Analysis of Common Service Centre (CSC) for effective communication to rural community through National e-Governance Plan: A study

Monoj Tudu

monoj.tudu@gmail.com
Ph.D Research Scholar,
Department of Library and Information Science,
Jadavpur University.

Prof. Subarna Kumar Das

skdas@libsc.jdvu.ac.in/ skd_ju2002@yahoo.co.in

Professor & Head

Department of Library and Information Science,

Jadavpur University

Abstract

Common Service Centre (CSC) is an initiative of Ministry of Electronics and Information Technology Government of India. It is the one type of star topology its hub as the access point, that delivery the varieties of electronic information services to rural community. This present paper is studding the Analysis of Common Service Centre (CSC) for effective communication to rural community through National e-Governance Plan in Kuliana Block in Mayurbhanj District of Odisha. This paper also highlighted National e-Governance Plan and its awareness level of the rural community regarding Common Service Centre. This study also try to understand the attitude level of Village Level Entrepreneurs (VLE) towards assisting users and the satisfaction level of the rural community. Finally on the basis of findings some conclusion is made.

Keywords: Common Service Centre, Rural Community, National e-Governance, Mayurbhanj District. Sargachhida Gram Panchayat.

1. Introduction

These days, the impact of information technology is on the rise, which is going to be great news for human life. It is altering the way we live, the way we connect, the way we communicate and transact. It also enabled him to provide a great deal of education and employment opportunities and going to strengthen the economic situation of India as well as the whole country. Information and Communication Technology (ICT) and Development are deeply inter-related, and presence of the science and technology can contribute to a significant challenge for economic growth and social development of the society. In present study, this paper has been carried out to examine

the Analysis of Common Service Centre (CSC) for effective communication to rural community through National e-Governance Plan under Kuliana Block in Mayurbhanj District of Odisha.

Over the past decade, e-Governance initiatives has been providing very good community services in the states of Odisha as well as in other states of India. The purpose of the project is to provide much needed information and services to underserved Indians in rural areas. To work at a much faster pace the e-Governance throughout all the levels of Government, there must be a programme approach which will definitely be a little talk about, strategy and approach that would add advantage of enabling huge savings in costs, in terms of sharing the core and support. The National e-Governance Plan has vision of providing all types of government services at an affordable cost and integrated manner at the doorstep of the citizen. With focus to the development of rural areas across the country at least one Common Service Centre will be set up in each of the 2.5 lakh Gram Panchayat across the country by 2019. The study area is taken from three Common Service Centres that are located near the local area under the Kuliana Block and it is located in the northern part of Odisha nearest bordered by Jhargram District of West Bengal.

2. Literature Review:

(Devi, M.V, et al. 2018) has described titled on "An overview of the functioning of common service centres (CSCs) in Thoubal District of Manipur" he tray to find out the status and functions of Common Service Centres (CSCs), Village Level Entrepreneurs (VLEs) and their customers. He also tries to find out role and functions of all stakeholders for quality performance and also need training and proper awareness programme for the customers to exploit more services from the CSCs. (Ryhan, 2015). has analysis titled on "Implementation of Common Service Centre Project in India: A Case Study of Zoom Developers Private Limited" he highlights the issues and challenges encountered by private entity, Zoom Developers, in implementing the project to establish over 12,000 CSCs in eight states. It also discusses sustainability and success of these projects. (Dass, and Bhattacherjee, 2011) has described titled on "Status of Common Service Center Program in India: Issues, Challenges and Emerging Practices for Rollout" he discussed the current status of implementation of the CSCs all over the nation and the relevant issues that are being faced by the various stakeholders in the project. (Choudhury and Ghosh, 2015). Has evaluated titled on "E-Governance and Rural Development: an Assessment of CSCS in Tripura". Has find out how the E- governance helpful for verities of services like Utility services, Rural Banking, Training Courses (Computer), Microcredit, Insurance service, Health Services, and so on through common service centre and also highlighted the socio-economic status of the rural community. (Paul and Dutta, 2017) has investigated titled on "Common Service Centres and Women's Participation in Education-Related Services in Rural Areas: A Case-Study of North 24-Parganas District, West Bengal" mainly he try to find out how the common service centre provide women with opportunities to access e-services as well as function as empowered entrepreneurs and also find out the education-related services, although there exist considerable scope for strengthening the provision of providing other job and health related e-services of North 24-Parganas district of west Bengal.

3. Objectives of the Study:-

- To study the overview of Common Service Centre (CSC) in Sargachira gram pamchayat
- > To study National e-Governance Plan in Sargachira gram panchayat.
- > To find out the awareness level of the rural people regarding common service centre.
- > To study the Attitude level of Village Level Entrepreneurs (VLE) towards assisting users
- > To examine the satisfaction level of customers.
- To identify the different types problems of rural people during access the services.

