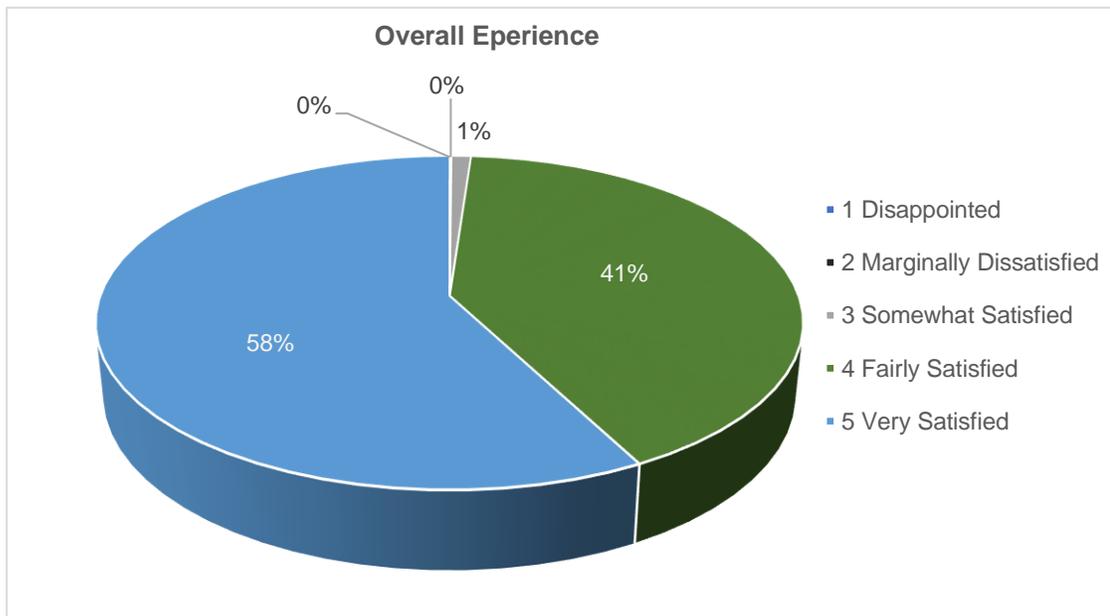
3.3 Analysis of Highly Availed Services

Feedback has been taken from the citizen on 90 services and their satisfaction quotient has been recorded based on Ratings provided by the citizen on the services. However, not all the services have been availed uniformly by the Sample set of the citizen.
Few of the highly availed services as recorded are –

- Registration & Re-registration of Employment Seeker in Employment Exchange
- Settlement of Khas & Ceiling Surplus Land
- Certified Copy of Jamabandi or Records of Right/Chitha
- Mutation by right of inheritance
- Common Application Form
- Application for Marriage Registration

It is to be noted that as per the received raw data on citizen feedback, 4 services, which citizens have availed the most, are similar in nature, namely –

- Registration of employment seeker in Employment Exchange for AADHAAR Based
- Re-registration of employment seeker in Employment Exchange for AADHAAR Based
- Registration of employment seeker in Employment Exchange
- Re-registration of employment seeker in Employment Exchange

For the purpose of this analysis, the above 4 services have been are considered as one single bucket of service under the name "Registration & Re-registration of Employment Seeker in Employment Exchange"

While a total of 24333 responses were recorded, the above-mentioned services covered 17045 responses which is 70% of the total lot. While recording responses, ratings were recorded from the citizens based on their satisfaction either on their experience of application submission or their experience on availing the service delivery.

Most of the people recorded their response on submission experience (19033 out of 24333), while only 5300 nos. of citizens recorded their response on availing the service delivery.

