Prospects of Social Networking Services in Implementation of E-Governance

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Abstract: *Over the last few decades, public service organizations around the world had endowed a big amount on technologies to improve service delivery around the world and realize cost related issues which can be collectively termed as E- governance. These initiatives are intended to meet a variety of organizational challenges including the public accessibility with reference to information and services provided through online outlets as well as sharing the information within and in-between organizations. E- governance not only improves the efficiency of business processes but it also helps in managing organizational performance. However in current scenario many e- Governance projects are not succeeding. So it is required to change or manipulate the existing system for better output. In India, the problem has been more, mostly due to the misunderstandings about the term and inability to use technology efficiently to spread the concept of e-Governance. In this paper the prospects of social networking services for the successful implementation of e-Governance is discussed.*

Keywords: e-Governance, Governance Projects, NeGP, Social Networking

1. Introduction

Throughout the world, Public welfare is the key agenda of a country whether it is autocratic or democratic. E-Governance is a potent instrument to achieve required efficiency and transparency. E-Governance or electronic governance,is basically the application of icts in government functioning in order to bring several changes which will lead to an outstanding governance. UNESCO defines e-Governance as, "Governance refers to the exercise of political, economic and administrative authority in the management of a country"s affairs, including citizens" articulation of their interests and exercise of their legal rights and obligations". (E-Governance: Conceptual Framework , 2011). E-Governance can be taken as a tool to check the performance of this Governance via the electronic medium in order to make easy an efficient, speedy and apparently visible process of propagate the information to the public agencies, and for performing government administration activities." (Misuraca, 2007). An effective e-Governance policy will eventually lead to the exchange of information, efficient delivery of public service, improving internal efficiency by reducing the costs and increasing revenue with improved quality of services. The US E-Government Act of 2002 defines electronic Government as , "the use by the Government of web-based Internet applications and other information technologies, combined with processes that implement these technologies to enhance the access to and delivery of Government information and services to the public, other agencies, and other Government entities; or to bring about improvements in Government operations that may include effectiveness, efficiency, service quality, or transformation". (E-Governance: Conceptual Framework , 2011).

In present scenario, governments of different countries focussed on developing strategies to enhance efficiency and effectiveness to make stronger the relationship between government and citizens. In such process the two things should be taken into consideration i.e. development new technologies and modification of the existing service provision in pioneering ways to create public value. In other words e-governance is a development which is gaining thrust as citizens are responding optimistically to the new information system. On the basis of modes of communication e -governance has the primary delivery models which can be broadly classified into the following categories:
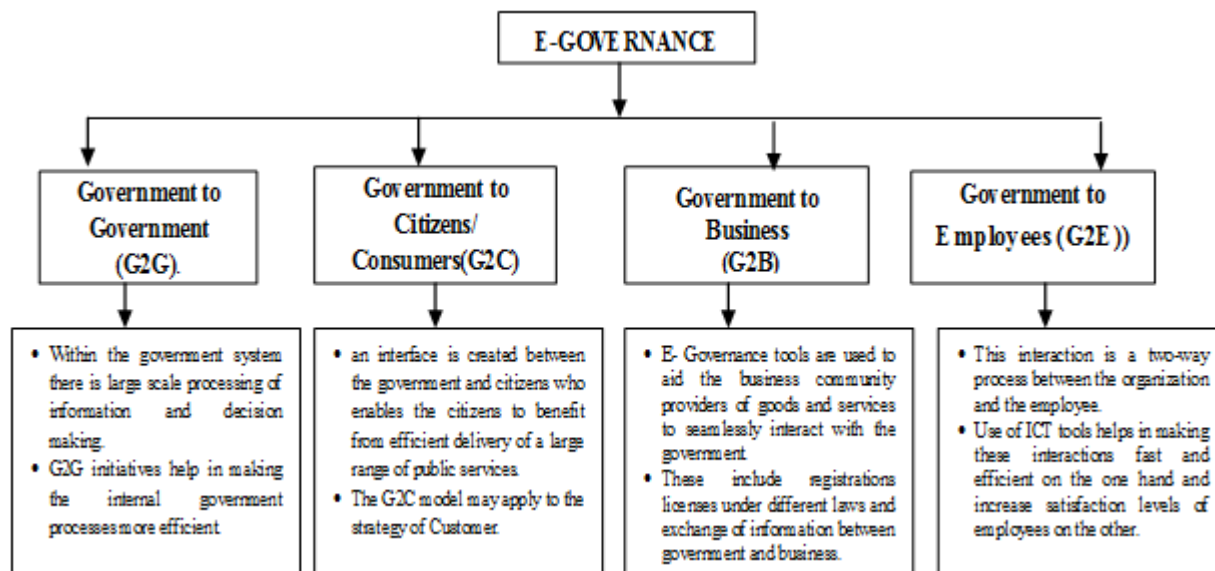
Figure 1: Delivery Models of e-governance
*Source:** E-Governance: Conceptual Framework available at http://arc.gov.in/11threp/arc_11threport_ch2.pdf

2. E-Governance in India

In a developing country like India, with a transparent governance system, by providing a direct communication between the citizens and the government eliminates the middle-man concept. The first step towards e-Governance was initiated in 1987 via launching the national satellite-based computer network (NICNET).

