

WELCOME

INSTITUTE OF MANAGEMENT IN GOVERNMENT



TRAINING ON SEVOTTAM

SEVOTTAM



SEVOTTAM PROJECT

- ❖ "Sevottam" is a combination of : Seva (Service) and Uttam (Excellent).
- ❖ "Service Excellence"
- ❖ Symbolizes the change in mindset within the Government, from administration and control to service and enablement.
- ❖ Objective of improving the quality of public service delivery in the country.
- ❖ Sevottam is an assessment - improvement model .

OBJECTIVES

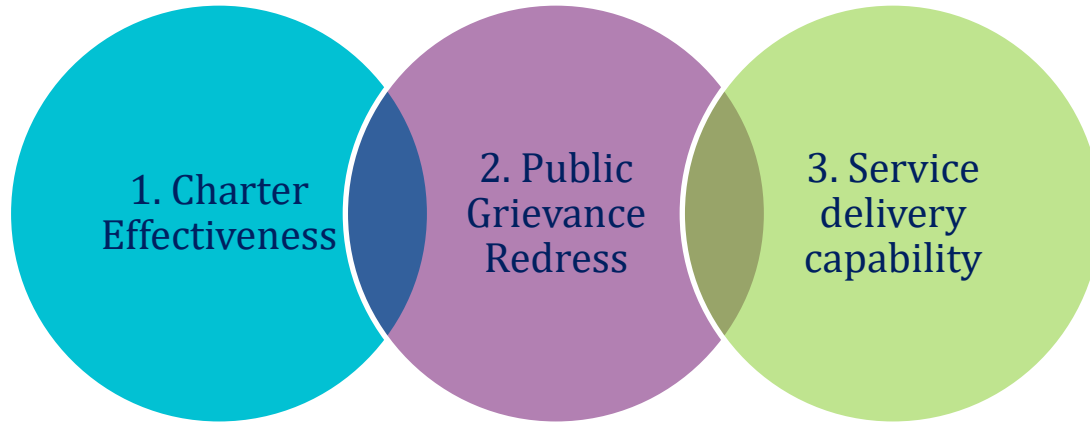
1. Successful implementation of Citizen's Charters.
2. Service Delivery Preparedness and achievement of Results.
3. Sound Public Grievance Redress Mechanism.



SCOPE

- As a self - assessment tool by organizations already motivated to improve service delivery.
- As a requirement standard.
- As a benchmark assessment process to be established.
- As a rating model to recognize and reward organizations that are doing commendable work in service delivery.

STANDARDIZED MODULE



Compliance Criteria

- 1. Published an approved Citizens' Charter**
- 2. Circulated the Charter among service delivery units**
- 3. Appointed a senior officer as Director of Public Grievances / Nodal officer for Citizens' Charter for the Department**
- 4. Set up a task force for formulation, implementation and review of Citizens' Charter as per standards & for conducting self-assessment with involvement of representative citizen groups**
- 5. Published grievance lodging and redress procedure, and timelines for redress**

