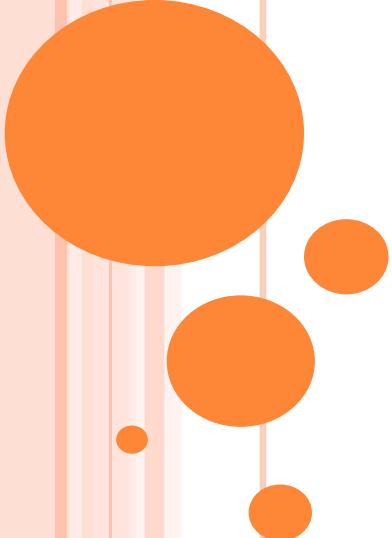




QUALITY IN PUBLIC DELIVERY SYSTEM

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SKIPA**

PUBLIC SERVICE :



- Services provided by government to its citizens, either directly (through the public sector) or by financing private provision of services.
- Quality in public delivery system refers to the level of **performance** and **effectiveness** in delivering public services to citizens. It is the ability of public institutions to provide services that meet the needs and expectations of citizens in a **timely, efficient, and effective** manner.



DIFFERENT PUBLIC SERVICES

- Universal, supplied to everybody (street cleaning)
- On request, (repair, advisory, elementary medical),
- To entitled (social benefits, social housing)
- Controlled/limited based on scarce resources (nursery)
- Compulsory (education)
- Preventive (security, youth, health)
- Open access - by conscious choice – sometimes paid (public transport, culture).



IMPORTANCE OF QUALITY IN PUBLIC DELIVERY SYSTEMS



Quality is crucial in public delivery systems as it directly impacts the satisfaction of the public and the effectiveness of the service provided. Here are some reasons why quality is important in public delivery systems.



BUILDS TRUST: When Public Delivery Systems Provide High-quality Services, It Builds Trust Among The Public. It Assures Them That Their Needs Are Being Met, And They Can Rely On The System To Provide Them With The Services They Require.



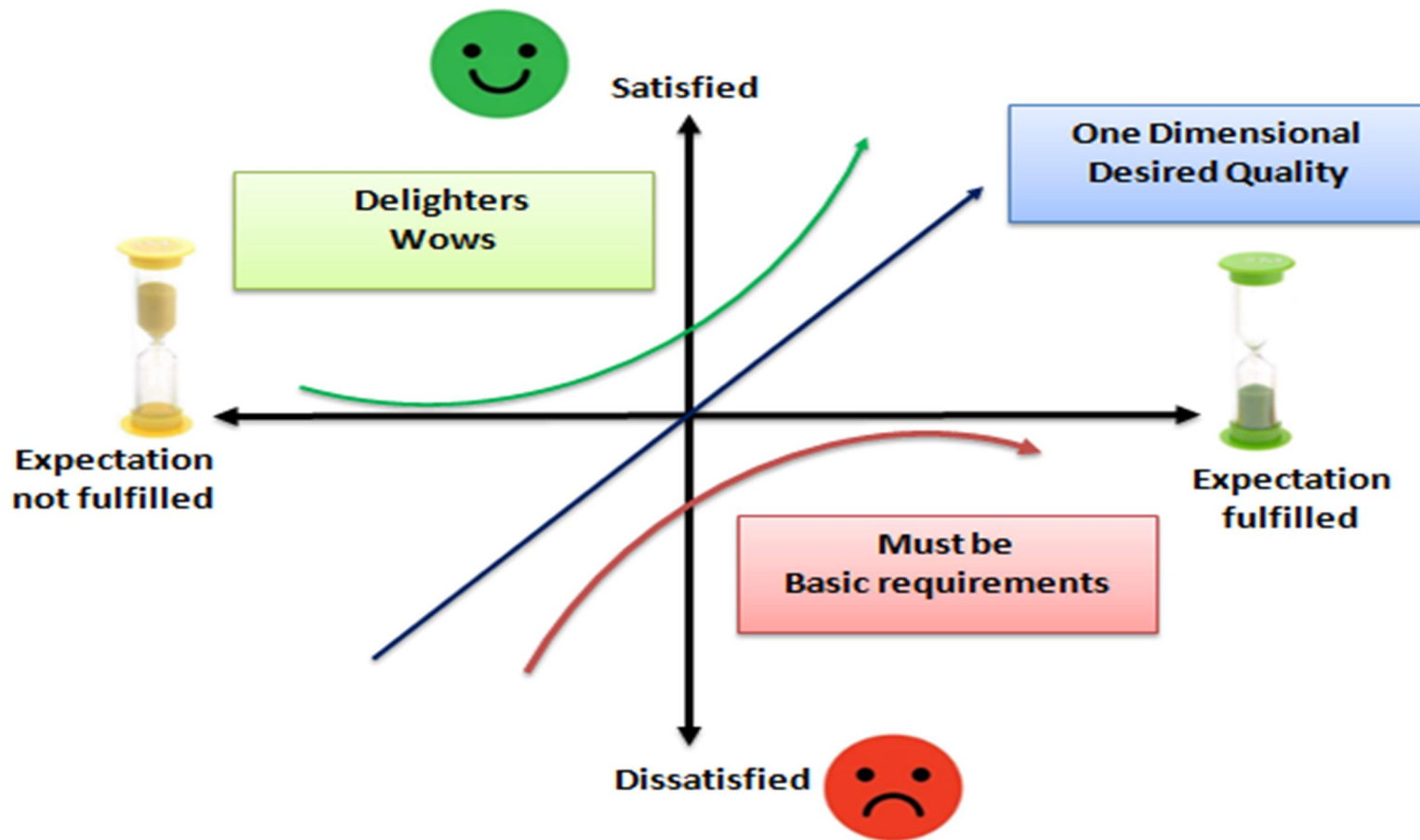
Building trust is a process. Trust results from consistent and predictable interaction over time.

