

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

A Study of barriers hindering the effective implementation of e- governance model in PMMVY scheme – A case study of Haryana, India

Dr. Anil Khurana¹

Professor,

Department of Management Studies,

Deenbandhu Chhotu Ram University of Science and Technology,

Murthal, Sonapat, India.

Ritu Jain²

Research Scholar,

Department of Management Studies,

Deenbandhu Chhotu Ram University of Science and Technology,

Murthal, Sonapat, India.

Abstract:

Purpose: E-administration is clearing its direction in the working of local and state legislatures for recent years and this has expanded many folds lately. Nonetheless, numerous e-Government drives are coming up short or experiencing impediments. Taking into account the meaning of e-governance as an essential instrument to execute the practical turn of events, Government is spending crores of citizen's cash on these plans but citizen isn't receiving the full advantage in return.

There is a ton of obstruction from residents, clients and, surprisingly, unique state legislatures for the execution and further utilization of the framework by the residents. Accordingly, the issue is sorting out some way to manage the powerfully changing setting of e-administration projects while working with restricted government assets. (Suri 2005).

This is an exploratory review to find the boundaries at various degrees of e administration model and furthermore to find the effect of orientation on the elements investigated. The point of this study is to track down the basic purposes behind something very similar and recommend measures to remediate for Pradhan mantri mantra Vandana yojana scheme conspire in the territory of Haryana, India.

Keywords: E governance, model, barriers, government, gender impact, pmmvy.

I. INTRODUCTION

E administration is clearing its direction in the working of local and state legislatures for recent years and this has expanded many folds lately. Notwithstanding, numerous e-Government drives are coming up short or experiencing impediments.

E-administration is the use of data and correspondence innovation to convey taxpayer driven organizations to inhabitants, workers, endeavors, and different states fully intent on expanding proficiency, straightforwardness, accessibility, and openness. "E-government is the utilization of electronic specialized gadgets, PCs and the Internet to offer public types of assistance to residents and different people in a nation or area." According to the Indian government, "e-Governance" is characterized as "the utilization of data and correspondence innovation (ICT) at all degrees of government to offer types of assistance to residents, interface with organizations, and convey and trade data between government offices in an ideal, proficient, and straightforward way."

Datta and Saxena (2013) had expressed that e-administration is one instrument that can fill the tremendous hole in open doors among rustic and metropolitan India which emerges because of absence of schooling, foundation, Information and

Communication Technology (ICT), and appropriate administration. It must be improved through wide data openness and dispersal.

The United Nations Department of Economic and Social Affairs looks at the e-government advancement condition of each of the 193 Member States in its 2016 United Nations E-Government Survey report, which is distributed bi-every year. This paper caused to notice e-government by depicting it as a viable instrument for propelling the objective of serviceable ICT improvement in the country.

Taking into account the meaning of e-administration as an essential instrument to carry out the reasonable improvement plan by United Nations, the year-on-year progress made by countries to improve it, and various benefits referenced above, it's a good idea to look at the basic achievement angles for execution of e-administration.

With an objective line of changing the country into a digitally invested nation and data based society while likewise further developing assistance quality, the public authority expected to offer e-Government benefits that stick to three fundamental precepts: cashless, paperless, and faceless.

There are many levels to follow before one arrive at the mechanized degree of e administration. Each level has its own sort of hindrances and required to have been considered and eliminated prior to entering a higher level. Layne and Lee (2001) have expressed that it needs to begin from simple presence or distributing on the Web, e-administration advances through unsurprising stages to connections, exchanges, lastly "change. "At each degree of e-government advancement, security layers that plainly recognize the special security prerequisites (specialized and non-specialized) should be remembered for e-government development models. (Karokola and Yngström).

II. PMMVY SCHEME

Pradhan Mantri Matru Vandana Yojana (PMMVY) is a Centrally Sponsored DBT scheme with the cash incentive of ₹ 5000/- (in three instalments) being provided directly in the bank/post office account of Pregnant Women and Lactating Mothers. The beneficiary has to register her pregnancy at the approved health facility within 150 days from the date of LMP which needs to be entered in the MCP Card. Thereafter, she can apply for availing maternity benefit at Anganwadi Centre or to ASHA/ANM within 730 days from the date of LMP.

