

# A Study on Customer Awareness and Satisfaction of E-Governance through Akshaya Centres with Special Reference to Chazhur Panchayath

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**Abstract:** Establishment of Akshaya-e-Kendra as an ICT access point, one for every 1000 families living in two or three municipal or Panchayat wards was the most important strategic decision. So, the purpose of the research is to identify the effectiveness of Akshaya centres in Chazhur panchayath for improving the life of the people and also to know the user satisfaction through Akshaya centres. This study will discuss on the user satisfaction which determines the service quality of e-governance through Akshaya centres with special reference to Chazhur panchayath. E-governance means electronic governance which is a form of governance achieved through the use of technology. E-governance assist the people to make appropriate communication with the government about its various schemes and services. Akshaya was considered as a milestone of information and communication technology project by Kerala state IT mission which has rewarded the people the effective and friendly governance through awareness and uses satisfaction on the basis of its service quality provided by the Akshaya centres in Chazhurpanchayath.

**Keywords:** E Governance, Akshaya Centres, Corruption.

## I. INTRODUCTION

Customer satisfaction occurs when the experience obtained from transaction match the expectation. Satisfaction is essential for retention of customers and for the continuous sale of the products and services of the company to the customers<sup>2,3</sup>. This establishes the need for and importance of customer satisfaction.

Akshaya, an innovative project implemented in the state of Kerala aimed at bridging the digital divide, addresses the issues ICT (Information Communication Technology) access, the basic skills sets and availability of relevant content<sup>4</sup>. The Akshaya project initiated in November 2002 in Trivandrum. Kerala was officially started with the introduction of rural e- kiosks or technology centres in the district of Trivandrum and Malappuram in May 2003<sup>5</sup>. This public private initiative was undertaken keeping four ambitious target in mind:

1. To provide basic functional skills (e-literacy) to at least one member of every family in the state<sup>6</sup>.
2. To ensure universal access to ICT tools and other technologies.
3. To provide relevant content to the local population in the native language.
4. To establish community access centres, which would be eventually developed as centres to provide integrated e- governance services at a more macro level.

One could delineate an attempt to integrate two larger goals through the project, namely mass socio-economic development through increased computer and internet access while simultaneously ensuring financial viability via market driven entrepreneurship. These were two primary factors why the Kerala state IT mission choose Malappuram as the pilot site. First, Malappuram has one of the lowest rates across the state with reference to education and health reform.

Secondly, this district also has the highest population of Muslims (over 70% of the population here are Muslims) as well as NRI's, most of whom work as labourers in the Middle East and Gulf Responentias. The rationale therefore was, that this project could help not only promote the local economy but also assist enterprising individuals to attain job abroad<sup>7</sup>.

The service provided by Akshaya centres in Kerala are e-payment, DTP and printing, Birth certificate, Ration card, e-District, passport related services, Aadhaar, insurance, e-ticketing, computer courses, etc.

**II. SAMPLING**

A sampling is definite plan for obtaining the samples from given population. It refers to the technique for procedure for selecting items for the sample.

**Sample Size:** 50 respondents are selected using non-probability sampling technique.

**Data Analysis**

**Age of Respondents**

Age	Respondents	Percentages
Below20 years	17	34%
21-40	23	46%
41-60	6	12%
Above60	4	8%
Total	50	100%

**INTERPRETATION:**

The table shows 34% are below 20 ,46% are between 21-40 ,12% are between 41- 60 age group and 8% are above 60 age group.

**Gender of the Respondents**

Particulars	Respondents	Percentage
Male	19	38%
Female	31	62%
Total	50	100%

**INTERPRETATION:**

The table shows 52% of respondents are females and 38% of respondents are males.

**Through which mode do you utilize government service.**

Particulars	Respondents	Percentages
Akshayacentre	50	100%
Governmentoffice	0	0%
Total	50	100%

**INTERPRETATION:**

The table shows that 100% of respondents utilize Akshaya centers for govt service and no respondents use govt offices for services.

**Showing, have you ever used Akshaya center service**

Particulars	Respondents	Percentage
Yes	50	100%
No	0	0%
Total	50	100%

**INTERPRETATION:**

The table shows 100% of respondents use Akshaya center Services.

**Awareness of Akshaya centres**

Particulars	Count	Percentage
Friends	11	22%
relatives	10	20%
Govtofficers	9	18%
media	8	16%
others	12	24%

**INTERPRETATION:**

The table shows that 24% of respondents know a Akshaya centres through friends ,22% through other ways ,20% through relatives ,18% through govt office and 16% through media.

**Showing how far Akshaya centre from respondent's house**

Particulars	Respondents	Percentages
Far	3	6%
Near	47	94%
Total	50	100%

**INTERPRETATION:**

The table shows that 94% of respondents are nearby Akshaya centres and only 6% respondents are far from akshaya centre.

**Purpose respondents' approach Akshaya centres**

Particulars	Respondents	Percentage
Educationalpurpose	18	36%
E-payments	0	0%
Personaldocuments	24	48%
others	8	16%
Total	50	100%

**INTERPRETATION:**

The table shows that 36% of respondents use Akshaya centres for personal documents and no respondents use Akshaya centres for e-payments.