4. Methodology:

The present study was conducted in three Common Service Centre under Kuliana Block namely Sargachhida, Keuntunimari and Baunshabani village, which is deemed to have a higher successful implementation of Common Communication Centre (CSC) in village level. The CSC is opened by government at Block level in Mayurbhanj District, but this study is taken from Sargachhida Gram Panchayat under the Kuliana Block. At present the Gram Pnachayat has 1 active CSCs centre.

This Common Service Centre is established in 2013, where the Village Level Entrepreneurs (VLEs) were provided different services for the rural community, like Online Result, Mobile/DTH Recharging, Adhar related Corrections/Printing, Residential certificates, Education Related Information etc. For understanding the different information needs and customers view about the CSCs, total 150 customers of this three different CSC under Kuliana Block were randomly selected and interviewed. The primary data used in the paper were collected in the month July 2019.

5. Profile of the Study Area:

The people in rural communities are very ordinary and live in a sense of humanity. Their main livelihood is farming. The spent their whole year depending on farming land. At other times they rely on various kinds of livelihoods that earn money by selling honey, wood, sale leaf, kendu leaf, sabai grass etc. To eliminate the scarcity of livelihoods, the feed many goats, cows, chicken and sell them in the daily market and earn money to remove their poverty. Like other communities, they also celebrate varieties of festival maker sankranti, durgapuja, koram puja, are very famous among them.

Kuliana Block is one of the tribal dominated Block of Mayurbhanj District, where the large numbers of tribal communities are scheduled in this Block with its head quarter is Baripada town. The block has 17 Gram Panchayat the tribal's are more concentrated in Kuliana, Chandua and Sargachhida Gram Panchyat. The research work was focused on the Common Service Centre (CSCs) in three CSCs centre namely Bhugdakata, Baunshabani and Sunaposi under Kuliana block in Mayurbhanj district of Odisha. Kuliana Block is one of the largest community blocks in mayurbhanj district, it has a total 17 grampanchayat and its total population of this block is 67,045 out of which 33,302 are male and 33,743 are female. The total literacy rate is 54,543 out of which 32,056 are male and 22,487 are female. The sample population is taken 150

Common Services Centers are a strategic cornerstone of the Digital India programme. They are the access points for delivery of various electronic services to villages in India, thereby contributing to a digitally and financially inclusive society.

6. Rural Community:

Rural communities are for the small or the large, in which social customs and values are identified and it's mostly habituated is set outside of the city and urban areas. Rural communities have vacant cultivated lands. However, a rural community can also be woodland forests, bamboo forest, plants, deserts, and prairies. Where the rich and poor are all mixed up and some live in farming and some in business. People in these communities spend their live believing in what one does. The lifestyle of these rural communities is very different from the urban communities or the city.

The nature of community in the municipalities reveals that the term community is part of a highly complex process of identity construction. People's sources of meaning and experience are involved in a contradiction of plurality of individual and collective actors (Castells, 1997). The complex and diverse nature of communities in Brazilian Amazonia requires the analysis of this term in a specific space of social relations regarding cultural, social and political issues (Thiollent, 2011). The term community was looked at from local people, where culture and knowledge are produced and where acts of reproduction of the social structure rule.

7. Status of CSC in Mayurbhanj District.

Various services have been provided by CSC in Odisha State. According to the latest reports the total Common Service Centre in Odisha is 33. The service is delivering by Government of India e-Services to rural and remote locations where availability of computers and Internet. We can visit nearest CSC for any service like, Aadhar Card Registration, Aadhar Enrollment, e-Aadhar Letter Download & Print, various insurance services, Passport, LIC, e-Nagrik & e-District Services like Birth & Death Certificate in ODISHA. The other services also may be provided like Ration Card Application Form, Pension, NIOS Registration, PAN Card etc. at your Local CSC Center in Odisha State.

8. Status of CSC in Kuliana Block and Sargachhida GP.

The some CSC services provided by Kuliana Block in Mayurbhanj District. The total Common Service Centre in this Block is 15. Here we also visit your nearest CSC for any service like Aadhar Card Registration, Aadhar Enrollment, e-Aadhar Letter Download & Print, various insurance services, Passport, LIC, e-Nagrik & E- District Services like Birth & Death Certificate at Kuliana, Mayurbhanj. The other services also may be provided like Ration Card Application Form, Pension, NIOS Registration, PAN Card etc. at your Local CSC Center in Kuliana Block and in the Sargachhida gram panchayat, there is one CSC centre which is situated in Bhugdakata chack.