E administration is consequently connected with ICT and its execution however this isn't the total of the circumstance, more significant is the resident discernment and utilization of that innovation and digestion into their day to day routines, then, at that point, and really at that time we can say that e administration model is completely carried out.

There is a great deal of opposition from residents, clients and, surprisingly, unique state legislatures for the execution and further utilization of the framework by the residents. Accordingly, the issue is sorting out some way to manage what is happening of e-administration plans while working with controlled spending plan and other government resources (Suri 2005).

III. OBJECTIVE

The essential target of this study is to distinguish the CSFs for powerful execution of e administration model in Pradhan Mantri Matru Vandana Yojana scheme.

IV. LITERATURE REVIEW

India has a diverse geography which relates to difference in opportunities provide and hence the income of the area. There is a big digital divide in urban and rural areas which is directly result in people's capability and skill to use that technology. As expressed by Sharma et al. (2011), PC proficiency level, subjective HR, language and policy centered issues assume a significant part in effective execution.

To conquer the gap, prompt advances should be taken with the goal that it not become more extensive in future. Damodaran (2002), features the job of ICT and e-Governance in friendly improvement for lessening destitution, medical affliction, ignorance, social unsettling influences and joblessness and so on.

India has a ton of local languages and no national language. Any program carried out should be created in that specific language or probably it will be a significant obstacle in any e administration plot. Some e administration models have nearby language challenges, while others have a deficiency of arranging. In certain conditions, a shortfall of foundation is making a stop, while in others, a nonexistence of Process and Legal Reforms is obstructing program execution. (Sachdeva 2006).

E-Governance and socio-economic behaviour

Kar (2006) states that the hole between the advantaged and the burdened areas of the Indian culture has been prominent in all circles of life.

Financial elements are connected with society, expectations for everyday comforts and discretionary cashflow of the family. These elements influence the orientation and the potential open doors accessible to them. It is a significant issue to see if the e administration plans connected with wellbeing are really reaching the recipient or not. Gender imbalances at home and degree of ladies' work outside the house were planned using perceptive observations and examinations. As indicated by Kadekodi, Kanbur, and Rao (2007), awful administration can adversely affect ladies since their interests about medical issue are delegated minor, bringing about restricted admittance to therapy and wellbeing offices.

Ladies have a higher risk of preventive mortality than men since they are less inclined to get treated for their diseases. Ladies in their mid forties and fifties start to have genuine medical conditions because of iron and calcium deficiency brought about by many births and insufficient maternity care offices.

As per Kadekodi, Kanbur, and Rao (2007), a mix of home wisdom, restricted admittance to wellbeing offices, and oppressive perspectives brings about the long social distance of women from the social policies in the wellbeing framework. This brought about an administrative shift, with programs are considered to change so that it can give direct focus to females.

Likewise, females are not given priority in the midframe in the family. On the off chance if the male member has left for advanced education or other work possibilities, there is nobody at home who can make decisions. The entire Family endures and in the event that there is a rising number of such families, entire region endures.

Kumar (2009) has given due significance to Education. It is a state point, and the national government may just urge changes to be executed. Public-level administration changes are basic to freeing status colleges once again from their broken state. Universities play a critical role in the reorganisation of local economies, and as a result, they must be a centre for advanced research and study.

As per Dawes (2008), protection and ID are a subsequent key cause of stress for both state and neighborhood legislatures. The disappointment of e-taxpayer supported initiatives can be ascribed to an assortment of elements. As per Mishra and Sharma, "human" perspectives seem to play the main impact in the achievement or disappointment of e-taxpayer supported initiatives (2013).

V. PERSONNEL ROLE IN THE ICT WORLD

Despite the fact that the process is led electronically, there is a lot of human commitment to it. People working on the activities can affect the plans' results by how they act at work. According to the Technology Adoption model, there is a sort of individuals and their readiness to utilize the new innovation. Assuming that carried out at first just 15% will embrace it and on the off chance that they view as helpful, they spread through verbal exchange and another 34% will utilize the innovation. In the event that there is no mindfulness about the projects cross country consistently than 50% population won't be aware and

subsequently won't attempt the plan carried out by the public authority. Nearby help really must ought to be there to persuade individuals of its significance and henceforth rouse them to utilize it.

As indicated by Delopoulos' examination, the absence of information about e-Government endeavors, computerized ignorance, the improvement of ICT abilities, culture, mentalities, convictions, and anxiety toward innovation are the essential components that shape resident insights on the utilization of e-government (2011).