Figure 2: Basic Requirements

Citizen Charter Mark Model: Benefits

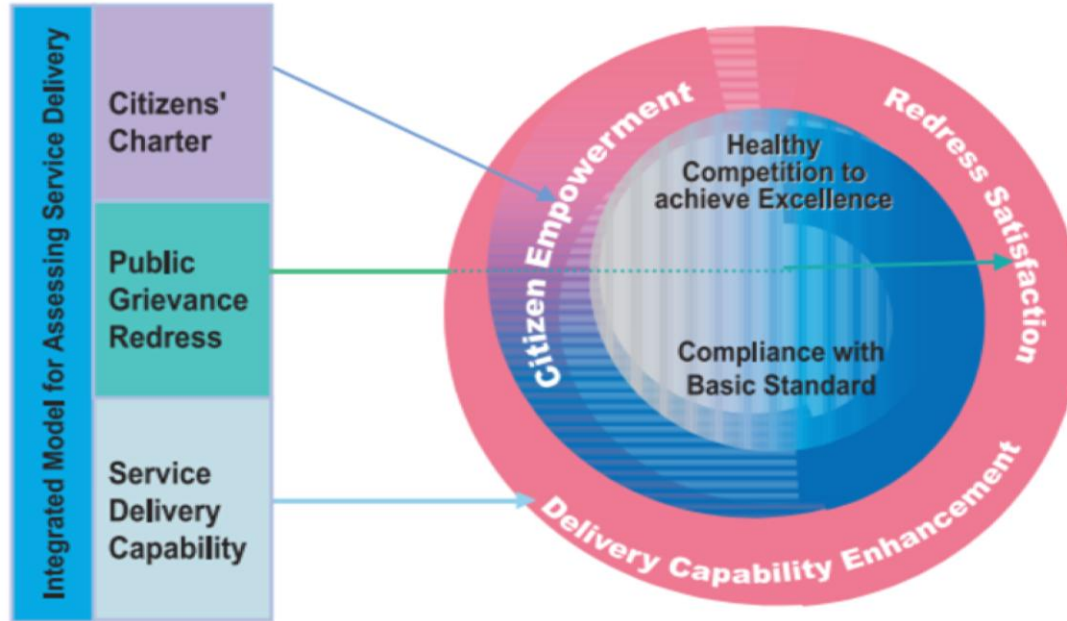


Figure 6: Model Criteria-Benefits Linkage

CHARTER MARKS

- (1) Performance Standards
- (2) Information and openness
- (3) Choice and Consultation
- (4) Courtesy and helpfulness
- (5) Putting things right
- (6) Value for money
- (7) Use satisfaction
- (8) Improvements in service quality
- (9) and Planned improvements and innovations



प्रशासनिक सुधार और लोक शिकायत विभाग

DEPARTMENT OF
ADMINISTRATIVE REFORMS &
PUBLIC GRIEVANCES

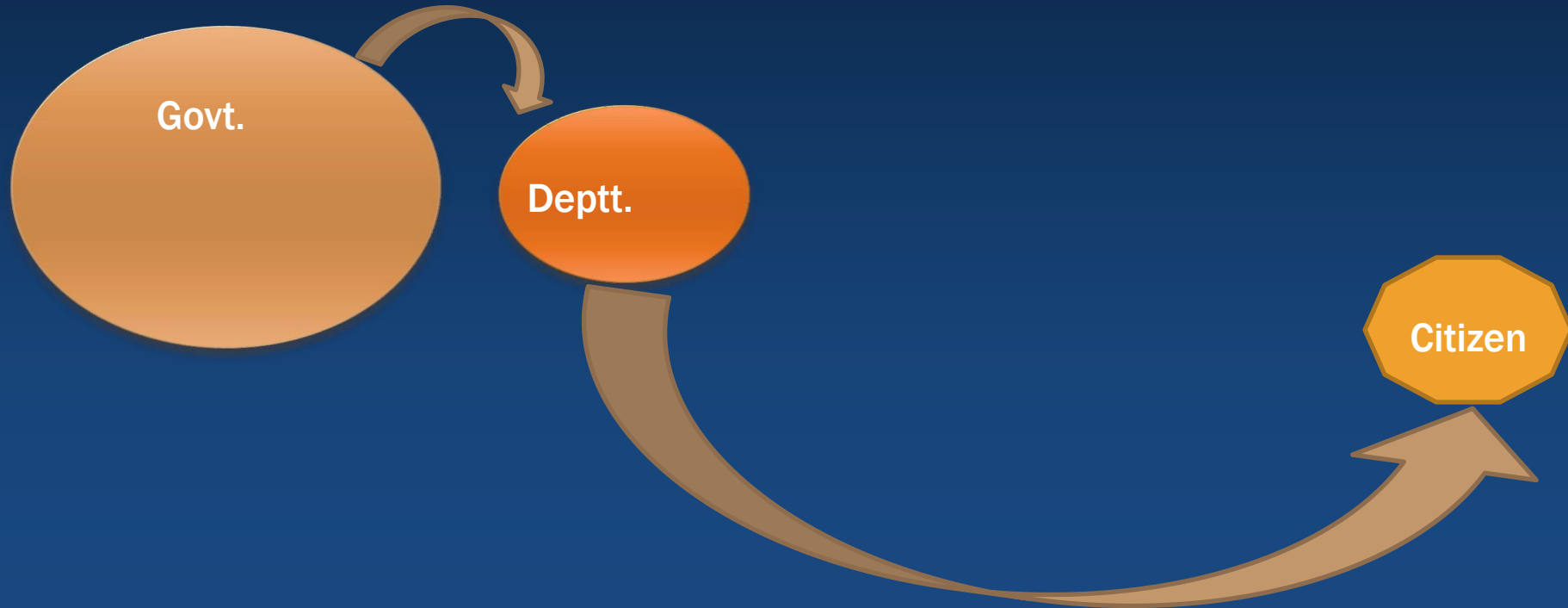
Department of Administrative Reforms and Public Grievances (DARPG)