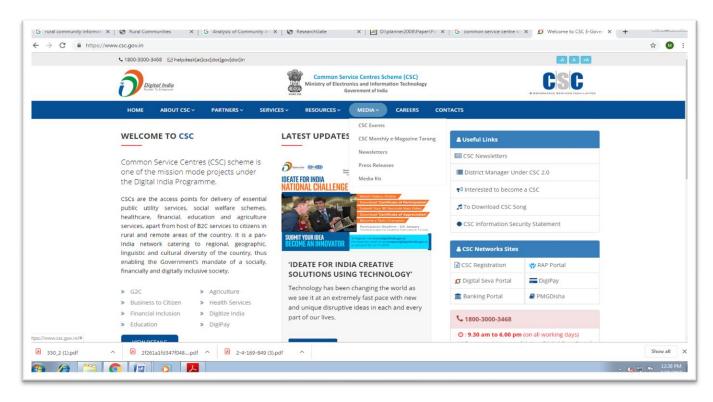
3535

9. Common Services Centres and website:

Common Service Centre (CSC) in India was approved in September 2006 under the Integrated Mission Mode Projects of the National e-Governance Plan, headquarter is situated in Electronics Niketan, New Delhi. Now it has provided various services at rural areas, like Aadhar Card Registration, Aadhar Enrollment, E-Aadhar Letter Download & Print, various insurance services, Passport, LIC, e-Nagrik & E- District Services like Birth & Death Certificate. The other services also may be provided like Ration Card Application Form, Pension, NIOS Registration, PAN Card etc. As of 31st Jan 2011, 88,689 CSCs have been rolled out in thirty-one States/UTs. 100% CSCs have been rolled out in 11 (Eleven) States (Chandigarh, Delhi, Goa, Gujarat, Haryana, Jharkhand, Kerala, Manipur, Pondicherry, Sikkim & Tripura). More than 80% of the rollout has been completed in 6 States (Assam, Bihar, Madhya Pradesh, Meghalaya, Mizoram, and West Bengal). In about 6 States (Chhattisgarh, Himachal Pradesh, Maharashtra, Orissa, Tamil Nadu, and Uttarakhand) implementations of CSCs have crossed halfway mark (more than 50%). It is expected that the rollout of 100,000 CSCs would be completed by March 2011.

(**Source:** NeGp overview/NISG eGov Knoledge eXchange)

Figure 1: Official Website of CSC



Source: www.csc.gov.in

Common Service Centre Full connectivity for G2B, G2C, B2B, B2C, C2C, C2G Services **Multiple Services** Broadband, TV **Multiple Transaction Points** Edutainment Multi-functional space for group interaction Entertainment Training **Empowerment G2C Communication** Common Information E-Governance & Dissemination E-Services or all G2C communication. Transactions: **Jealth**, Education, Market, Banking Igriculture, HRD, Records & Information सर्व सेवा केंद्र imployment, Rights, Documentation Disaster Warnings etc. **Digital Services** Travel & Transport Post & Telecom Information C2G Kiosk interactive kiosks Grievances oice and Complaints ocal Language Requests nterface Suggestions

Figure 2: Services Offered through CSCs

(Source: nisg.org)

10. Key services through CSC Network (Digital Seva Platform)

> G2C Services:

- Central Government (Passport, PAN Card, PMAY, Vendrpor Registration under FSSAI, Swachh Bharat Abhiyan, Pradhan Mantri Fasal Bima Yojana, Soil Health Card etc)
- E-District/SSDG Services (Caste, Domicile, Income, Etc Certificates, Land records etc)
- Adhaar Services (Enrolment, Update, Adhaar Card Printing.)
- Election Commission Services.

➤ B2C Services E-Recharge, Bill Collection, E-Commerce, IRCTC Reservation and Financial Services:

- Banking Services (Deposit, Withdrawal, Remittance)
- Insurance Services (Premium Collection. Policy)
- Adhaar Enabled Payment System (AEPS)

Educational Services:

- National Digital Literacy Mission,(NDLM)
- Digital Saksharata Abhiyan(DISHA)
- Pradhan Mantri Gramin Digital Saksharata Abhiyan (PMGDISHA)
- Cyber GramYojana
- National Institute of Open Schooling (NIOS)
- National Institute of Electronics & Information Technology (NEILIT) and
- Animation course, Accounting, Legal Literacy, Investors, Awareness Programme etc.

