

A  
PRESENTATION  
ON  
“SEVOTTAM”  
COMPLIANT CITIZEN CHARTER  
FOR  
GOOD GOVERNANCE  
AND  
EXCELLENCE IN PUBLIC SERVICE DELIVERY

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# MEANING OF SEVOTTAM

- ❖ EXCELLENCE IN PUBLIC SERVICES DELIEVERY.
- ❖ SEVOTTAM IS A FRAMEWORK FOR ACHIEVING EXCELLENCE IN SERVICE DELIEVERY THROUGH IMPROVEMENTS ON A CONTINUOUS BASIS.
- ❖ SATTAT – UTTAM –JAN SEVA.
- ❖ UTTAM + SEVA = SEVOTTAM.

**SEVOTTAM PROVIDES A FRAMEWORK FOR  
DEPARTMENTS TO ASSESS & IMPROVE THE  
QUALITY OF SERVICE DELIVERY TO CITIZENS**



**SEVOTTAM**

IS A SCHEME THAT AWARDS A CERTIFICATION OF **EXCELLENCE** TO **PUBLIC SERVICE DEPARTMENT** THAT IMPLEMENT AND ARE ABLE TO SHOW COMPLIANCE AND A SET OF MANAGEMENT REQUIREMENT SYSTEMS SPECIFIED IN THE STANDARD DOCUMENTS.

# CONVERGENCE AND TRANSPARENCY THROUGH CITIZEN CHARTER

**The Citizen's Charter is a *preamble of an organization's commitment towards its objectives, with an aim to improve the quality of services provided and the degree of responsiveness by laying down minimum framework of standards.***

- ▶ **Declares Organization's vision, mission, Values, Standards & commitment to achieve excellence.**
- ▶ **Partnership of trust between org & its clients**

# GENESIS OF PUBLIC SERVICE DELIVERY

TRACES IN HISTORY-BRIHAD UPINISHAD-KAUTILYA-MAGNA CARTA

U.K. INITIATIVES 1991-1998, AUSTRALIA, FRANCE, BELGIUM, CANADA, JAMAICA, SPAIN, MALAYSIA, PORTUGAL

1997: CHIEF MINISTERS CONFERENCE DECIDES TO ADOPT CITIZEN'S CHARTER

2005: IS 15700 STANDARD IS CREATED FOR EXCELLENCE IN P.S.D.

2008: 6<sup>TH</sup> PAY COMMISSION RECOMMENDS SEVOTTAM & 1<sup>ST</sup> SEVOTTAM CERTIFICATION.