Barbara M. White

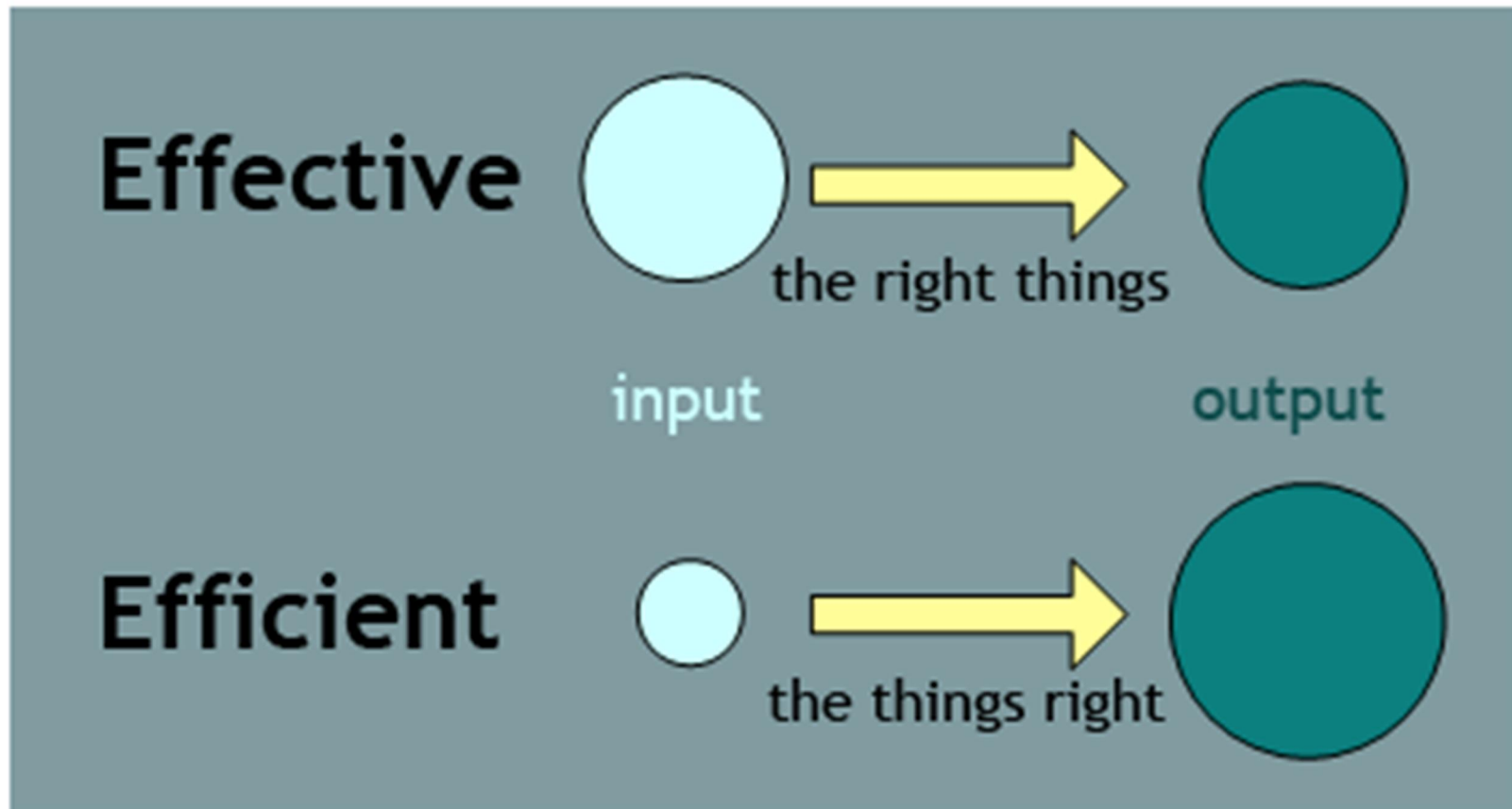
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ENHANCES SATISFACTION: High-quality Services Enhance Customer Satisfaction, Which Is Essential For The Public Delivery System. Satisfied Customers Are More Likely To Use The Service Again And Recommend It To Others, Which Can Lead To Increased Demand For The Service.