Several significant steps have been taken at both central and state levels. The central government of India has extensively promoted the use of IT in management skills for successful e-governance. In the ensuing years, with computers,tele-connectivity and internet commences a large number of e-Governance initiatives to provide integrated Governance using information communication technologies. This effort will further helps to provide competent services with faster access to citizen promoting citizen empowerment via access to information and leads to smart governance.

In India, in May 1998 a National Task Force on Information Technology and Software Development was constituted. Later on in 1999, the Union Ministry of Information Technology was formed to explore the outcomes of the e-governance. RTI Act, 2005 is the crucial stage which brings tremendous change in the e- governance as After implementation of RTI act various projects, schemes, quotation calls, notice tenders, etc. started being displayed on the portal of the State government and can be easily accessed by the public. In the successful implementation of e- governance the National e-Governance Plan (NeGP) is remarkable step, as it provides holistic view of e-Governance throughout the country. NeGP was approved in May 2006 which was collectively having 27 major projects which will further became 31 in numbers and these projects guarantee effectiveness, transparency and reliability of accessible to the common man at reasonable costs to understand the basic needs of the common man.

The dedicated project Community Information Centers (CIC) initated by Department of Information Technology, Govt. of India in 2002, was dedicated to eight North-Eastern states of the country i.e. Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. CIC program was set up at 487 blocks.

ICT based projects are also developed by other states throughout the country. Among all the states of India, Madhya Pradesh has developed two main projects i.e. Gramsampark and Gyandoot respectively. Among these two projects Gyandoot has been awarded by two awards i.e. the Stockholm Challenge Award 2002 and CSI National IT Award respectively. Gramsampark is a complete database of 51, 000 villages of Madhya Pradesh and gives the complete information about the available resources, basic amenities, recipient of government programmes and public grievances of all the problems on the same website. It is having three sections and eleven point monitoring system where programmes are supervised village-wise every month. On the other hand. Gyandoot is a economical, self-sustainable, and governed by community rural Intranet system. It provides a wide variety of services including health, education, poverty alleviation, gender issues, women empowerment, child rights, goods and marketing information, services relevant to the district management etc. using soochnalayas equipped with Pentium multimedia colour computer along with dot matrix printers in Hindi language.

3. Role of Social Networks on E-Governance

The introduction of social media into the world transform it in many ways. It also helps people to connect with each other and share relevant information. As it is different from traditional media like television and radio, it's convenient for the people too as the social media is potentially able to spread information exponentially. Web-based social media including social networking like twitter, Facebook etc. Blogs, Micro blogs, audio and video sharing sites, etc. helps and engage peopleto share interests and activities related to politics issues relevant to society as well. Other thanthis through electronic mail and immediate messaging, online

community‟s reciprocal humanity are encouraged through cooperation. Social networking in recent times being used by various government and non- government agencies. It serve as a toolsfor quick and easy way to get the opinion of the public and also helps to keep updated with respect to the channelize information system.

Indian government has also formulated a basic framework and guidelines for use of Social Media by government agencies which will help to encourage and enable government agencies to make use of the dynamic medium of interaction. It includes several guidelines which will enable the agencies to generate and apply their own strategy for using social media. The Guidelines have been developed with respect to the all existing e-Governance projects under National e-Governance Plan, whether at both central and state levels. While using the Social Media, the Indian government always has some limitation. However, recently many existing agencies are engaging the service seekers to promote themselves on social media. There are few examples demonstrating how social media is helpful in achieving the objectives of e-governance. Several police departments has recently joined social media namely ; The Delhi traffic police, Kolkata traffic police has joined Facebook and Twitter to ease handling of traffic related issues and complaints are registered online for the same. Indore police department has launched the digital crime tracker mapping. Maharashtra police department on the other hand using its CTS system for complaint tracking and their results are really good. These tools has been effectively by the different police departments to help and serve the citizens. Recently railway department also has launched several system and complaint registration via social media.

Day by day social media became a primary requirement for the user and it helps government and non-government agencies to interact with the people directly and channelize the information system with clear and transparent picture.

4. Conclusion

1) E-Governance aims at providing citizen centric services and ensuring increased transparency in the service interactions with various government agencies.
2) E-Governance requires renovations of all levels of Government but the focus should be on local governments as the local governments bodies are the flanking to citizens.
3) There is an emergent need of apparent understanding and appreciation of the goals and intentions to be achieved through e-Governance. Furthermore, it is required to change the frame of mind of all the stakeholders including politicians, government officials and civil society at large.
4) Effective use of Social Networking can achieve the success of e-Governance at all levels. Social networking services including collaboration and community involvement became a potent instrument for cross border consultation.
5) It can help agencies to disintegrate the duration of required consultation process and immediate feedback can be received on services delivered.

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