2010: INCLUSION OF SEVOTTAM IN RFD

2004-06: FORMULATION OF SEVOTTAM FRAMEWORK

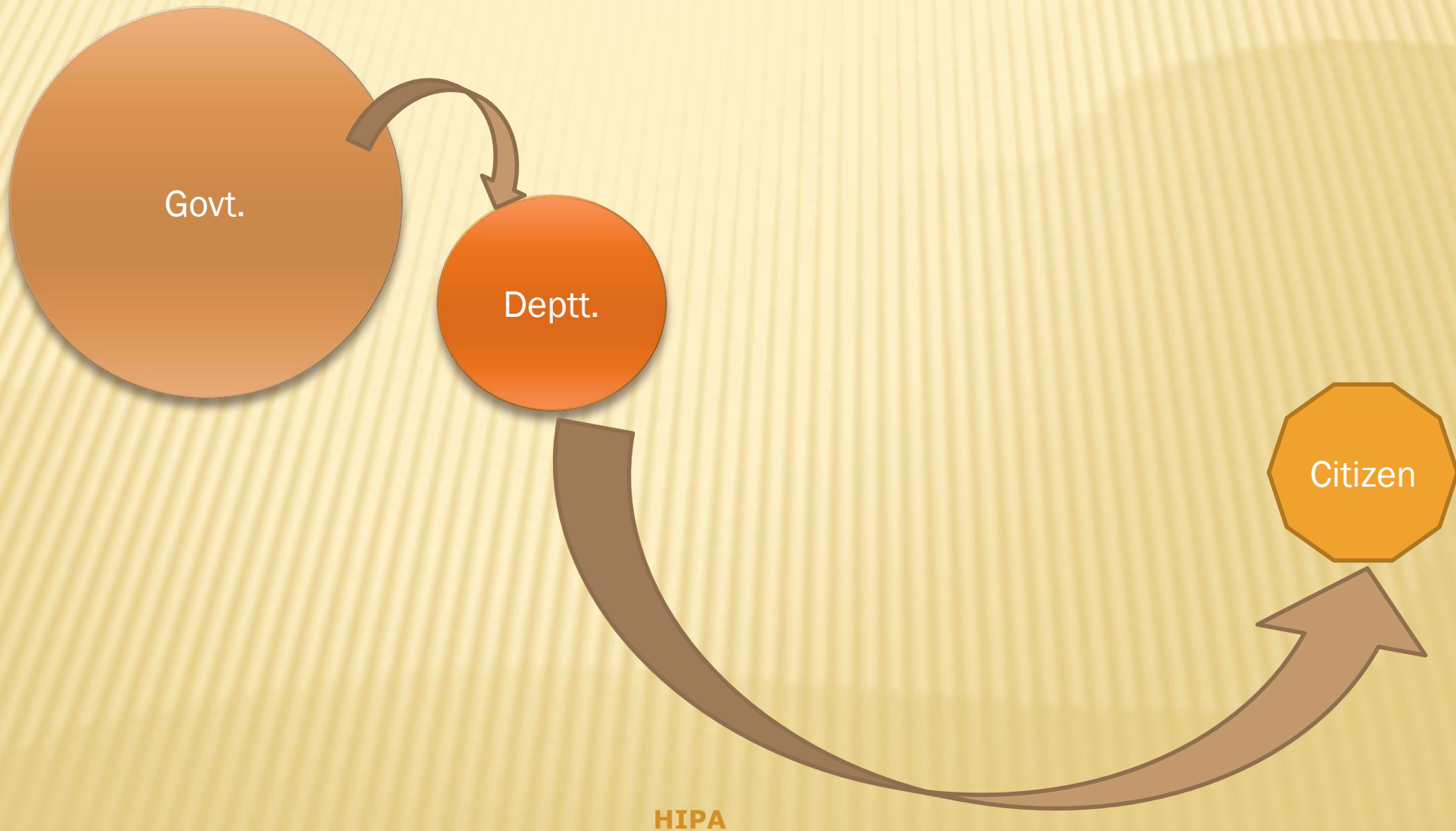
2006: PILOTS SELECTED FOR SEVOTTAM IMPLEMENTATION

2009 2<sup>ND</sup> ARC 12<sup>TH</sup> REPORT RECOMMENDS SEVOTTAM

2010: 2<sup>ND</sup> SEVOTTAM CERTIFICATION

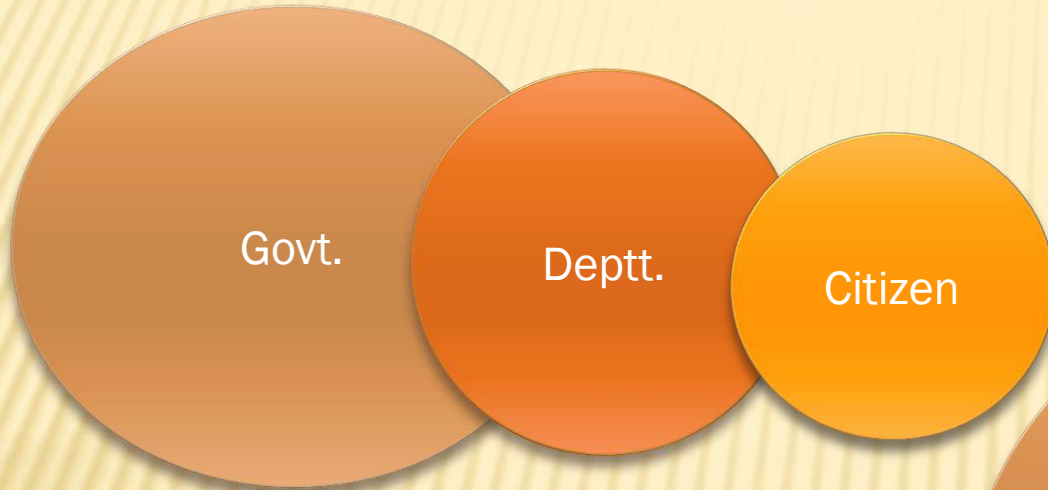
2011: BILL ON TIME BOUND GR AND CITIZEN'S SERVICE INTRODUCED IN PARLIAMENT.