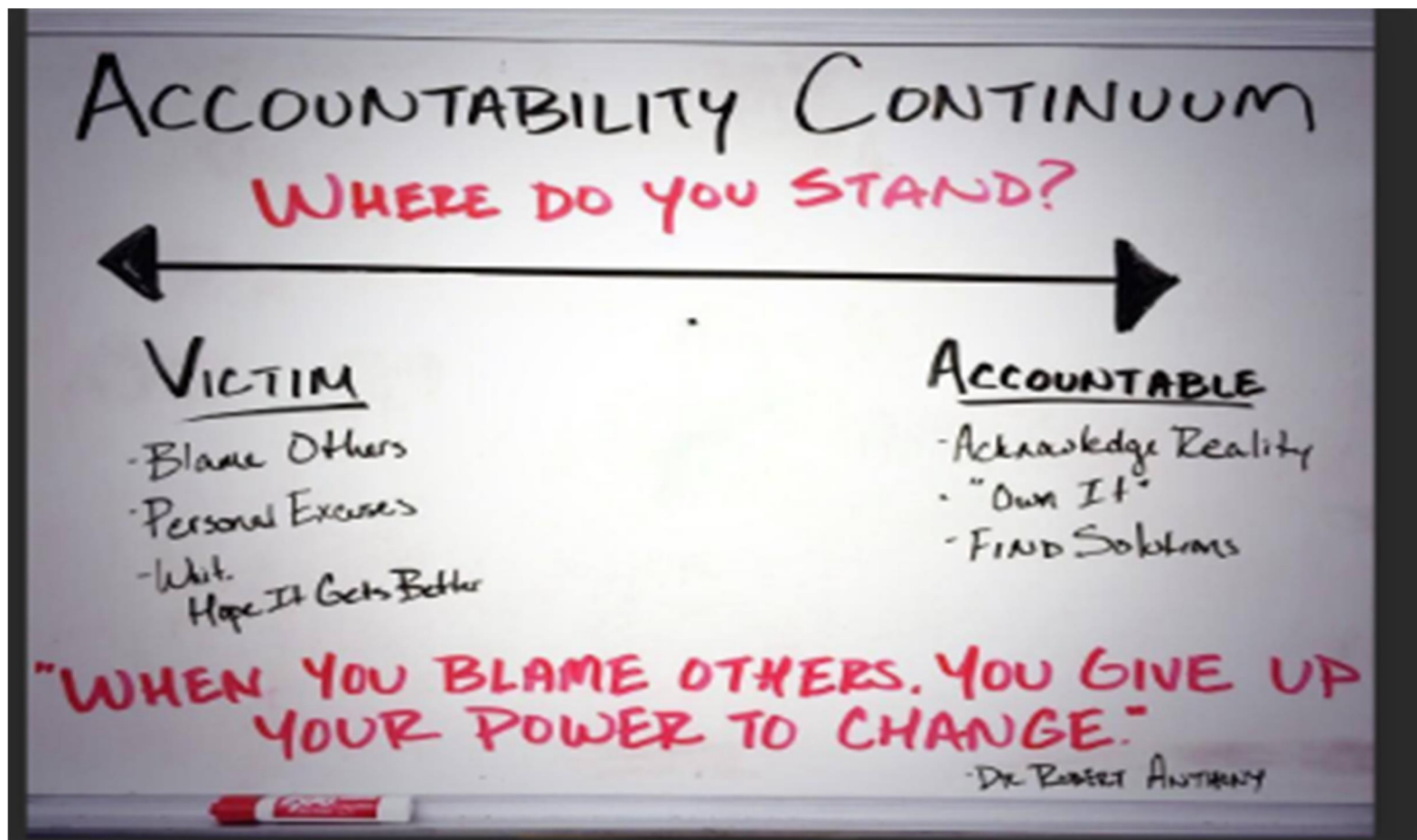
INCREASES EFFECTIVENESS: High-quality Services Increase The Effectiveness Of The Public Delivery System. The System Can Achieve Its Goals More Efficiently, And The Service Provided Can Have A Greater Impact



Improves Efficiency: Quality Public Delivery Systems Optimize Their Resources To Provide Efficient Services. By Doing So, They Can Achieve Their Objectives With Fewer Resources, Which Can Lead To Cost Savings.