The ratings were recorded on a five point scale as follows –

Rating	Definition
5	Very Satisfied
4	Fairly Satisfied
3	Somewhat Satisfied
2	Marginally Dissatisfied
1	Disappointed

3.3.1 Submission of Application

5 Highly availed services under this category are –

| Sr. No.	Service Name	No. of responses
1	Registration & Re-registration of employment seeker in Employment Exchange	6413
2	Settlement of khas and ceiling surplus land	2199
3	Certified Copy of Jamabandi or Records of Right/Chitha	1029
4	Mutation by right of inheritance	928
5	Common Application Form	750
	TOTAL	**11319**

These highly availed services constituted 59% of total responses on Application submission.
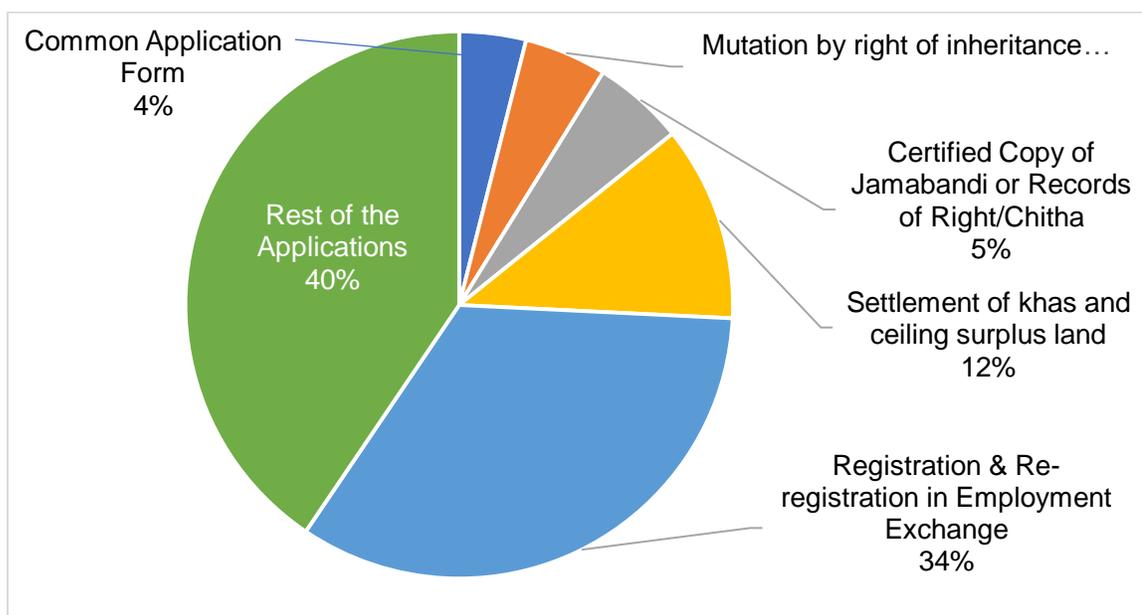
Service Name	TOTAL
Common Application Form	750
Mutation by right of inheritance	928
Certified Copy of Jamabandi or Records of Right/Chitha	1029
Settlement of khas and ceiling surplus land	2199
Registration & Re-registration in Employment Exchange	6326
Rest of the Applications	7801

In terms of the Ratings provided by citizens for the Application submission, the overall scenario is as follows –

