

Effective Public Service Delivery

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What are Public Services?

- Public Service is a service which is provided by government to people:
 - ▶ either directly (through the public sector).
 - ▶ or by financing provision of services.
- Some key Public Services are:
 - ▶ Health care, Education, Social services for the poor and marginalized.
 - ▶ Infrastructure – Roads, Railways, Airports, Telecommunications, Electricity, Water.
 - ▶ Environmental protection, Waste Management, Sanitation (includes Toilets).
 - ▶ Law enforcement, Fire service, Public transportation, Postal Services.

India – Reaching the under- privileged

- 74% Indians are literate.
- 79% Indians possess mobile phones.

- India's population is 125 crores.
- 29% Indians live below the poverty line .
- 68% Indians live in rural areas.
- 55% Indians defecate in open for want of toilets.

MOBILE TOILET!



What should Governments focus on?

- External & Internal Security
- Foreign Relations
- Economic & Financial good health
- Health Care & Education
- Infrastructure Creation
- Regulation
- Social Welfare – reaching the unreached



Good Physical Infrastructure

- Infrastructure creation is the key – Services need Infrastructure to ride on.
- However, Governments are always short of money.
- The solution is PPP – Public Private Partnership.
- Given robust partnership models, the private sector will create infrastructure on market demand.
- The PPP will only work when the risk allocation is balanced and the Concessional Agreements are practical.
- Examples: Roads, Airports, Waste Management, Telecommunication, health, education etc.
- However, in absence of market demand, the government has to pitch in to create infrastructure.

The Services Sector

- People want best service at least cost.
- In other words, the services have to be both effective and efficient.
- Here the private sector scores over the public sector.
- The services sector, the fastest growing (CAGR = 9%), is the dominant sector in India's GDP.
- Gross Domestic Product (GDP) composition by Sector:
 - ▶ **Services: 65%**
 - ▶ **Industry: 18%**
 - ▶ **Agriculture: 17%**
- Service sector attracts significant FDI, contributes to exports and provides large-scale employment.
- The Government of India, to promote growth in services sector, provides several incentives.
- We see more and more services being taken over by the private sector.
- Air Travel, Road transport, Telecommunications etc – Electricity, Railways will follow soon!

Provision of Services – Priority before Government

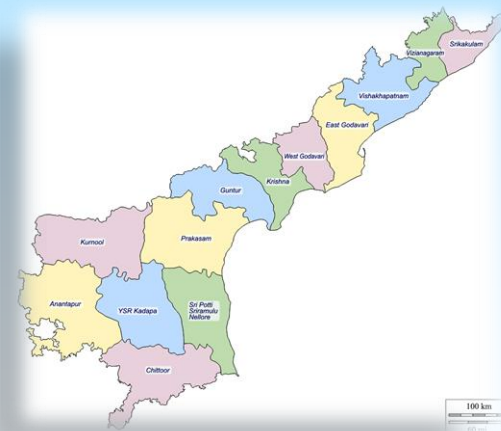
- The government should create enabling environment & level playing field for private sector to enter service delivery.
- Government should concentrate on providing services in unreached areas and the unreached population.
- And governments need to provide services effectively, efficiently and on sustainable basis.
- Thus governments have to reinvent themselves and be innovative, accountable and responsive.
- Rather than creating vulnerable assets and employing teams of people, governments should leverage on PPP route to provide services.

Health Care Delivery – Government

- There is enormous pressure on government hospitals.
- While we have the best doctors in public sector, most hospitals have poor management and support staff.
- The housekeeping, sanitation and discipline are often neglected.
- The equipment lies defective or idle for want of technician etc.
- Ownership & accountability issues!
- There are avenues to bring in private sector for better and sustainable services.

Health Care Delivery – PPP

- There is huge demand supply gap between dialysis care.
- Govt. of Andhra Pradesh entered into innovative public private partnership to enhance access to dialysis care.
- ‘Rajiv Aarogyasri’, a government initiated health insurance scheme in Andhra Pradesh. provides cashless treatment to almost 90 percent of the state population.
- The project is on BOOT model (Build , Own, Operate and Transfer).
- It was awarded to ‘B.Braun Medical India’ through tendering process.



Health Care Delivery – PPP

www.bbraun.co.in

- The Government only gives standard Ward to the Company.
- The Company brings in equipment and personnel to do dialysis.
- 'B Braun' is operating 18 Centres in Andhra Pradesh.
- This has created WIN – WIN situation for all stake holders including the end customer – the Patient.



Public Service Delivery – Environment

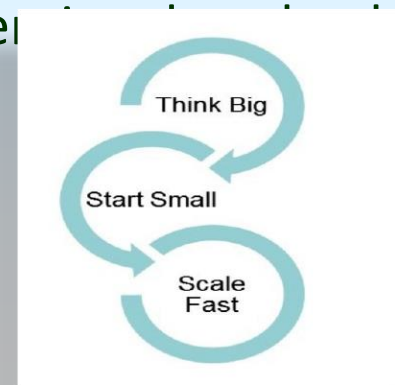
- Focus on “Bottom of the Pyramid”.
- Demand-driven rather than allocation-based.
- Simple, Measurable, Accountable, Responsive & Transparent (SMART).
- Comprehensive IEC – Information, Education & Communication to all stakeholders.
- Making the citizens know and understand their rights & obligations under the Rules.
- Making Services corruption free and make persons accountable and respond to feedback & complaints in time bound manner.
- The government of Telangana, in the recently launched ‘Industrial Policy’, has made provisions of fine in case the officers do not act within the defined time line.