VI. DISCUSSION CONCLUSION

There are lot of barriers at different stages of e-governance model and each state is at different stage of e-governance model. One is starting with the dissemination of information, other has successfully implemented the scheme. There is a pyramid given by the United Nations for India stating different states and their level i.e. achiever above and below, laggards above and below. Also, the size of state is taken into consideration. It is based on the implementation of the scheme and its subsequent successful usage by the people among other major factors.

Schemes under central government portfolio, are majorly implemented pan India whereas state government initiatives with the direction from central government depends upon the many socio economic and political factors.

After studying all the factors, a list of major factors and their subfactors is being made. Major areas which came into picture are Financial, Technical and Infrastructure, Politico-legal, socio-economic, Executor/Management Failures, organisation, citizen perception, awareness of the scheme, IT skills and training, usage and convenience, motivation to use.

Although barriers are categorised and work has been done in different areas to overcome those barriers, still citizen perception is a long journey which government has to face before masses start using it and trusting government for their welfare.

Rao (2000) has mentioned in his research that the costs of failure are very high, as are the rewards for success. He is of the opinion that both society and institutions in it must develop structures and systems which can withstand enormous pressure and still retain core values against which all actions are measured, and which provide margins for actions. Any scheme implemented has to go to various level and undercome difficulties and establish infrastructure with future viability and extendibility before it become a successful one. It is very important to study the barriers deeply and rectify it as taxpayer's valuable money is being used in implementation of these schemes.

Political environment and the trust in the government will decide the work done in e-governance area. Not every state government is taking active steps in allocating funds to those projects which people might or might not use. They want immediate goals achieved which can be listed in their portfolios as success and this play hindrance in future.

Haryana is the state known for its lesser male female ratio which is defined as number of females per thousand males. Cultural barriers and socio-economic factors differ from area to area and based on people residing in that area. Local influential people who can act as role model to be used to motivate people to use the scheme.

Technology and Management factors constitute the infrastructure provided and the implementor's leadership skills. A visionary and planned implementor is needed for success of a scheme. IT skills enhancement through training and through creating CSCs to boost the confidence needed to use the computer.

Apart from all these, user experience and convenience of usage plays an important role in retaining the citizen. A happy experience with the technology will retain him surely and also through word-of-mouth publicity many new customers will pitch in.

VII. IMPLICATION FOR MANAGERS

Taking account of implementation hurdles are important from execution point of view as it takes into consideration different political and legal environment vis-a-vis to that state. Problems related to funds and its proper execution will be an important criterion of success to avoid fund overrun. Any scheme is considered successful when it is used by masses hence Resident perception of the residents factored in as an important aspect to consider for successful implementation of the scheme. It involves the convenient and comfort of usage. It also involves cultural aspect of the area into consideration.