16

	1 Star	2 Star	3 Star	4 Star	5 Star
TOTAL Responses on Application Submission	1329	546	1360	2299	13499

TOTAL Responses on Application Submission
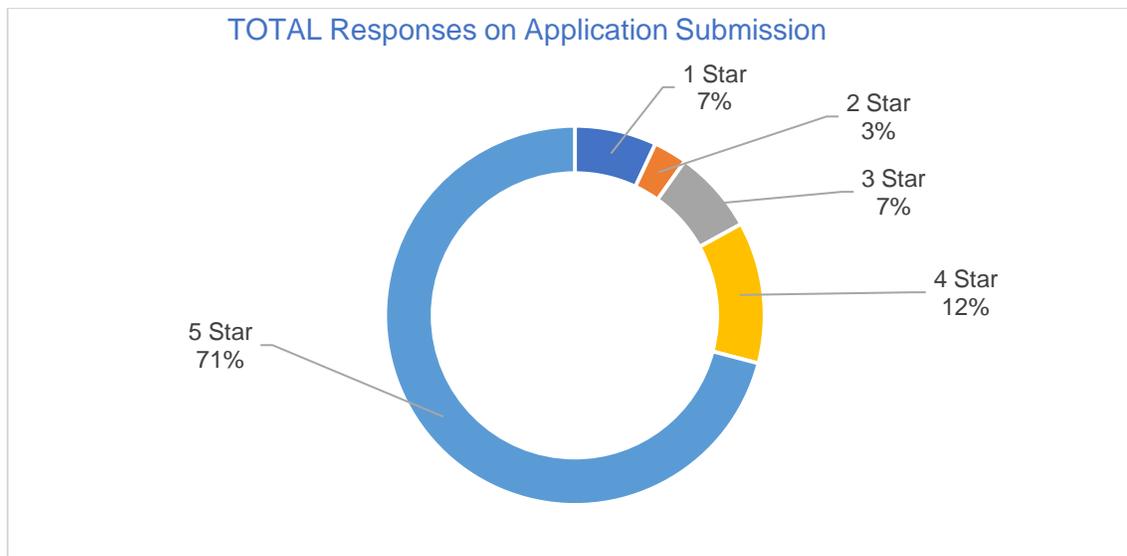
This shows the overall satisfaction on experience of Application Submission is quite high as 83% citizens were Very satisfied (71%) or Fairly Satisfied (12%), whereas only 7 % were disappointed and 3% were somewhat dissatisfied.

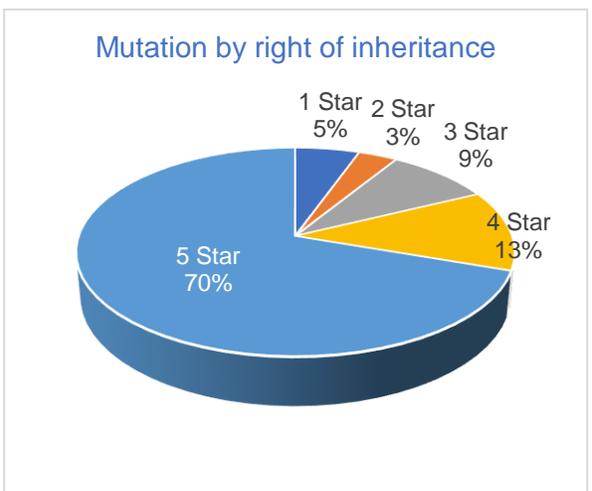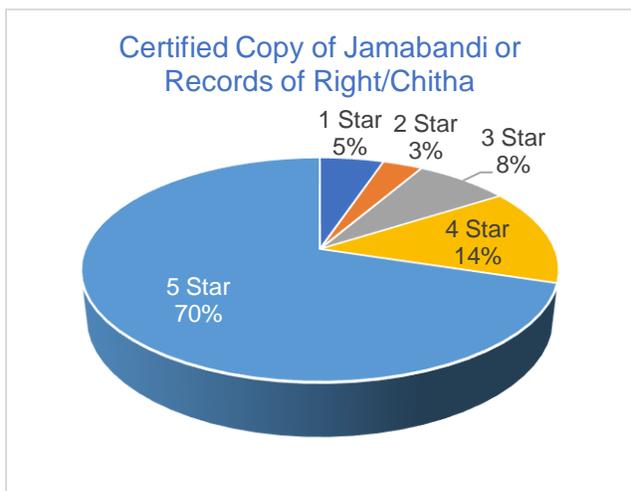Now looking at the 5 highly availed services, we can see the following result –