> Skill Development:

- Data entry operator
- Electric
- Auto mechanic, and
- Schemes for Differently Abled Persons(PWD),

➤ Utility Services Bharat Bill Payment:

- Electricity
- Bill Payment
- Water
- Bill Payment

> Health Services:

- Tele consultation
- Jan Aushudhi

Connectivity Services:

• Wi-Fi Choupal

11. National e-Governance Plan:

The National e-governance plan is the application of information and communication technologies which is organized by the Ministry of Electronics and Information Technology Government of India. The motto of e-Governance is "Public Services Closer Home" the Information Communication technology to transform the efficiency, effectiveness, transparency and accountability of informational and transactional exchanges across different levels of government and to empower local citizens through access and use of information. The Government of India approved the National e-Governance Plan on May 18, 2006. The plan takes a holistic view of e-governance initiatives at village level as well as across the country, integrating them into a collective vision.

The main Objectives of the National e-Governance Plan is to simplify governance and make it more transparent and efficient, lowering transaction times and cost in Government-to-Government, Government-to-Business and Government-to-Citizen interactions. It also seeks to

reduce the various cost of delivering public services to citizens and also improve their quality and reach.

12. Data presentation and analysis of CSCs in Kuliana Bloc.

Table 1: An overview of the CSC.

Sl. No.	Name of the CIC	Year of Establishment	No. of Employees	No. of Visitor per Day	Working Days	Business Hours
1	CSC of Bhugudakata	2012	02	45	Monday to Friday	10
2	CSC of Baunshabani	2013	01	50	Monday to Saturday	12
3	CSC of Sunaposi	2013	02	40	Monday to Saturday	11

Sources: Primary Data

The above Table 1 shows that the overview of the three CSC out of which Bhugdakata is established in 2012, its total numbers of employee is 02, total Visitor per day is 45, Working Days Monday to Friday and its Business Time is 10 hours. Baunshabani CSC is established in 2013, its total numbers of employee is 01, total Visitor per day is 50, Working Days Monday to Saturday and its Business Time is 12 hours and Sunaposi CSC is established in 2013, its total numbers of employee is 02, total Visitor per day is 40, Working Days Monday to Saturday and its Business Time is 11 hours.

Table 2: CSCs wise distribution of Respondents.

Sl.No.	Name of CSCs	Male	Female	Total
1	CSC of Bhugdakata	35 (19.44%)	30 (16.66%)	65(36.11%)
2	CSC of Baunshabani	30 (16.66%)	30 (16.66%)	60(33.33%)
3	CSC of Sunaposi	30 (16.66%)	25 (13.89%)	55(30.55%)
4	Total	95 (52.78%)	85 (47.22%)	180(100%)

Sources: Primary Data

The above Table 2 shows the category wise distribution of respondents. Out of 180 respondents 95 (52.78%) are male and 85 (47.22%) are female.

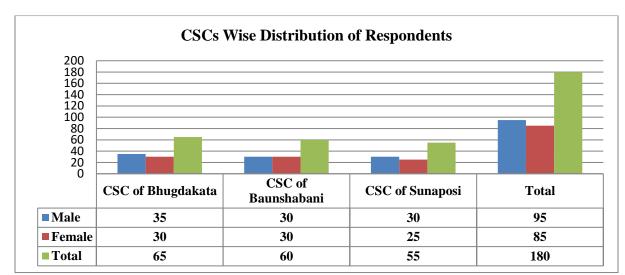


Figure 3. Graphical Representation of Table 2

Table 3: Gender wise educational qualification of the respondents:

Sl. No.	Educational Qualification	Male	Female	Total
1	Up to Class V	62(34.44%)	58(32.22%)	120(66.67%)
2	Higher Secondary	23(12.78%)	18(10%)	41(22.78%)
3	Bachelor Degree	8(4.44%)	7(3.89%)	15(8.33%)
4	Master Degree	2(1.11%)	2(1.11%)	4(2.22%)
5	Total	95 (52.78%)	85 (47.22%)	180(100%)

Sources: Primary Data

The table 3 shows that the educational qualification of the respondents out of 180(100%), total 120(66.67%) are from up to class V out of which 62(34.44%) are male and 58(32.22%) are female. Total 41(22.78%) respondents are from Higher Secondary class out of which

23(12.78%) are male and 18(10%) are female. Total 15(8.33%) respondents are from Bachelor Degree out of which 8(4.44%) are male and 7(3.89%) are female. Total 4(2.22%) are from Master Degree out of which both 2(1.11%) are male and female.