DARPG

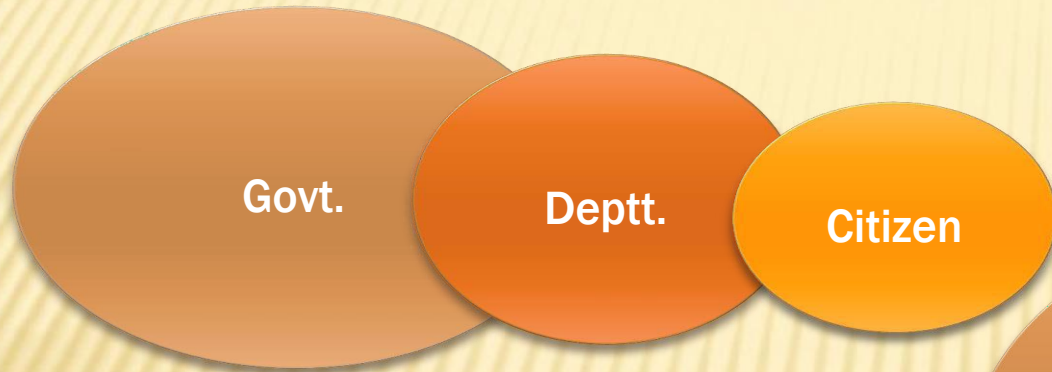
- Nodal agency of the Government of India for administrative reforms as well as redressal of public grievances relating to the states in general and those pertaining to Central Government agencies in particular.
- The Department endeavors to document and disseminate successful good governance practices by way of audio-visual media and publications.
- The Department undertakes activities in the field of international exchange and cooperation to promote public service reforms.