	1 Star	2 Star	3 Star	4 Star	5 Star
5 Highly Availed Services	827	352	765	1366	8009

5 Highly Availed Services
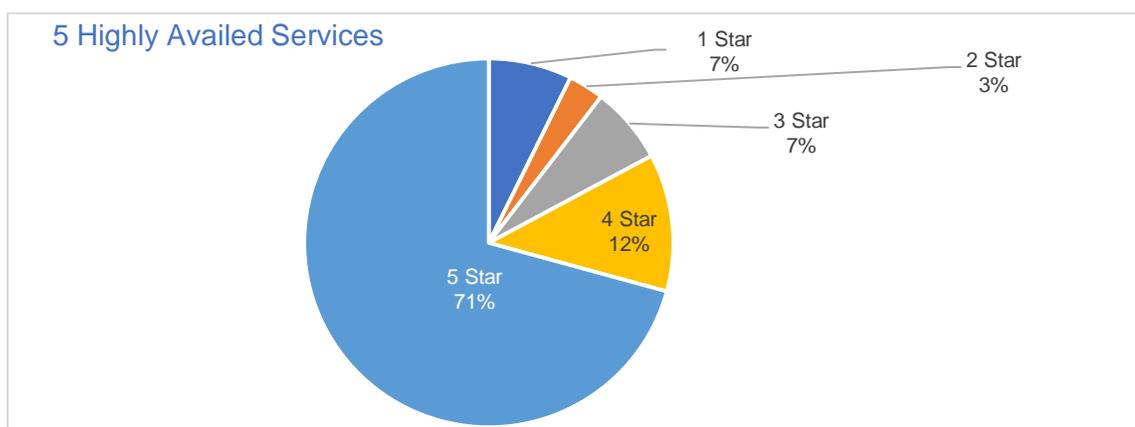
As visible, the 5 highly availed services resemble the total lot of citizens as similar share of responses are visible for Very Satisfied and Fairly Satisfied citizens.

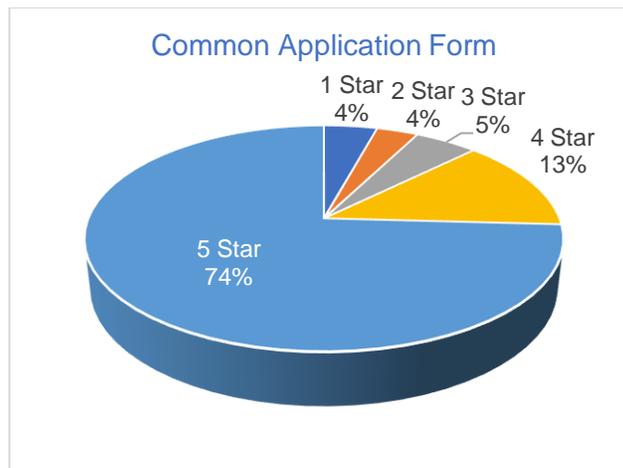Further, looking at each of the 5 highly availed services, the following results are seen –

	1 Star	2 Star	3 Star	4 Star	5 Star
Registration & Re-registration in Employment Exchange	599	198	427	779	4323
Settlement of khas and ceiling surplus land	75	62	132	223	1707
Certified Copy of Jamabandi or Records of Right/Chitha	53	33	78	143	722
Mutation by right of inheritance	51	31	83	116	647
Common Application Form	32	25	38	99	556