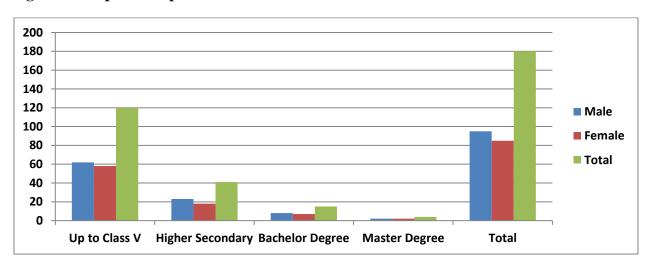


Figure 4. Graphical Representation of Table 3

SL. No	Aspects	Male	Female	Total
1	Save cost and time	46(25.55%)	37(20.55%)	83(46.11%)
2	Easy access to Internet	15(8.33%)	13(7.22%)	28(15.55%)
3	Help in improving technical skills	11(6.11%)	12(6.66%)	23(12.78%)
4	Easy access of Information	15(8.33%)	16(8.89%)	31(17.22%)
5	Improve social status	4(2.22%)	3(1.67%)	7(3.89%)
6	Develop cultural activities	4(2.22%)	4(2.22%)	8(4.44%)
	Total	95 (52.78%)	85 (47.22%)	180(100%)

Table 4: Gender wise benefits of CSCs gain by Customers.

Sources: Primary Data

The table 4 shows that the Benefits of CSCs gain by Customers total respondents are 180. Total 83(46.11%) respondents are Save cost and time out of which 46(25.55%) are male and 37(20.55%) are female. Total 28(15.55%) respondents are Easy access to Internet out of which

15(8.33%) are male and 13(7.22%) are female. Total 23(12.78%) respondents are Help in improving technical skills out of which 11(6.11%) are male and 12(6.66%) are female. Total 31(17.22%) respondents Easy access of Information out of which 15(8.33%) are male and 16(8.89%) are female. Total 7(3.89%) respondents Improve social status out of which 4(2.22%) are male and 3(1.67%) are female. Total 8(4.44%) respondents Develop cultural activities out of which both 4(2.22%) are male and female.

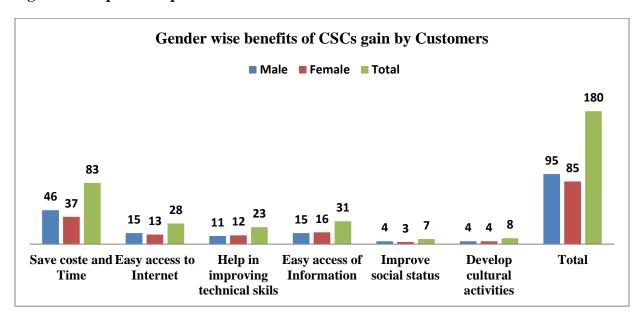


Figure 5. Graphical Representation of Table 4

Table 5: Important Services accessed by Rural Community:

Sl No.	Services of CSC	No. of Respondents	Percentage %
1	Online Result	101	56.11%
2	Mobile/DTH Recharging	49	27.22%
3	Travel (Rail/Air Ticket)	4	2.22%
4	Legal Heir Certificates	39	21.67%
5	Residential certificates	115	63.89%
6	Caste Certificates	165	91.67%
7	Income Certificates	165	91.67%

8	Customer support service	8	4.44%
9	Educational Related	55	30.55%
10	Financial Related	35	19.44%
11	Agriculture Related	24	13.33%

Sources: Primary Data

The table 5 shows that Important Services accessed by Rural Community. Total 101(56.11%) respondents are access the Online Result. 49(27.22%) respondents are followed Mobile/DTH Recharging. 4(2.22%) respondents are access Travel (Rail/Air Ticket). 39(21.67%) respondents are access Legal Heir Certificates. 115(63.89%) respondents are followed Residential certificates. 165(91.67%) respondents are access Cast Certificate. 165(91.67%) respondents are access Income Certificate. 8(4.44%) respondents are access Customer support service. 55(30.55%) respondents are access educational related information. 35(19.44%) respondents are access financial related information and 24(13.335) respondents are access agricultural related information.

Figure 6. Graphical Representation of Table 5

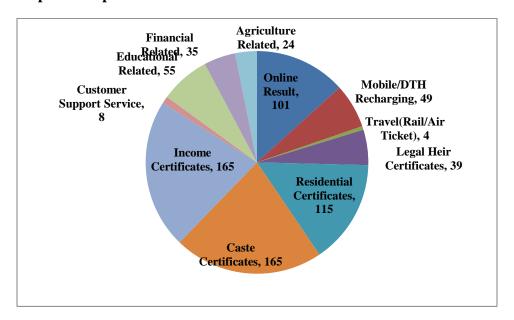


Table 6: Information resources available for use.

Sl.	Information Resources	Bhugdakata	Sanaposi	Baunshabani
No.				
1	Computer/Laptop	Yes	Yes	Yes
2	speaker	Yes	Yes	Yes
3	Xerox	No	No	Yes
4	Camera	Yes	Yes	Yes
5	Scanner	Yes	Yes	Yes
6	Lamination	No	Yes	No
7	Printer	Yes	Yes	Yes

The table 6 shows that in the Bhugdakata CSCs Computer/Laptop, Speaker, Camera, Scanner, and Printer are available but Xerox and Lamination is unavailable. In the Sanaposi CSCs Computer/Laptop, Speaker, Camera, Scanner, Printer, Lamination are available but only Xerox is unavailable. In the Baunshabani CSCs Computer/Laptop, Speaker, Camera, Scanner, Printer, Xerox are available but only Lamination is unavailable.