# EXISTING GOVERNANCE SCENE



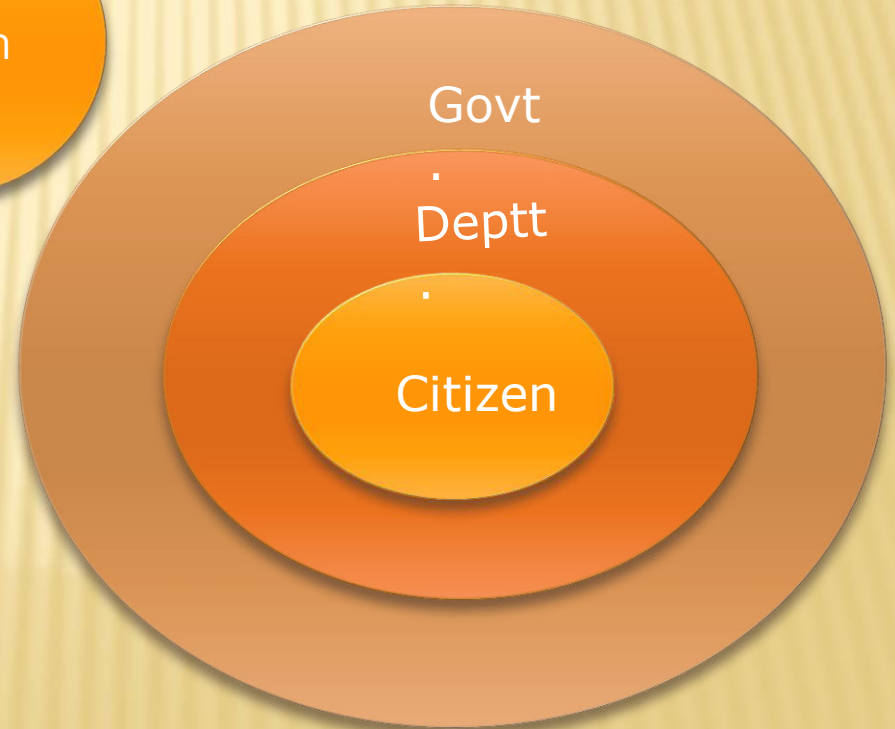
# NEED TO ESTABLISH CONVERGENCE

## 1<sup>st</sup> STEP



## 2<sup>nd</sup> STEP

CITIZEN CENTRIC GOVERNANCE



# NEED FOR PUBLIC SERVICE DELIVERY

- ✘ “THE MEASURE OF A COUNTRY’S GREATNESS SHOULD BE BASED ON HOW WELL IT CARES FOR ITS MOST VULNERABLE POPULATIONS”

