# Beginning of an Effective E-Governance in India by using Informative and Communicative Mechanism

Manish Ranjan Pandey, Manoj Kapil, Sohan Garg

*ABSTRACT: Good governance is characterized by skill, collaboration, transparency and openness which are the results of effective communication. Three key areas Communication Planning Process (GCPP), Government Communication Assessment Process (GCAP) and Government Communication Improvement Process (GCIP) have been identified and the catalytic impact that ICT has in these key area has been discussed. Government communication is the exchange of government-citizen specific information to citizens (G2C, C2G) and government (G2G) that serves some useful purpose of either government or citizen or both. As the interaction between the citizen and the government is crucial in democracy analyzing the role of governmental officials as service and information providers and the need for improvement in the government – citizen relationship becomes essential [1]. An effective communication mechanism will solve the variety of issues and challenges faced by governments in their efforts to apply 21st century capabilities to e-Government initiatives [2].*
*According to Moon [3] e-Government was initially envisioned as a means of enhancing intra-governmental communications via an intranet system. The available research on the role of communications in governance is fragmented across multiple disciplines with often conflicting priorities [4, 5].*

*Index Items: GCPP, GCAP, G2C, C2G,*

## 1. ROLE OF GOVERNMENT

All government agencies must implement a comprehensive government communication policy; promote commitment to online delivery of as many government services as possible; ensure that all relevant stakeholders have been consulted prior to the release of information and their feedback incorporated where appropriate as well as provide appropriate regulatory flexibility. The government must play role in continued development and evolution of the Internet, development of community based networks particularly in rural environments.

  A.*Addressing the Issues*

A number of barriers that potentially impede Government communication include unavailability of broadband or dial-up infrastructure, lack of electricity supply and the cost factor preventing easy online accessibility; inefficient utilization and inappropriate technology choices, resistance to change, the lack of political will and support form key agencies and public. Other barriers include lack of technical know-how; socio-cultural barriers, security and privacy issues, overload of undifferentiated and uncategorized information; and digital divide that weakens the Internet as a mainstream and inclusive medium to the extent that it disproportionately impacts lower socio-economic individuals who have historically played a less significant role within the public policy process [6]. Government websites usually lack sound web policies and effective management controls, a good budget and are cluttered with outdated or irrelevant content. The strategies adopted by Government to overcome these barriers include focus on technology and website infrastructure, improving content and service delivery, building a network of web professionals to share best practices, launching training program for web managers; supporting the use of social media, addressing important privacy, security, and legal implications. New Telecommunications Policy (NTP) 1999 aims at creating an efficient telecommunications infrastructure that takes into account the convergence of IT, media, and telecom and consumer electronics. Convergence Bill 2000 seeks to establish the Communication Commission of India to facilitate and regulate all matters relating to carriage and content of communications.

## 2. IDENTIFICATION OF ICT PROVISION TO HELP GOVERNEMENT COMMUNICATION

Though communication has occurred in various forms traditionally, the need of the hour is to replace or augment the communication machinery by leveraging the huge potential of ICT technologies. While communications are filtered through representatives and the media in a traditional democracy, direct communications (that may be personalized based on an individual's interests and needs) among citizens, public managers, and elected officials are now possible in a digital democracy [7]. Current trends in technology form an important any communication process. Information can be disseminated by newsletters posted on municipal websites. Providing a digital discussion platform that allows citizens registered within the network to discuss predetermined community issues [8, 9].

Voice communication over the Internet, Internet radio, Internet television, and social networking sites, video-based websites and web portal with localized content with value added services or portals with e-mail, chatting and voicemail offers qualitatively better ways of communicating and participating with public.

In the latest trend "cloud computing", low cost access devices are used to access, manipulate and process information stored within the network. Mobile telephony can be integrated with Information Technology as is the case in E-SANCHAR for generating voice calls for timely transfer of information to rural citizens [11].

## 3. GOVERNEMENT COMMUNICATION PROCESS

The communication process may be haphazard or ad-hoc, may change frequently, may not be efficient, effective or even successful but a process does exist. In order to change an ineffective communication process, an individual must move through four phases, each requiring training and careful work. Failure in the communication process is a consequence of both citizen-government inertia as well as improper use of technology.