Table 7: Attitude of Village Level Interpreter (VLE) towards assisting users

Sl. No.	Attitude of CSC Staff	Total	Percentage
1	Very encouragement	138	76.67%
2	encouraging	28	15.55%
3	Not encouraging	14	7.78%
4	Total	180	100%

The table 7 shows that the Attitude of Village Level Interpreter (VLE) towards assisting users is very flexible. The highest encouragement is 138(76.67%) respondents. Only encouraging is 28(15.55%) and Not encouraging is 14(7.78%).

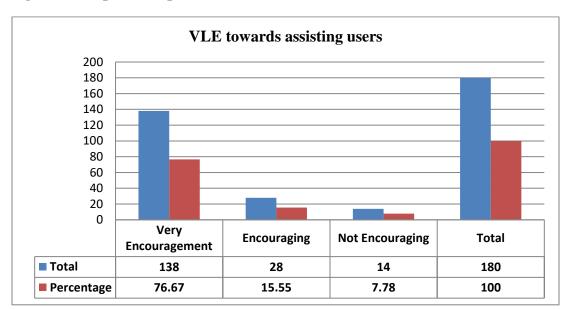


Figure 7. Graphical Representation of Table 7

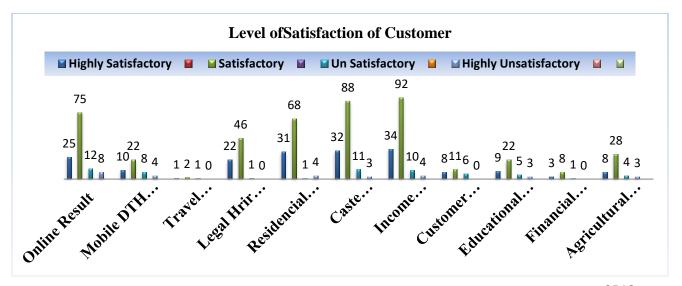
Table 8: Level of Satisfaction of customer with the Popular Information Resources.

Services of CSC	Highly Satisfactory	Satisfactory	Un Satisfactory	Highly Unsatisfactory
Online Result	25(13.89%)	75(41.67%)	12(6.67%)	8(4.44%)
Mobile/DTH Recharging	10(5.55%)	22(12.22%)	8(4.44%)	4(2.22%)
Travel (Rail/Air Ticket)	1(0.55%)	2(1.11%)	1(0.55%)	0
Legal Heir Certificates	22(12.22%)	46(25.55%)	10(5.55%)	0
Residential certificates	31(17.22%)	68(37.78%)	12(6.67%)	4(2.22%)
Cast Certificates	32(17.78%)	88(48.89%)	11(6.11%)	3(1.67%)
Income Certificates	34(18.89%)	92(51.11%)	10(5.55%)	4(2.22%)
Customer support service	8(4.44%)	11(6.11%)	6(3.33%)	0
Educational Related	9(5%)	22(12.22%)	5(2.78%)	3(1.67%)
Financial Related	3(1.67%)	8(4.44%)	1(0.55%)	0
	Online Result Mobile/DTH Recharging Travel (Rail/Air Ticket) Legal Heir Certificates Residential certificates Cast Certificates Income Certificates Customer support service Educational Related	Online Result 25(13.89%) Mobile/DTH Recharging 10(5.55%) Travel (Rail/Air Ticket) Legal Heir Certificates 22(12.22%) Residential certificates 31(17.22%) Cast Certificates 32(17.78%) Income Certificates 34(18.89%) Customer support service 8(4.44%) Educational Related 9(5%)	Online Result 25(13.89%) 75(41.67%) Mobile/DTH Recharging 10(5.55%) 22(12.22%) Travel (Rail/Air Ticket) 1(0.55%) 2(1.11%) Legal Heir Certificates 22(12.22%) 46(25.55%) Residential certificates 31(17.22%) 68(37.78%) Cast Certificates 32(17.78%) 88(48.89%) Income Certificates 34(18.89%) 92(51.11%) Customer support service 8(4.44%) 11(6.11%) Educational Related 9(5%) 22(12.22%)	Online Result 25(13.89%) 75(41.67%) 12(6.67%) Mobile/DTH Recharging 10(5.55%) 22(12.22%) 8(4.44%) Travel (Rail/Air Ticket) 1(0.55%) 2(1.11%) 1(0.55%) Legal Heir Certificates 22(12.22%) 46(25.55%) 10(5.55%) Residential certificates 31(17.22%) 68(37.78%) 12(6.67%) Cast Certificates 32(17.78%) 88(48.89%) 11(6.11%) Income Certificates 34(18.89%) 92(51.11%) 10(5.55%) Customer support service 8(4.44%) 11(6.11%) 6(3.33%) Educational Related 9(5%) 22(12.22%) 5(2.78%)