References

1. Al-jaghoub, S., Al-yaseen, H., & Al-hourani, M. (2010). Evaluation of Awareness and Acceptability of Using e- Government Services in Developing Countries : the Case of Jordan. *Electronic Journal of Information Systems Evaluation*, 13(1), 1–8. <https://doi.org/10.1016/j.giq.2014.06.004>
2. Babbar, P., & Jain, P. K. (2007). E-Governance in India. In *Proceedings of ICOLIS 2007* (pp. 363–371). <https://doi.org/10.4324/9781315775210>
3. Behera, B. S., Das, T. K., Jishnu, K. J., Behera, R. A., Behera, A. C., & Jena, S. (2015). E-governance mediated agriculture for sustainable life in India. *Procedia Computer Science*, 48(C), 623–629. <https://doi.org/10.1016/j.procs.2015.04.144>
4. Beyer, J. M. (1997). Building on past strengths with incremental change. *Academy of Management Journal*, 40(6), 1436–1441. <https://doi.org/10.5465/AMJ.1997.9712240507>
5. Chandrashekhar, R., Dubey, S., Chawla, R., Kumar, P., Kareer, N., Verma, S., ... Bhatnagar, S. (2008). Impact assessment of e-governance projects: A benchmark for the future. *Vikalpa*. <https://doi.org/10.1177/0256090920080406>
6. Commission, P., & Weber, M. (2006). Ideals vs Realities. *Economic And Political Weekly*, 41(41), 4322–4324.
7. Datta, K., & Saxena, A. (2013). Developing entrepreneurship and e-government in India: Role of common service centers. *Journal of E-Governance*, 36(2), 92–100. <https://doi.org/10.3233/GOV-130340>
8. Dawes, S. S. (2017). The Evolution and Continuing Challenges of E-Governance Author (s): Sharon S . Dawes Commission Report Revisited : 21st Century Challenges Confronting State and Local Governance and How Performance Can Be Improved (Dec ., 2008), pp . S86-S102 Publishe, 68.
9. Dawes, S. S. (n.d.). The Quest for High Performance Administration Center for Technology in Government The Evolution and Continuing Challenges of E-Governance.
10. Dwivedi, S. K., & Bharti, A. K. (2010). E-governance in India - problems and acceptability. *Journal of Theoretical and Applied Information Technology*, 17(1), 37–43.
11. Elkadi, H. (2013). Success and failure factors for e-government projects: A case from Egypt. *Egyptian Informatics Journal*, 14(2), 165–173. <https://doi.org/10.1016/j.eij.2013.06.002>
12. Goel, S., Dwivedi, R., & Sherry, A. M. (2012). Critical Factors for Successful Implementation of E-governance Programs: A Case Study of HUDA. *Global Journal of Flexible Systems Management*, 13(4), 233–244. <https://doi.org/10.1007/s40171-013-0021-1>
13. Indian, Science, Association, E.-G., & Author. (2006). E-GOVERNANCE: AN OVERVIEW IN THE INDIAN CONTEXT. *The Indian Journal of Political Science*, 67663(4), 857–866. Retrieved from <http://www.jstor.org/stable/41856269>
14. Jyoti, C., & Yogesh, D. (2005). a Survey of Citizens ' Awareness and Adoption of E-Government Initiatives , the “ Government Gateway ”: a United Kingdom Perspective. *Iseing.Org*, 5, 1–13. Retrieved from <http://www.iseing.org/egov/egov05/source files/papers/cameraready-5-p.pdf>
15. Khurana, R., Subramaniam, S., & Routray, S. (2014). E-Governance initiatives in india - Critique and challenges. *International Journal of Procurement Management*, 7(1), 85–102. <https://doi.org/10.1504/IJPM.2014.057869>
16. Mehta, A. (2008). science Research in india: universities, Research institutes and Everything in-between. *October*, 43(41), 67–69.
17. Mishra, U., & Sharma, M. (2013). Human factors affecting the adaptability of e-governance the Indian public sector. *Journal of E-Governance*, 36, 136–142. <https://doi.org/10.3233/GOV-130349>
18. Moreno, A., Navarro, C., Tench, R., & Zerfass, A. (2014). Does social media usage matter? An analysis of online practices and digital media perceptions of communication practitioners in Europe. *Public Relations Review*. <https://doi.org/10.1016/j.pubrev.2014.12.006>
19. Rupanagunta, K. (2006). E-Governance in Public Financial Management: An Overview. *IIMB Management Review*, 18(4), 403–413. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=23631653&site=ehost-live>
20. Sebastian, M. P., & Supriya, K. K. (2013). E-governance Readiness: Challenges for India. *IIM Kozhikode Society & Management Review*, 2(1), 31–42. <https://doi.org/10.1177/2277975213496511>
21. Singh, R. K., & Kr, S. (2006). Comparative Study on Strategies of Indian Small , Medium and Large Scale Organizations. *South Asian Journal of Management*, 14(3).
22. Stroud, D. (2008). Social networking: An age-neutral commodity — Social networking becomes a mature web application. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 278–292. <https://doi.org/10.1057/palgrave.ddmp.4350099>
23. Tiger, T. W., & Tiger, T. W. (2009). Governance Issues in State Universities in Maharashtra, *xliv*(50), 23–25.
24. Walia, P. (2009). E-government initiatives in India. *Proceedings of the 3rd European Conference on Information Management and Evaluation*, 460–468. Retrieved from <http://www.scopus.com/inward/record.url?eid=2-s2.0->

25. Weekly, P. (2014). Governance in Delhi Too Many Cooks, 38(46), 4831–4832.
26. Weekly, P. (2015). Governance and Development in Karnataka Governance and the 'Karnataka Model of Development', 42(8), 649–652.
27. Weekly, P., & Weekly, P. (2017). Competition, Ethics and Governance, 35(34), 3015–3019.