*MAHATMA GANDHI*



# S-M-A-R-T GOVERNANCE

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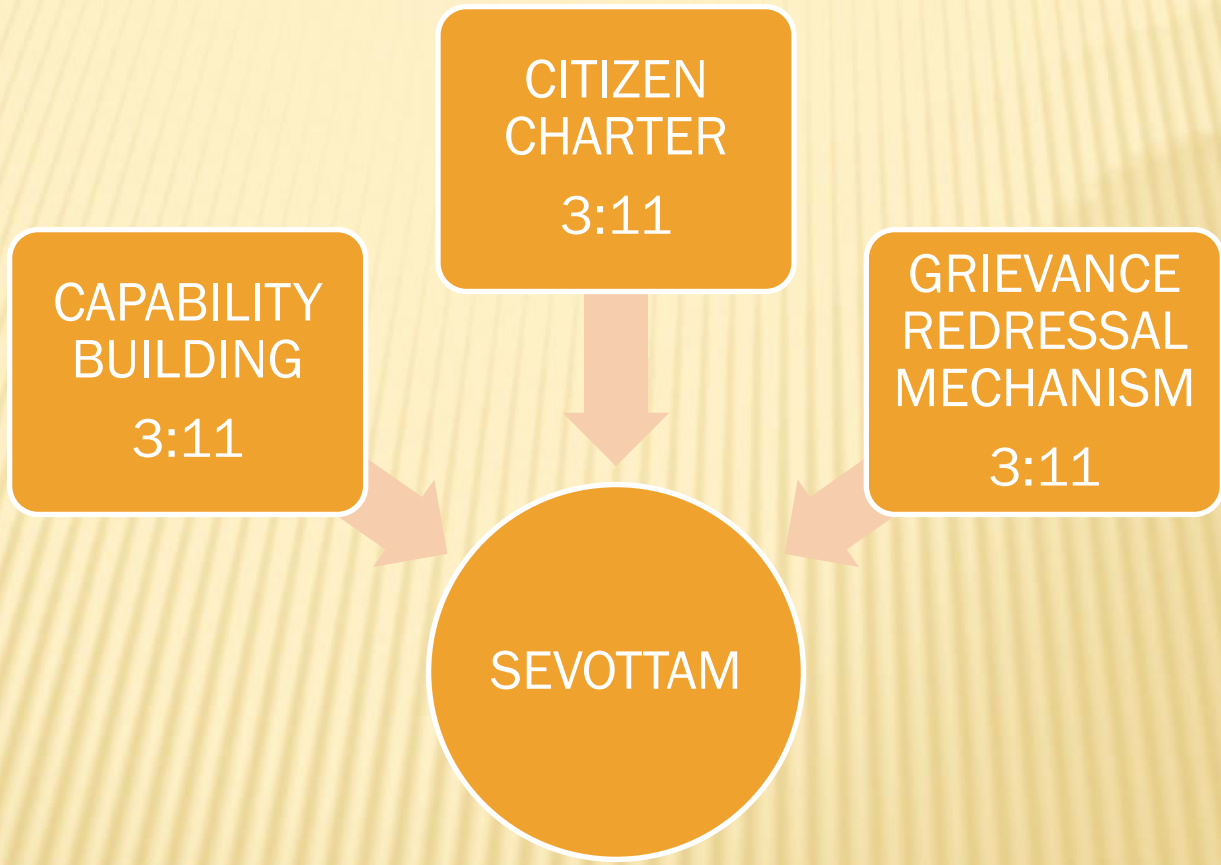
- × SIMPLE AND SPECIFIC
- × MORAL AND MEASUREABLE
- × ACCOUNTABLE AND ACHIEVEABLE
- × RESPONSIVE AND REALISTIC
- × TRANSPARENT AND TIME BOUND

# CHARACTERISTICS OF CITIZENS CENTRICITY AND GOOD GOVERNANCE INCLUDES

- ✘ CONSENSUS ORIENTATION
- ✘ PARTICIPATORY GOVERNMENT
- ✘ RULE OF LAW
- ✘ ACCOUNTABILITY
- ✘ TRANSPARENCY
- ✘ RESPONSIVENESS
- ✘ EQUITABLE AND INCLUSIVE
- ✘ EFFECTIVE AND EFFICIENT

# OBJECTIVES OF SEVOTTAM COMPLIANT CITIZEN CHARTER

- **Quality** : Improving the quality of services.
- **Choice** : Wherever possible.
- **Standard** : Specifying what to expect and how to act if standard are not met.
- **Value** : For the taxpayers money.
- **Accountability** : Individual and organisation
- **Transparency** : Rules/ Procedures /schemes
- **RESPONSIVENESS**