Citizen Centricity

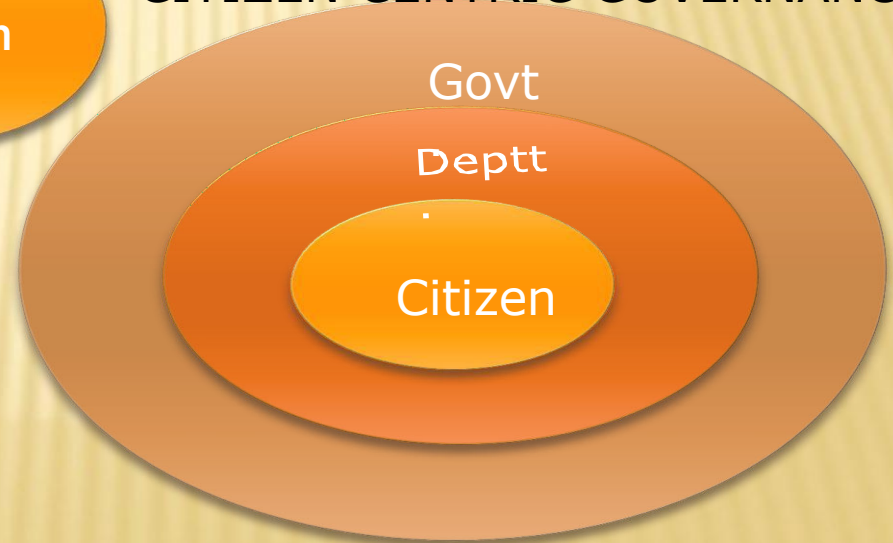
EXISTING GOVERNANCE SCENE



NEED TO ESTABLISH CONVERGENCE



CITIZEN CENTRIC GOVERNANCE



7 SET MODEL OF CITIZEN CENTRICITY

1. Define all services which you provide and identify your clients
2. Set standards and norms for each service
3. Develop capability to meet the set standards
4. Perform to achieve the standards
5. Monitor performance against the set standards.
6. Evaluate the impact through an independent mechanism
7. Continuous improvement based on monitoring and evaluation of results

Grievance

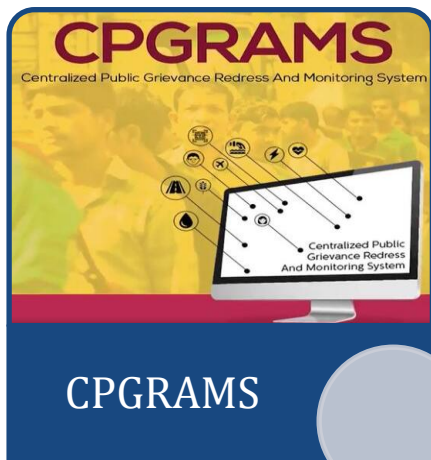
- ❖ Grievance traces its root to the word “Grieve” (refers to cause to feel grief or sorrow).
- ❖ ‘Grievance is something that is unfair and that one complains or protest about, a feeling that a person is badly treated’.
- ❖ A public grievance is a communication that expresses dissatisfaction about an action of government/deficiency of service given by government or requests for remedial action.

Reasons for Grievance

Related to;

- Corruption
- Favoritism
- Nepotism
- Non-courteous behavior
- Inordinate delay in taking decisions
- Denial of services.
- Denial of basic information
- Discrimination on the basis of social and economic conditions.
- Delay in providing services.
- Maladministration
- Weak redress mechanism

Means of Communicating Grievance



Grievance Redressal Statistics – National Level

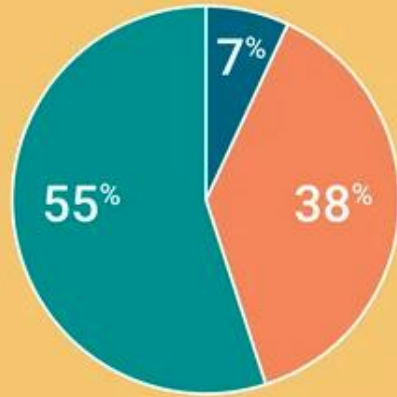
Sl.No	Year	Grievances Received	Grievances Disposed	Percentage
1	2021	30,23,894	21,35,923	71
2	2020	33,42,873	23,19,569	69
3	2019	27,11,455	16,39,852	60



Role of Effective Communication in Service Delivery



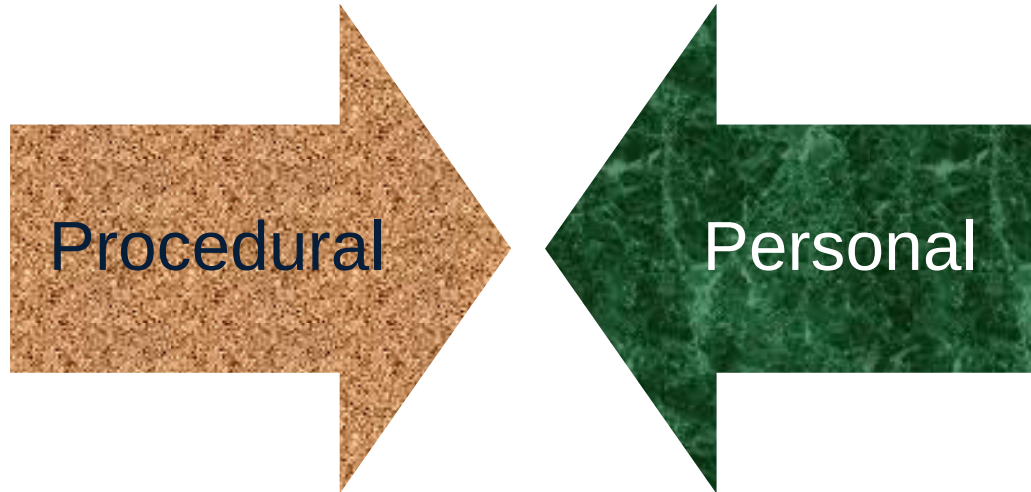
Dr. Albert Mehrabian's 7-38-55 Rule of Communication