11	Agriculture Related	8(4.44%)	28(15.55%)	4(2.22%)	3(1.67%)

Table 8 shows the satisfaction level of respondents towards Level of Satisfaction of customer with the Popular Information Resources that 25(13.89%) respondents are highly satisfied and 75(41.67%) respondents satisfied 12(6.67%) respondents are Unsatisfactory and 8(4.44%) respondents are Highly Unsatisfactory with Online Result. In same way, 10(5.55%) respondents are highly satisfied and 22(12.22%) respondents satisfied 8(4.44%) respondents are Un-Satisfactory and 4(2.22%) respondents are Highly Unsatisfactory with Mobile/DTH Recharging. In same way, 1(0.55%) respondents are highly satisfied and 2(1.11%) respondents satisfied 1(0.55%) respondents are Unsatisfactory and no one respondents are Highly Unsatisfactory with Travel (Rail/Air Ticket). In same way, 22(12.22%) respondents are highly satisfied and 46(25.55%) respondents satisfied 10(5.55%) respondents are Unsatisfactory and no one respondents are Highly Unsatisfactory with Legal Heir Certificates. In same way, 31(17.22%) respondents are highly satisfied and 68(37.78%) respondents satisfied 12(6.67%) respondents are Unsatisfactory and 4(2.22%) respondents are Highly Unsatisfactory with Residential certificates. In same way, 32(17.78%) respondents are highly satisfied and 88(48.89%) respondents satisfied 11(6.11%) respondents are Unsatisfactory and 3(1.67%) respondents are Highly Unsatisfactory with Cast Certificates. In same way, 34(18.89%) respondents are highly satisfied and 92(51.11%) respondents satisfied 10(5.55%) respondents are Unsatisfactory and 4(2.22%) respondents are Highly Unsatisfactory with Income Certificates. In same way, 8(4.44%) respondents are highly satisfied and 11(6.11%) respondents satisfied 6(3.33%) respondents are Unsatisfactory and no one respondents are Highly Unsatisfactory with Customer support service. In same way, 9(5%) respondents are highly satisfied and 22(12.22%) respondents satisfied 5(2.78%) respondents are Unsatisfactory and 3(1.67%) respondents are Highly Unsatisfactory with Education Related. In same way, 3(1.67%) respondents are highly satisfied and 8(4.44%) respondents satisfied 1(0.55%) respondents are Unsatisfactory and no one respondents are Highly Unsatisfactory with Financial Related. In same way, 8(4.44%) respondents are highly satisfied and 28(15.55%) respondents satisfied 4(2.22%) respondents are Unsatisfactory and 3(1.67%) respondents are Highly Unsatisfactory with Agriculture Related information.

Figure 8. Graphical Representation of Table 8



13. Major findings of the study:

- Three CSCs are divided in Gender wise with its Year of Establishment, Numbers. of Employees, Numbers of Visitor per Day, Working Days and Business Hours.
- The study shows that, all the table is divided by gender wise where total 180 respondents has taken for sampling out of which 95(52.78%) are male and 85(47.22%) are female. The highest numbers of respondents are taken from Bhugdakata CSCs is 65(36.11%).
- ➤ The study shows that, all the benefiters of CSCs are divided into 6 groups. The highest benefiters are "Save cost and time" is 83(46.11%)
- ➤ It was founded that, education system is divided Gender wise from UP to Class V to Graduation. The highest respondents are taken from "UP to Class V" IS 120(66.67%)
- ➤ The study shows that, the highest numbers of service is "Caste certificate" and "Income Certificate" (91.67%) and the lowest service is Travel (Rail/Air Ticket) (2.22%)
- ➤ It is observed that, all types of Computer Hard Ware are available in three CSCs but in Bhugdakata CSCs there is Xerox and Lamination are not available. In Sonaposi CSCs there is Xerox is not available and in Chandua CSCs there is also Lamination is not available.
- ➤ It was found that, 138(76.67%) village level interpreters attitude is "Very encouragement" and 14(7.78%) attitude is "No encouragement".
- ➤ It was found that, the highest satisfactory level is 75(41.67%), and lowest customer satisfactory level is Travel (Rail/Air).
- ➤ It was founded that total numbers of Employees in Bhugdakata is 02 Sonaposi is 02 and Baunshabani is 01.
- ➤ The numbers of Visitor comes per day in Bhugdakata CSC is 45 Sonaposi CSC is 40 and Baunsabani is 50.
- ➤ It also founded that the working hour of CSC Bhugdakata is 10 hours Baunsabani 12 hours and Sonaposi is 11 hours.