# SEVOTTAM

1.CITIZEN  
CHARTER

- THREE CRITERIAS
- ELEVEN ELEMENTS

2.GRIEVANCE  
REDRESSAL  
MECHANISM

- THREE CRITERIAS
- ELEVEN ELEMENTS

3.CAPABILITY  
BUILDING

- THREE CRITERIAS
- ELEVEN ELEMENTS

# 1. CITIZEN CHARTER CRITERIAS

- × 1.1. CHARTER IMPLEMENTATION

- × 1.2. CHARTER MONITORING

- × 1.3. CHARTER REVIEW

# 2. GRIEVANCE REDRESSAL MECHANISM

× 2.1. GRIEVANCE RECEIPT

× 2.2. GRIEVANCE REDRESSAL

× 2.3. GRIEVANCE PREVENTION

# 3. CAPABILITY BUILDING

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× 3.1 CITIZEN FOCUS

× 3.2. EMPLOYEES MOTIVATION

× 3.3. INFRASTRUCTURE MANAGEMENT



# SEVOTTAM

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- ✘ EXCELLENCE IN PUBLIC SERVICE DELIVERY.
- ✘ TOWARDS CITIZEN FRIENDLY GOVERNMENT.
- ✘ MINISTRY OF PERSONNEL,PUBLIC GRIEVANCE & PENSIONS(DAR&PG) IS NODAL AGENCY AT GoI LEVEL.
- ✘ HIPA AS NODAL AGENCY AT STATE LEVEL.

# USAGE OPTION OF “SEVOTTAM” MODEL

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- ✘ AS A SELF ASSESSMENT TOOL BY ORGANIZATIONS SELF MOTIVATED TO IMPROVE SERVICE DELIVERY.
- ✘ PARTNERSHIP WITH CITIZENS.
- ✘ AS A REQUIREMENT STANDARD.
- ✘ AS A BENCHMARK ASSESSMENT PROCESS.
- ✘ AS A RATING MECHANISM TO CONFER AWARDS ON ORGANISATIONS DOING COMMENDABLE WORK IN SERVICE DELIVERY.(IS:15700:2005)

# SEVOTTAM INITIATIVES

## POINEERS IN SEVOTTAM AT GOI LEVEL

- ✘ 1. INDIAN RAILWAYS.2. INDIAN POSTALSERVICES.
- ✘ 3. KENDRIYA VIDYALAYA4. CENTRAL REVENUE
- ✘ 5.MINISTRY OF COMPANY AFFAIRS.6.CDTB

## HP STATE INITIATIVES

E-SAMADHAN,E-SUGAM,LOKMITRA ,E-GOVERNANCE

SINGLE WINDOW,HELPLINES,108,

# FOCUS AREA

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- ✘ CITIZENS' CHARTER
- ✘ SERVICE DELIVERY STANDARD
- ✘ GRIEVANCE REDRESSAL SYSTEM
- ✘ CAPACITY BUILDING FOR SERVICE DELIVERY.

# WHAT IS CITIZEN CHARTER?

The citizen' charter is a document prepared by the service provider in a clear and precise manner about the quality and method of delivery of services to the users of the service.

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# CITIZEN CHARTER

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- ✘ SHALL CONTAIN VISION AND MISSION STATEMENT OF THE ORGANIZATION.
- ✘ LIST OF KEY SERVICES BEING OFFERED BY THE ORGANIZATION, AND
- ✘ MEASURABLE SERVICE STANDARD FOR THE SERVICE(S) PROVIDED AND REMEDIES AVAILABLE TO THE CUSTOMER FOR NON-COMPLIANCE TO THE STANDARD.

# CITIZENS' CHARTER

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- ✘ REPRESENT A SYSTEMATIC EFFORT OF THE ORGANISATION TO FOCUS ON ITS COMMITMENT TOWARDS ITS CLIENTS.
- ✘ PRINTED IN LOCAL, SIMPLE AND EASILY UNDERSTANDABLE LANGUAGE
- ✘ NON-DISCRIMINATORY.

# CITIZEN CHARTER

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- ✘ DESCRIBE COMPLAINTS HANDLING PROCESS.
- ✘ ADDRESS OF PUBLIC GRIEVANCE OFFICER.
- ✘ PERIODICAL REVIEW AND IMPROVEMENT.
- ✘ HIGHLIGHT EXPECTATIONS OF THE ORGANIZATION FROM ITS CLIENTS AND STAKEHOLDERS.