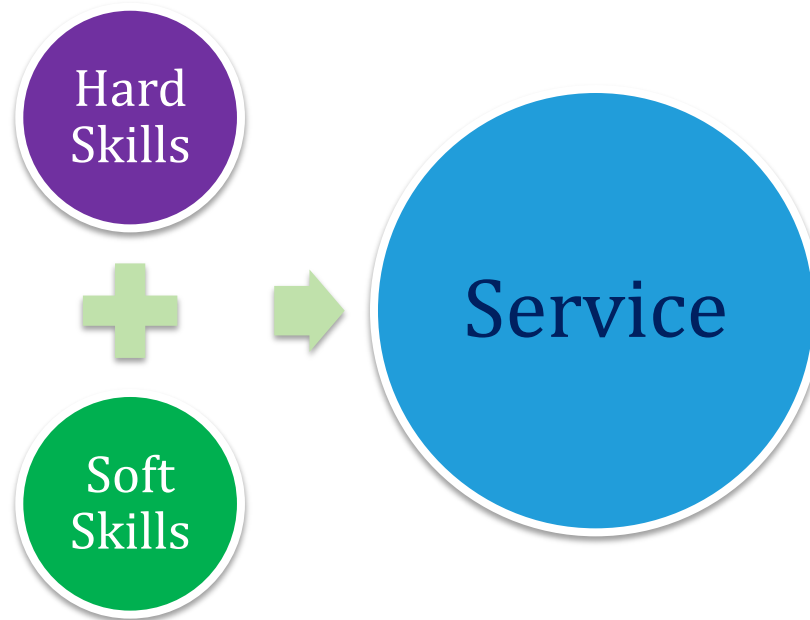
- **Verbal Communication:**
The words you say
- **Non-verbal communication:**
How you say it; voice and tone
- **Body language:**
The visual cues you give



