



Andhra Pradesh Human Resource Development Institute

Government of Andhra Pradesh



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APHRDI

Sevottam Public Grievance Redress Mechanism

www.aphrdi.ap.gov.in

Sevottam

- Sevottam A mark of excellence in public service quality.
- Represents conformance to the BIS standard IS 15700:2005.
- Inspired by the UK Charter Mark, Malcolm Baldrige National Quality Award, and ISO service standards, tailored specifically for Indian government organizations.
- Driven by the Department of Administrative Reforms and Public Grievances (DAR&PG).
- A Quality Management System designed to enhance public service delivery.

What is a Public Grievance ?

- It is an expression of dissatisfaction made to an organization related to its services.
- It includes complaints by the service recipients against the non delivery of the services in a standardised manner.
- It is a protest against the denial of the due.
- It results into contempt against the service provider and some times leads to the social unrest as well.

Features of Grievances

- ▶ Discontent or Dissatisfaction
- ▶ Dissatisfaction must arise out of employment & non due to personal reasons.
- ▶ The discontentment can arise out of real or imaginary reasons
- ▶ The discontent may be voiced or unvoiced but it must expression in some form.
- ▶ Broadly speaking a grievance is noticeable & traceable to real or perceived non-fulfilment of one's expectations.

Grievance Types



Grievance Redressal Components

- ▶ Criteria for classification
- ▶ Time norms for redress
- ▶ Level of responsibility for redress
- ▶ Analysis and Prevention

Grievance Redressal Capability

- ▶ Understanding customer expectations
- ▶ Knowledge about the Processes, Workflows & Rule Procedures
- ▶ Motivation and training of employees
- ▶ Availability of adequate hard and soft infrastructure for Grievance Redressal

Steps to Citizen's Charter

1. Define all services which a department provides and identify 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 impact through an independent mechanism.
7. Continuous improvement based on monitoring and evaluation results.

Grievance Redress System

- Well established system of receipt of grievances.
- Convenient for all users and it's wide publicity.
- Timely acknowledgement.
- Time norm for redress .
- Communication of action taken on redress.
- Platform for appeal.
- Analysis of grievance prone areas for making systemic improvements.

Capacity Building

- To inculcate the understanding and fair knowledge.
- To acquaint with expectations of the clients.
- To develop needed skills to use latest technology and initiatives.
- To ensure needed motivation and training to serve the public cause.
- To develop the system of monitoring and evolution of the public grievances.
- To develop the skill to ensure an effective and well-knit grievance redress mechanism.
- To evolve the temperament for transparent and people friendly administration.

Intended outcomes of Sevottam implementation

Improvement in Quality of Public Service Delivery

Citizen empowerment

Redress Satisfaction

Capacity enhancement



Citizen's Charter

Public Grievance Redress

Service Delivery Capacity

Integrated Approach



Thank You