Registration & Re-registration in Employment Exchange

1 Star 10%
2 Star 3%
3 Star 7%
4 Star 12%
5 Star 68%

Settlement of khas and ceiling surplus land

1 Star 3%
2 Star 3%
3 Star 6%
4 Star 10%
5 Star 78%

Certified Copy of Jamabandi or Records of Right/Chitha

1 Star 5%
2 Star 3%
3 Star 8%
4 Star 14%
5 Star 70%

Mutation by right of inheritance

1 Star 5%
2 Star 3%
3 Star 9%
4 Star 13%
5 Star 70%

18
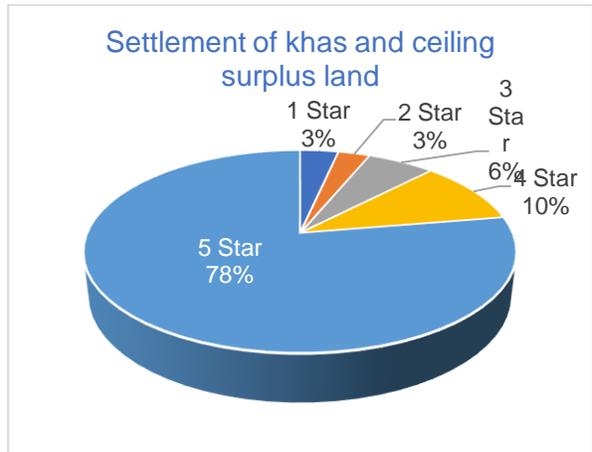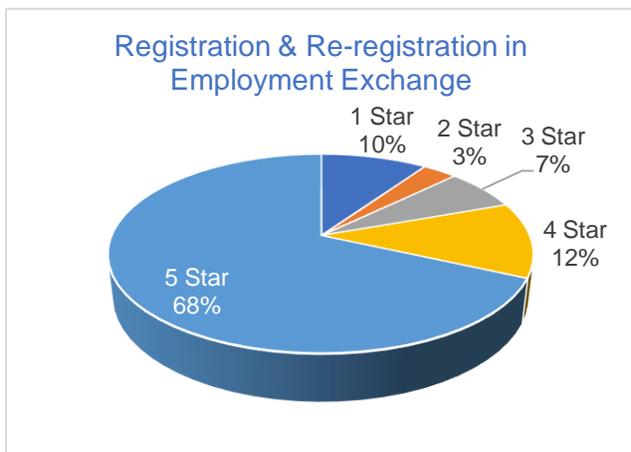
It is evident from the Pie-Charts above that all the highly availed services individually as well resemble to the total sample set of citizens who provided their feedback based on their experience of Application Submission. However, the percentage of people who were Disappointed with their experience of application submission for the service "Registration & Re-Registration of Employment seeker on Employment portal" were a bit higher (10%) compared to overall percentage of Disappointed citizens (7%)

We can conclude saying that most of the citizens were Satisfied (varying from 80-90%) with their experiences of application submission.

3.3.2 Delivery of Service

5 Highly availed services under this category are –

Sr. No.	Service Name	No. of responses
1	Registration & Re-registration of employment seeker in Employment Exchange	5152
2	Common Application Form	44
3	Application for Marriage Registration	28
4	Income Certificate	23
5	Cess Pool Service	21
	TOTAL	**5268**

Total responses received under this category was 5300. It is clearly visible that the Service named "Registration & Re-registration of employment seeker in Employment Exchange" itself constituted ~ 97% of the sample set under this category. Hence, in this section only this service will be analyzed besides the overall analysis.

In terms of the Ratings provided by citizens for their experience on delivery of requested service, the overall scenario is as follows –

19

	1 Star	2 Star	3 Star	4 Star	5 Star
TOTAL Responses on Service Delivery	577	133	404	768	3418

TOTAL Responses on Service Delivery
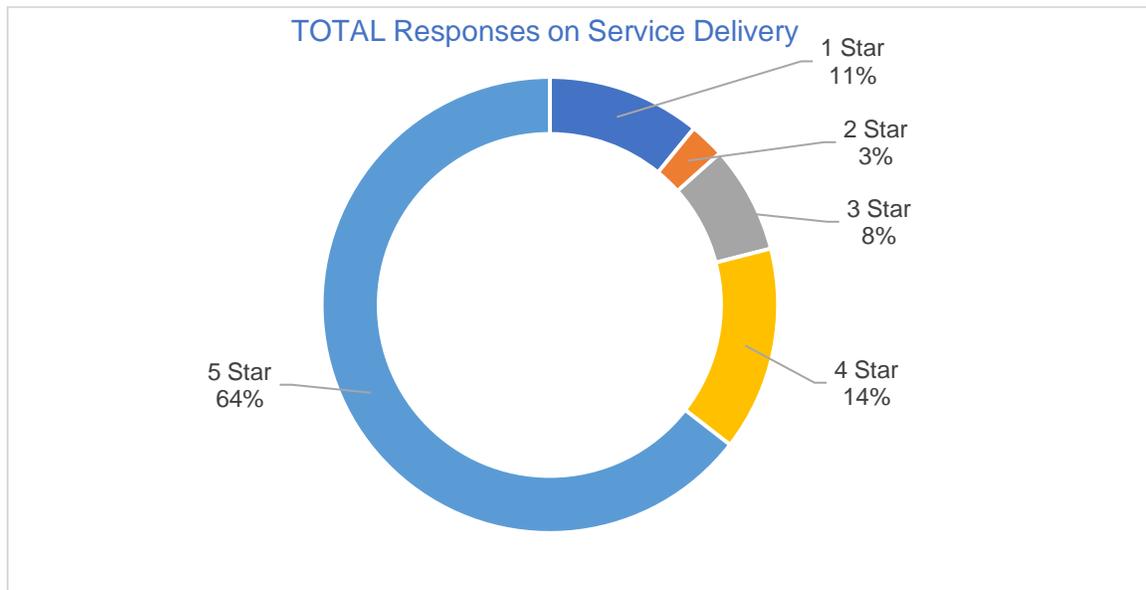
This shows the overall satisfaction on experience of Application Submission is high as 78% citizens were Very satisfied (64%) or Fairly Satisfied (14%), whereas 11 % were disappointed and 3% were somewhat dissatisfied.