Dimensions of Service



Citizen Satisfaction Level



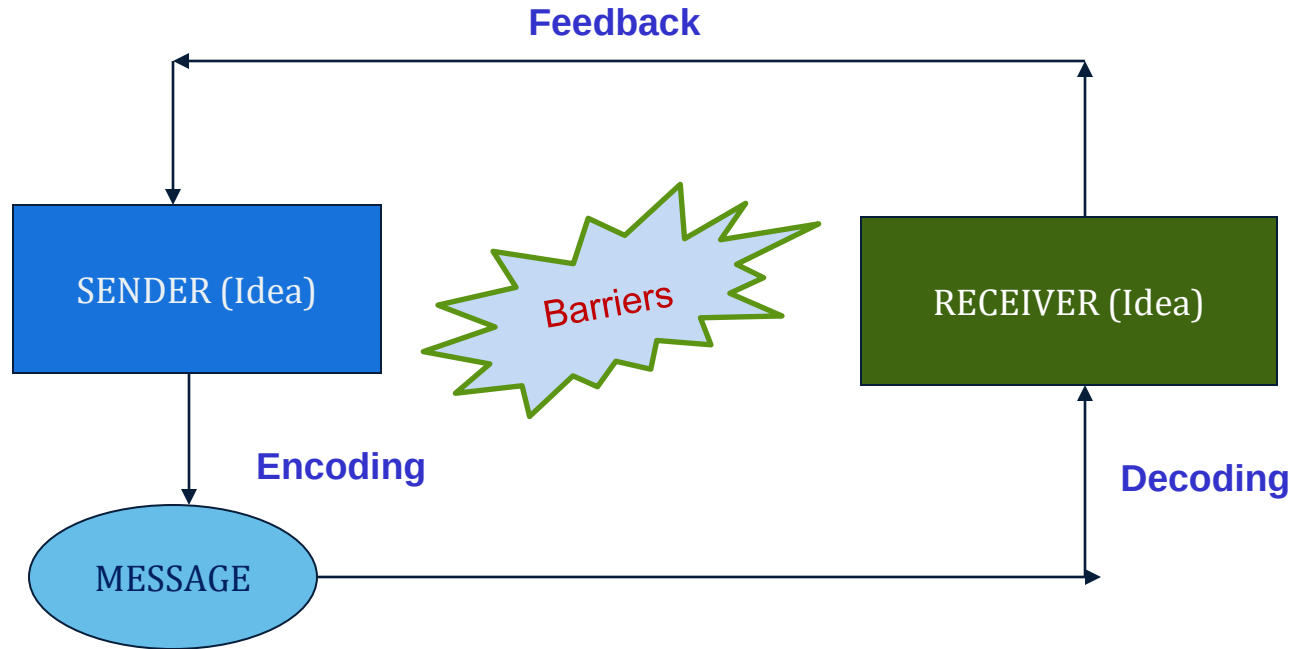
Importance of Communication



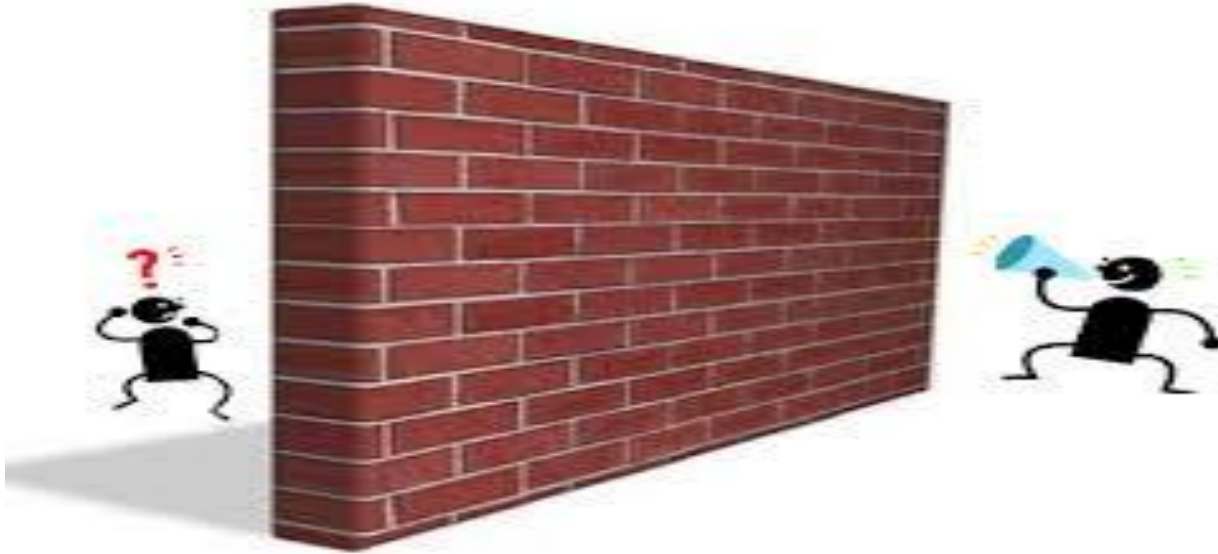


Challenges ???

COMMUNICATION PROCESS



Barriers to Communication





Barriers

- Semantic - meaning
 - Psychological – lack of trust, attention
 - Organizational – hierarchy, policies
 - Personal – Low self confidence, mannerisms
- 



Communication

Effective
&
Efficient





Communication for service delivery



Film

Learning points ???