# SEVOTTAM MODEL (3-9-33)

Integrated Model for Assessing Service Delivery	Modules (3)	Criteria (9)	Elements (11*3 = 33)
	Module 1: Citizens' Charter & Service Standards	1.1	Implementation
1.1.2 Understanding Citizen Expectations			
1.1.3 Aligning Services offered with Citizen Expectations			
1.1.4 Preparation of Citizens' Charter			
1.1.5 Understanding of Charter Contents			
1.2		Monitoring	1.2.1 Comparison of Actual with Prescribed Standards
			1.2.2 Communication about differences in Actual and Prescribed Standards
			1.2.3 Elimination of differences between Actual and Prescribed Standards
1.3		Review	1.3.1 Charter Effectiveness assessment
			1.3.2 Alignment of Charter with changes in environment
			1.3.3 Awareness about changes in Service Standards and Charter
Module 2: Grievance Redress Mechanism	2.1	Receipt	2.1.1 Public awareness of Grievance lodging process
			2.1.2 Convenience to Public in lodging Grievance
			2.1.3 Classification of Grievances at the point of receipt
	2.2	Redress	2.2.1 Determination of Time Norms for Grievance handling
			2.2.2 Adherence to Time Norms for Grievance handling
			2.2.3 Instant Disposal of Grievances
	2.3	Prevention	2.3.1 Identification of Grievance prone areas
			2.3.2 Action on Grievance prone areas through Annual Action Plan
			2.3.3 Action on Grievance prone areas through Charter Review
			2.3.4 Action on Grievance prone areas through internal co-ordination
2.3.5 Awareness about Progress on Controlling Grievance prone areas			
Module 3: Service Delivery Capability	3.1	Customers	3.1.1 Measurement of Citizen Satisfaction Levels
			3.1.2 Use of Citizen Satisfaction Measurement for Charter Review
			3.1.3 Differences in Citizen Satisfaction levels across delivery outlets
			3.1.4 Differences in Citizen Satisfaction Improvements across Outlets
			3.1.5 Differences in Service Delivery Performance across Outlets
	3.2	Employees	3.2.1 Employee Behaviour for Courtesy, Punctuality, Delivery Promptness
			3.2.2 Employee Acceptance of Responsibility and Accountability
			3.2.3 Employee Motivation for Service Delivery Improvement
	3.3	Infrastructure	3.3.1 Basic Infrastructure for Physical Facilities to Service Recipients
			3.3.2 Infrastructure Upgradation to meet prescribed Service Standards
			3.3.3 Control on Resource Wastages and Leakages

# CITIZENS' CHARTER

## (IMPLEMENTATION)

- ✘ 1.1.1. IDENTIFICATION OF SERVICES OFFERED AND THEIR STANDARD.
- ✘ 1.1.2. CITIZENS' EXPECTATIONS
- ✘ 1.1.3. ALIGNING SERVICES WITH CITIZENS' EXPECTATIONS.
- ✘ 1.1.4. PREPARATION OF CITIZENS' CHARTER.
- ✘ 1.1.5. UNDERSTANDING OF CHARTER CONTENTS.

# CITIZENS' CHARTER

## (MONITORING)

- × 1.2.1 COMPARISON OF ACTUAL WITH PRESCRIBED STANDARDS.
- × 1.2.2. COMMUNICATION ABOUT DIFFERENCES IN ACTUAL AND PRESCRIBED SERVICE STANDARDS.
- × 1.2.3. ELIMINATION OF DIFFERENCES BETWEEN ACTUAL AND PRESCRIBED STANDARDS.

# CITIZEN CHARTER

(REVIEW)

- × 1.3.1. CHARTER EFFECTIVENESS.
  
- × 1.3.2. ALIGNMENT OF CHARTER WITH OTHER CHANGES.
  
- × 1.3.3. AWARENESS ABOUT CHANGES IN SERVICE STANDARDS AND CHARTER.

# GRIEVANCE REDRESSAL MECHANISM

(RECEIPT)

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- ✘ 2.1.1. PUBLIC AWARENESS OF GRIEVANCE LODGING PROCESS.
  
- ✘ 2.1.2. CONVENIENCE IN LODGING GRIEVANCE.
  
- ✘ 2.1.3. CLASSIFICATION OF GRIEVANCES AT THE POINT OF RECEIPT

# GRIEVANCE

## (REDRESSAL)

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- × 2.2.1. DETERMINATION OF TIME NORMS
  
- × 2.2.2. ADHERENCE TO TIME NORMS.
  