Effective Public Service Delivery – Imperatives

- Public Service Delivery Guarantee Acts (by States) and Citizens' Charter.
- Understand that the 'customer is king' in the public sector too.
- Service delivery should reflect the changing economic needs, social customs and aspirations of the people.
- Empowering to deliver – building the capacity to deliver in public sector organisations (and in their people).
- Innovative Models of Public Service delivery should not become one person wonder.
- It is therefore essential that:
 - ▶ The interventions have political support from elected representatives.
 - ▶ Mechanism to discuss the schemes with all stakeholders and identify vested interests and ways to tackle these to ensure success of innovative ideas.
 - ▶ The good practices need to be institutionalized – not dependent on persons.
 - ▶ The good practices are reviewed at the apex level Central/State governments and this creates proper eco-system for replication elsewhere.
 - ▶ This Review gives good inputs to Policy makers to design schemes that deliver.
- Ensuring continuous innovation & improvement –using customer feedback to sustain relevance and benefits.

Proven Success Stories – Replicate

- We have many success stories of robust public service delivery innovations in isolated pockets in India.
- There are many unsung heroes in the Indian Bureaucracy.
- Heroes are ordinary people, who do extraordinary things.
- There is a great need to replicate such innovative best practices.
- Encourage cross-fertilization of ideas through champions of change.
- Let us not waste time and resources in re-inventing the wheel.
- Think Global, Act Local.
- Think Big, Start Small, Scale Fast.





Centre for Innovations in Public Systems

- The Centre for Innovations in Public Systems (CIPS) was setup in ASCI (Administrative Staff College of India, Hyderabad) on 21.05.10.
- It was setup in pursuance of the recommendations of the 13th Finance Commission with the following Mandate:
- Scout, scan and track different innovations that have made public service delivery effective & efficient.
- Create a public domain inventory (catalogue/database) of such innovations for dissemination of knowledge.
- Conduct training programmes and enable experience sharing for replication of successful models.
- Handhold state governments to replicate successful models as suited in their socio-economic environment.

CIPS – Foundation Day (21.05.15)



Prime Minister's Awards for Excellence in Public Administration

- Awards introduced in 2005 to encourage innovations in public service delivery.
- 'Administrative Staff College of India' is the *Knowledge & Implementation Partner*.
- Verifiable and sustainable improvements in the efficiency of processes and effectiveness of outcomes:
 - ▶ Quality of services or administration.
 - ▶ Simplification of procedures and processes.
 - ▶ Creation of productive assets of lasting nature.
- Recognizes performance and accomplishments that are truly – exemplary and worthy of replication.
- Awards for
 - ▶ Officers of Civil Service from Central and State Governments, including local bodies.
 - ▶ Individuals, Groups and Organizations.

Public Service Delivery – The miracle of 'e'

- Digital government is the path to deliver future public services—driving higher levels of citizen engagement and satisfaction.
- Countries are actively investing in key Information and Communications Technology (ICT) assets for empowering citizens through e – governance.
- We have lot of work to do in India.
 - ▶ India's Smartphone penetration = 19.5%
 - ▶ India's Internet penetration = 30%
- Information technology transforms the entire ecosystem of public services. It is a Game Changer!
- Government of India has launched the 'Digital India Programme' with a Vision to transform India into a digitally empowered society and knowledge economy.

Explore Rural India



Digital India Programme – 3 Key Vision



1. Digital Infrastructure as a Core Utility to Every Citizen

- ❑ Availability of high speed Internet as a core utility for delivery of services to citizens.
- ❑ Easy access to a 'Common Service Centre'.

2. Governance & Services on Demand

- ❑ Seamlessly integrated services across departments or jurisdictions.
- ❑ Availability of services in real time from online & mobile platforms.
- ❑ Making financial transactions electronic & cashless.

3. Digital Empowerment of Citizens

- ❑ Universally access to digital resources.
- ❑ Availability of digital resources / services in Indian languages.

Common Service Centre (CSC)

- Department of Electronics and Information Technology (DeitY) implements CSC under National e-Governance Plan (NeGP).
- CSCs are ICT enabled front end service delivery points at the local level.
- CSCs deliver government, financial, social and private sector services in the areas of agriculture, health, education, utility payments, entertainment, FMCG products, banking, insurance, pension etc.
- The public service delivery is no longer in silos – it is interconnected and holistic.
- And it is Single Window service.



**Public service is a
Stimulating, proud and lively
enterprise.**

**It is not just a way of life,
It is a way to live fully !**

Cheers !

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Thanks for your attention