First Impressions Matter

- People see first and only then hear
 - Be relaxed
- 



Be Positive

- Be confident , believe in yourself
 - Appreciate good things in yourself and others
- 



Be Courteous

- ❖ **Please**
 - ❖ **'Thank you'**
 - ❖ **'Yes' in place of 'Yeah'**
 - ❖ **Sir or madam**
 - ❖ **Name**
 - ❖ **Smile**
 - ❖ **Tone**
- 

Six ways to improve listening skills



Stay focused



Ask questions



Don't interrupt



Don't assume



Repeat key facts



Write down
important points

■ Communicate effectively and efficiently

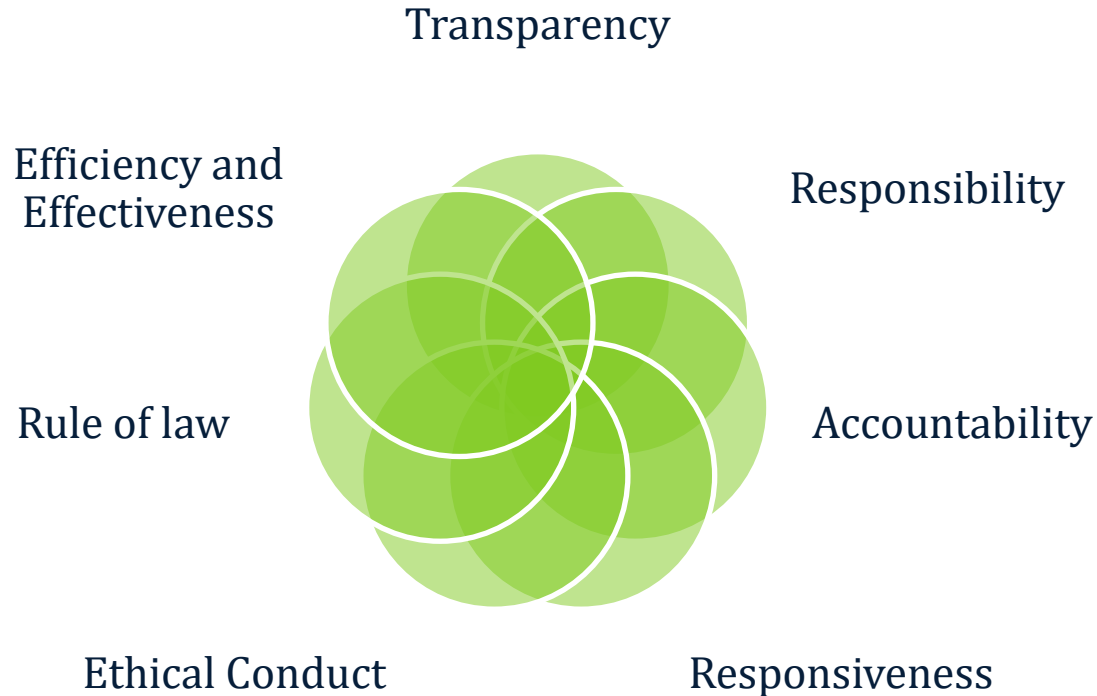
- *Set rapport*
- *Saying what you mean and meaning what you say – Effective communication – right words (no jargons), right tone, ABC*
- *Use positive words – Sure, I will etc*
- *Remember we can communicate without uttering one single word – smile, eye contact, posture, energy*
- *Be dignified – talk professionally*
- *Asking right questions (open or closed) and giving right answers (preferably not one word answers)*
- *Active listening (do not judge, cue from NVC)*
- *Try to use positive words and tell about what you can and not what you can't*



Treating different kinds of people

- Pushy, obnoxious – be calm, speak softly, modulation
 - Timid – patient, sensitive, encourage them to talk
 - Over friendly – be professional, dignified
 - Physically Challenged- give respect and not sympathy
- 

Components of Good Governance





*Customers want more than the product or service
offered – they also want to be treated well*



Thankyou