A. *Government Communication Planning Process: Information Delivery*

Government Communication Planning Process covers:

**1.** GCPP must identify core information needed by citizens so that citizens (even with disability or aren't proficient in English) must have access to critical information and understand information the first time they read it.

**2.** GCPP should explore new ways of delivering content and utilize multiple modes of communication, including telephone and face-to-face contact and virtual. But citizens must get consistent answer whether they use the web, phone, email, live chat, read a brochure, or visit in-person.

**3.** GCPP must establish web Communications as a core government business function. The government should establish standards and guidelines for multilingual websites, and agencies should be funded and staffed with qualified bilingual web content professionals enforce web policies and publishing standards.

**4.** GCPP must develop service standards and performance benchmarks for information delivery.

**5**. GCPP must provide adequate funds for government agencies that develop plan to disseminate information online and ensure that the integrity of government information is not compromised.

ICT's are powerful agents in giving "voice" to the citizens [10]. Appoint a Communications Officer who will be responsible for all facets of government communication (including the development and monitoring of government website) and will work directly with and under the guidance of the Government Policy Division and concerned Press Office. The communications officer along with his expert team must evaluate and monitor all communication activity on an ongoing basis.
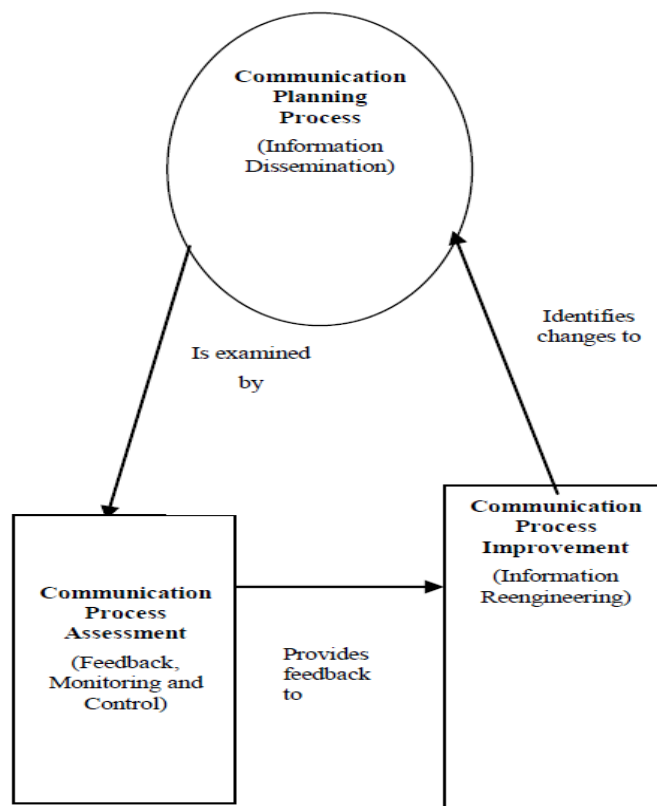


Figure 6.1 Government Communication Process

B. *Government Communication Assessment Process: Feedback, Monitoring and Control*

An external organization may be selected to carry out an initial communications auditing exercise to ascertain the communication impact amongst key audiences and stakeholders.

Regular reports will provide continuous performance indicators. The use of robust evaluation processes and incorporation of 360 degree feedback is necessary to decide what improvements are required. The government must fund and monitor agencies that conduct regular content reviews on government websites.

Stricter standards for approving new, or renewing existing, government websites should be set to ensure that duplication of effort does not exist and the online content is accurate, relevant, mission-related, and written in plain language and old content not in use is archived. The Government should set up an e-communication forum with a cross disciplinary (technical, legal, economic and business administration) to address the recent issues in e-Government communication.