**Opinion about fees charged for services**

Particulars	Respondents	Percentage
Veryhigh	0	0%
High	6	12%
Moderate	33	66%
Low	11	22%
Verylow	0	0%
Total	50	100%

**INTERPRETATION:**

The table shows that 66% of respondents says fees charged for services are moderate and no respondents say fees are very high and very low.

**Satisfaction of securities provided by Akshaya centres**

Particulars	Respondents	Percentage
Yes	46	92%
No	4	8%
Total	50	100%

**INTERPRETATION:**

The table shows that 92% of respondents are satisfied with the security provided by Akshaya centres and only 8% are not satisfied with the security provided by Akshaya centres.

**Opinion of respondents about supervision of Akshaya centre employees by govt.**

Particulars	Respondents	Percentage
yes	35	70%
No	15	30%
Total	50	100%

**INTERPRETATION:**

Akshaya centre employees are well supervised by govt and 30% respondents say Akshaya centre employees are not supervised by govt.

**Opinion of respondents regarding increase in service quality of government.**

Particulars	Respondents	Percentage
Yes	37	74%
No	3	6%
Tosomeextent	10	20%
Total	50	100%

**INTERPRETATION:**

The table it shows that 74% of respondent's opinions are yes that the Akshaya centres have increased the service quality of govt and only 6% of respondent's opinion are no.

**Opinion about Akshaya centre reduce corruption**

Particulars	Respondents	Percentage
Yes	44	88%
No	0	0%
Noopinion	6	12%
Total	50	100%

**INTERPRETATION:**

The table shows that 88% of respondents says Akshaya centres reduce corruption and no one says Akshaya centre does not reduces corruption.

**Showing opinion about Akshaya centre reduces red tapism**

Particulars	Respondents	Percentage
Yes	46	92%
No	4	8%
Total	50	100%

**INTERPRETATION:**

The table shows that 92% respondents say Akshaya centers reduce red tapism and 8% says akshayacenters will not reduce red tapism.

**Level of satisfaction of overall performance of Akshaya centres**

Particulars	Respondents	Percentage
Highlysatisfied	7	14%
satisfied	10	20%
Highlydissatisfied	8	16%
Dissatisfied	8	16%
Noopinion	17	34%

### INTERPRETATION:

The table shows that 14% respondents are highly satisfied with the performance of Akshaya centers, 20% respondents are satisfied, 16% respondents are highly dissatisfied, and 34% respondents have no opinion. Chi-square test.

There is no significant difference between gender and satisfaction of Akshaya centres.

### III. FINDINGS

- From the study it seems that majority of 21-40 age group and majority of females use Akshaya centres.
- From the study it seems that 100% of respondents had used Akshaya centres for various govt services.
- From the study it seems that majority of people came to know about Akshaya centres through friends that means the publicity of Akshaya centres through government is not effective.
- From the study it seems that majority of people are using Akshaya centres for educational purpose nearby.
- From the study it seems that majority of respondents are satisfied with the service quality, training, commitment and customer friendliness of Akshaya centre employees.
- From the study it seems that majority of users are satisfied with the time consumption of services.
- From the study it seems that majority of people say fees charged for services are moderate.
- From the study it seems that majority of people are satisfied with the securities provided by Akshaya centres.
- From the study it seems that majority of people say Akshaya centre employees are well supervised and Akshaya centre increases the service quality of government.
- From the study it seems that majority of people said that Akshaya centres will be a success in reducing corruption and red tapism.
- From the study it seems that majority of people have neutral opinion about the level of satisfaction of overall performance of Akshaya centres.

### IV. SUGGESTIONS

Akshaya is one of the projects developed by the state to provide governance services and technological communication to the people. But the study shows that most of the people are not aware about the various services provided by the Akshaya centre in Chazhur panchayath. Aadhaar card enrolment, certificate creation, psc registration were the mostly used services in the program. Akshaya is only for providing e-governance services and provide the computer education to the people. The lack of awareness of this project creates a gap between this initiative and the public. Thereby they are unaware of the people friendly services provided by the government through the Akshaya centres. Akshaya centres can improve their e-governance services by:

1. Make an awareness programme about the e-governance services and the Akshaya centres in the panchayath respectively.
2. Create an evaluation system of Akshaya by the government periodically.
3. Provide proper training programmes for the Akshaya centre employees.
4. Provide more branches and employees due to more dependence on Akshaya centres for various services.
5. Provide classes to educate the rural people about the Akshaya services, its uses and benefits.

### V. CONCLUSIONS

The Akshaya Centres being implemented in Kerala are in line with the objective of increasing citizen participation in e-governance. So, we can conclude that the Akshaya centre in Chazhur panchayath provide good e-governance services, and they also arrest corruption in government services, they charge low cost in their service.

In Chazhur panchayath user awareness and satisfaction of e-governance through Akshaya centers is good. Akshaya center provide several services which are accessible to the people in the field of e-business, e-payment etc. Akshaya centre act as an instrument for our social and economic growth. During sample collection stage females are more than male respondents. But after the stage of testing, I find that there is no significant relationship between gender and satisfaction of Akshaya centres.

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