Looking at the most contributing service (in the sample set) i.e. "Registration & Re-registration of employment seeker in Employment Exchange", the following result can be found –

	1 Star	2 Star	3 Star	4 Star	5 Star
Registration & Re-registration in Employment Exchange	554	130	390	754	3324

Registration & Re-registration in Employment Exchange
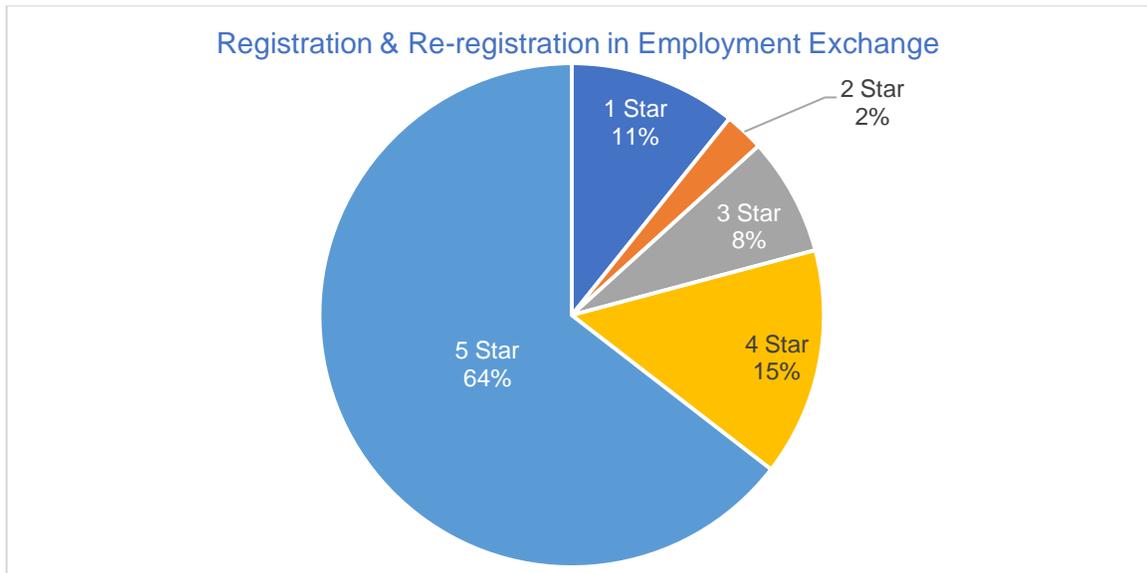
It is evident from the Pie-Chart above that the highly availed service individually as well resembles to the total sample set of citizens who provided their feedback based on their experience of delivery of the service applied for. The percentage of people who were Disappointed with their experience of service delivery for the service "Registration & Re-Registration of Employment seeker on Employment portal" were also similar to that of the total sample (~11%).

We can conclude saying that most of the citizens were Satisfied (varying from 60-80%) with their experiences of delivery of the services they applied for.

From the above analysis of both Application Submission, and Service Delivery, it is found that most of the citizens were satisfied with the process of application submission and the delivery of services. However, it is to be noted that the percentage of people satisfied with the service delivery (60-80%) is lesser compared to people satisfied with Application submission (80-90%). Hence, it can be concluded that the delivery of services can be further improved.