C. *Government Communication Improvement Process: Information Reengineering*

The aim of information reengineering is to provide timely, interactive and targeted communication with all relevant stakeholders. The information must be reengineered according to the feedback obtained so that better content is generated next time. This means we should tailor information according to citizens requirements i.e. reengineer information for better

results. Content must include multilingual formats, take into account cultural sensitivities and categorized to enable effective searching and managing information. There must be a comprehensive system for removing or archiving old or underused content. Duplication of effort by creation of different government websites causes confusion for the public and must be avoided. The following actions must be taken to reengineer information: establish effective format for eliciting information from customers, develop a useful mechanism for recording, customizing and innovating information. There are six dimensions for reengineering information:

1. Transparency-milestone-led clear and consistent communication kept to a reasonable frequency and level of detail keeping all interested parties informed.
2. Interactivity-Focus on the content of the sites crucial for citizen-government interaction.
3. Accessibility-Information must be accessible to all at any time and any place without any kind of discrimination. Utilize existing communications and explore innovative delivery channels to meet citizens' and stakeholders needs as well as expectations. Cultivate standards for its Web site design and continuously evolve the site design techniques to ensure the information is accessible.
4. Usability-Deliver useful information most frequently requested by the citizens. Improve the retrieval of online government information.
5. Ethical-The same standards of interpersonal communication that exist in the physical world must exist in the virtual world. Communication should be delivered in a sensitive, inclusive and appropriate format.
6. Quality-Information must be timely, relevant, latest with security, confidentiality and privacy kept. Incorporate communications best practice and learning from other organizations that have been through a major change process.

### D. Best Practices in Government Communication

i. A focus on simultaneous improvement in quality, costs and delivery.
ii. Closer relationships with citizens and other stakeholders by being sensitivity to the culture of people who use the material.
iii. The effective use of technology for strategic advantage.
iv. Environment that promote training of key implementers, continuous learning, teamwork, participation and flexibility.
v. The support of political leaders in documenting government best practices examples and sharing of results.

vi. Promotion of open web standards.

### E. Government Communication framework

Communication framework focuses on involves heavy communication and collaboration with the citizens and other stakeholders; and enables the government to know the best way to communicate with the citizens and other stakeholders.

### CONCLUSION

Communication helps government to gain capability to capitalize on the experience. Expansion of telephone network by deploying optical fiber networks for critical backbone connections; exploring the possibility of regional and sub-regional cable networks, rapid strides in mobile telephony by the use of wireless systems and/or satellite-based delivery of services in situations where terrain and deployment costs hamper service provision, spread of internet by putting fair regulatory mechanisms, promote open web standards are some of the measure that must be taken to strengthen communication between government and citizen.

There is a need for an effective, adaptable and inclusive framework to support the communications requirements of the government and improve the overall quality of the communication products, systems or services it provides.

### REFERENCES

[1] Luht K., 2002, Reforming government – citizen relationship in the information age, Tallinn 2002.
[2] Sinha S., 2002, "Competition Policy in Telecommunications: The Case of the India", International Telecommunication Union.
[3] Moon, M. J., 2002, "The Evolution of E-Government Among Municipalities: Rhetoric or Reality?" Public Administration Review, 62: 4. pp. 424-433.
[4] Ojo A., Janowski T., Estevez E., Khan I. K., Human Capacity Development for e-Government, April 2007, UNU-IIST Report No. 362.
[5] Owen A., Johnson, Stephen F., King, Best Practice in Local E-Government: A Process Modelling Approach, E government Workshop '05 (Egov05), September 13 2005, Brunel University, West London, Uk
[6] Norris P., 2001, "Digital divide: Civic engagement, information, poverty and the Internet worldwide", Cambridge University Press, Cambridge, pp. 232
[7] O.Looney, J. A., 2002, "Wiring governments: Challenges and possibilities for public managers", Westport: Quorum Books.
[8] Subramanian M., 2007, Theory and practice of e-governance in India: a gender perspective, ACM International Conference Proceeding Series; Vol. 232.
[9] Thomas J.C., Streib G., "The New Face of Government: Citizen- Initiated Contacts in the Era of E-Government," Journal of public administration: research and theory, vol.13, No.1, pp.83-102, 2003.
[10] Wilson. M., Warnock K., Schoemaker M., 2007, At the Heart of Change: The Role of Communication in Sustainable Development, Panos Institute, London.
[11] Kumar T., 2010, "E-SANCHAR (e-Speech Application through Network for Communication, Help and Response", 13th National Conference on e-Governance, http://indiagovernance.gov.in/files/E-sanchar.pdf.