3547

➤ All Common Service Centre are open every day except Sunday.

14. Suggestion of the study:

From the analysis and findings of the study the following suggestions are forwarded for the improvement of the rural community information service provided by the Common Service Centre at Kuliana Block in Mayurbhanj District of Odisha. Based on the findings of the study, the following suggestions are as follows.

- The Common Service Centre should try to display or notice the all update information services in order to meet the customer' satisfaction in the rural areas.
- ➤ Village Level Interpreters should be improving their CSCs for quick customer services.
- Any types of e-certificate and photo copy should be provided very shortages of time.
- ➤ Common Service Center should be available at centre place, and then it will meet varieties problems of rural community.
- ➤ It is needed to high qualified Village Level Interpreters in each CSCs, then they will meet all types of hardware and software problems.
- ➤ Under the section 6A of Information Technology (Amendment Act 2008) has decided fees of per printed certificate copy is 20 rupees, Scanning copy is 5 rupees and per printed copy is 10 rupees. But no one Common Service Centre are flow this rules. So it is needed to flow properly.
- All Common Service Centre should be maintaining their timing from 10 AM to 5 PM.
- ➤ Common Service Centre should increase numbers of computers, printer, Xerox machine, and camera and its supported hard ware and software.
- ➤ The Village Level Entrepreneurs (VLE) should liberal in mind and should improve their attitude towards assisting customer for different types of information needs and services in the Common Service Centre.
- ➤ The Community Information Centre should provide good internet accessing for rural people through they can collect various types of information on very shortage of time.
- ➤ Common Service Centre is very helpful for the rural areas students for collecting online results, Downloading online Caste/Income/Resident certificates and other educational information.

➤ It should provide best Awareness program about the Education, Agriculture, Health and other Service.

15. Conclusion:

At the end, it can be said that information is something that is very important and important to all mankind. The government has set up e-governance services keeping in mind that information can be accessed within a short period of time. It easy to collect admission related information as well as varieties of information. In today's era, web based information service is going to be a very useful service, people now collect all kinds of information from the internet, that's why, the government has given a lot of importance to the common service centre. It plays a vital role for solve the educational, agricultural, Financial, Cultural etc. related information.

References:

- 1. **Devi, M. V. et al. (2018).** An overview of the functioning of common service centres (CSCs) in thoubal District of Manipur, International Journal of Agriculture Sciences ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 10, Issue 14, 2018, pp.-6716-6718.
- 2. **Ryhan, E.** (2015). Implementation of Common Service Centre Project in India: A Case Study of Zoom Developers Private Limited. International Journal of Business Research and Development ISSN 1929-0977 | Vol. 4 No. 1, pp. 25-32.
- 3. **Dass, R and Bhattacherjee, A. (2011)**. Status of Common Service Center Program in India: Issues, Challenges and Emerging Practices for Rollout. IIMA Research and Publications, PP1-34.
- 4. **Choudhury, J. and Ghosh, R. (2015).** E-Governance and Rural Development: an Assessment of CSCS in Tripura. IBMRD's Journal of Management and Research, Print ISSN: 2277-7830, Online ISSN: 2348-5922, Volume-4, Issue-1, pp. 18-29
- 5. **Paul, T. and Dutta, S. (2017).** Common Service Centres and Women's Participation in Education-Related Services in Rural Areas: A Case-Study of North 24-Parganas District, West Bengal, research Gate. pp. 22-29.
- 6. **Castells, (1997).** The power of identity, the information age: economy, society and culture. Oxford: Blackwell, 1997, pp. p. 23
- **7. Thiollent, M. (2011).** Action research and participatory research: an overview. International Journal of Action Research, German, v. 7, n. 2, p. 160-174, Available in https://www.csc.gov.in/
- 8. http://www.apnacsconline.in/csc-locator/orissa/mayurbhanj-1481/kuliana-5724/
- 9. https://www.bioinfopublication.org/jouarchive.php?opt=&jouid=BPJ0000217
- 10. https://www.researchgate.net/publication/324182726
- 11. http://www.apnacsconline.in/csc-locator/orissa/
- 12. gisodisha.nic.in/District/.../Blocks/Koliana%20Block/Koliana GP%20Map.pdf
- 13. https://en.wikipedia.org/wiki/Common_Service_Centres

14. http://www.swaniti.com/wpcontent/uploads/2014/03/National_e_governance_plan_web.p_df