- × 2.2.3. INSTANT DISPOSAL OF GRIEVANCES.

# GRIEVANCES

## (PREVENTION)

- × 2.3.1. IDENTIFICATION OF GRIEVANCE PRONE AREAS.
- × 2.3.2. ACTION ON GRIEVANCE PRONE AREAS THROUGH ANNUAL ACTION PLAN.
- × 2.3.3. ACTION ON GRIEVANCE PRONE AREAS THROUGH CHARTER REVIEW
- × 2.3.4. ACTION ON GRIEVANCE PRONE AREAS THROUGH INTER-DIVISIONAL CO-ORDINATION
- × 2.3.5. AWARENESS ABOUT PROGRESS ON CONTROLLING GRIEVANCE PRONE AREAS.

# SERVICE DELIVERY CAPABILITY BUILDING

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(CUSTOMERS)

- ✘ 3.1.1. MEASUREMENT OF CITIZEN SATISFACTION LEVELS.
- ✘ 3.1.2. USE OF CITIZEN SATISFACTION MEASUREMENT FOR CHARTER REVIEW.
- ✘ 3.1.3. DIFFERENCES IN CITIZEN SATISFACTION LEVEL ACROSS DELIVERY OUTLETS.
- ✘ 3.1.4. DIFFERENCES IN IMPROVEMENT MEASURES FOR CITIZEN SATISFACTION ACROSS OUTLETS.
- ✘ 3.1.5. DIFFERENCES IN SERVICE DELIVERY PERFORMANCE ACROSS OUTLETS.



# SERVICE DELIVERY CAPACITY BUILDING

(EMPLOYEES)

- ✘ 3.2.1. EMPLOYEES CAPACITY BUILDING FOR COURTESY, PUNCTUALITY AND DELIVERY PROMPTNESS.
- ✘ 3.2.2. EMPLOYEE CAPACITY BUILDING FOR ACCEPTING RESPONSIBILITY AND ACCOUNTABILITY.
- ✘ 3.2.3. EMPLOYEE MOTIVATION FOR SERVICE DELIVERY IMPROVEMENT.

# SERVICE DELIVERY CAPACITY BUILDING

(INFRASTRUCTURE)

- × 3.3.1. BASIC INFRASTRUCTURE FOR PROVIDING PHYSICAL FACILITIES TO SERVICE RECIPIENTS.
- × 3.3.2. ALIGNMENT OF INFRASTRUCTURE UPGRADATION WITH PRESCRIBED SERVICE STANDARDS
- × 3.3.3. CONTROL ON RESOURCE WASTAGES AND LEAKAGES.

# SERVICE QUALITY MANAGEMENT

- ✘ DOCUMENTATION.
- ✘ MANAGEMENT RESPONSIBILITY.
- ✘ RESOURCE MANAGEMENT.
- ✘ IMPLEMENTATION/MONITORING.
- ✘ MEASUREMENT AND IMPROVEMENT.

# ROADMAP

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- ✘ FORMULATION OF TASK FORCE
- ✘ IDENTIFICATION OF CLIENTS/STAKEHOLDERS
- ✘ IDENTIFICATION OF SERVICES WITH TIMELINES
- ✘ EVALUATION BY CORE GROUP
- ✘ APPROVAL BY COMPETENT AUTHORITY
- ✘ LAUNCH OF CITIZEN CHARTER
- ✘ PUBLICITY AND CONSTANT INVOLVEMENT
- ✘ TOOL TO MEASURE CLIENTS' SATISFACTION
- ✘ REVIEW AND AUDIT OF CITIZEN CHARTER.

# PERSPECTIVE VISION

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- ✘ “A customer is the most important visitor on our premises. He is not dependent on us; we are dependent on him. He is not interruption on our work; he is the purpose of it . He is not an outsider on our business; he is part of it. We are not doing him a favour by serving him; he is doing a favour by giving us the opportunity to do so.”
- ✘ MAHATMA GANDHI

# SEVOTTAM AS A TOOL TO REDRESS PUBLIC GRIEVANCES

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- ✘ LEST US JOIN HANDS TOGETHER IN THE QUEST FOR GOOD GOVERNANCE.
- ✘ WAYFORWARD

**THANKS**