Promotes Accountability: Quality Public Delivery Systems Are Accountable For Their Actions And Are More Transparent. They Follow Best Practices, Measure Their Performance, And Are Open To Feedback, Which Helps Them To Continuously Improve.



BRIEF OVERVIEW OF THE KEY FACTORS CONTRIBUTING TO QUALITY IN PUBLIC DELIVERY SYSTEMS

- Leadership: Effective leadership is crucial in ensuring quality public delivery systems. Leaders must set the tone for the organization, establish clear goals and objectives, and provide direction and support to staff.

**A LEADER
IS ONE WHO**

**KNOWS THE WAY,
GOES THE WAY,**

AND

SHOWS THE WAY.

JOHN C. MAXWELL

Human Resources: Having Skilled And Motivated Staff Is Essential For Delivering Quality Services. Human Resource Policies That Attract And Retain Talent, Provide Ongoing Training And Professional Development, And Reward Performance Contribute To Quality.



Customer Focus: Public Delivery Systems Must Focus On Meeting The Needs Of Their Customers. This Includes Understanding Their Needs, Expectations, And Preferences, And Tailoring Services To Meet Them.



**“The customer's perception
is your reality.”**

~ Kate Zabriskie



Process Management: Effective Process Management Is Necessary To Ensure That Services Are Delivered Efficiently And Effectively. This Includes Identifying And Eliminating Unnecessary Steps, Streamlining Processes, And Using Technology To Automate Routine Tasks.



Performance Management: Public Delivery Systems Must Measure And Monitor Their Performance To Identify Areas For Improvement. This Includes Setting Performance Targets, Collecting Data, And Analyzing Results To Identify Opportunities For Improvement.



Continuous Improvement: Quality Public Delivery Systems Continuously Seek To Improve Their Services. This Includes Engaging In Ongoing Learning, Adopting Best Practices, And Being Open To Feedback From Customers And Stakeholders.

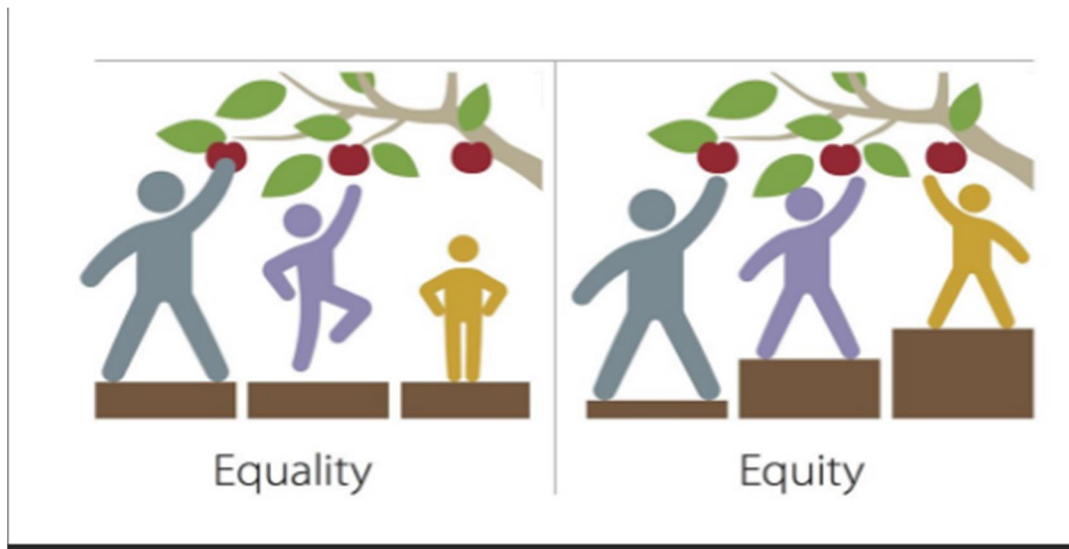


THE IMPORTANCE OF ENSURING THAT PUBLIC SERVICES ARE ACCESSIBLE TO ALL CITIZENS

- **Inclusion:** When public services are accessible to all citizens, it promotes inclusion and reduces barriers to participation. It allows all citizens, regardless of their background or abilities, to access the services they need and to participate fully in society.



Equity: Accessible Public Services Ensure That All Citizens Have An Equal Opportunity To Benefit From The Services Provided By The Government. It Reduces Disparities In Access To Services And Helps To Promote A More Equitable Society.



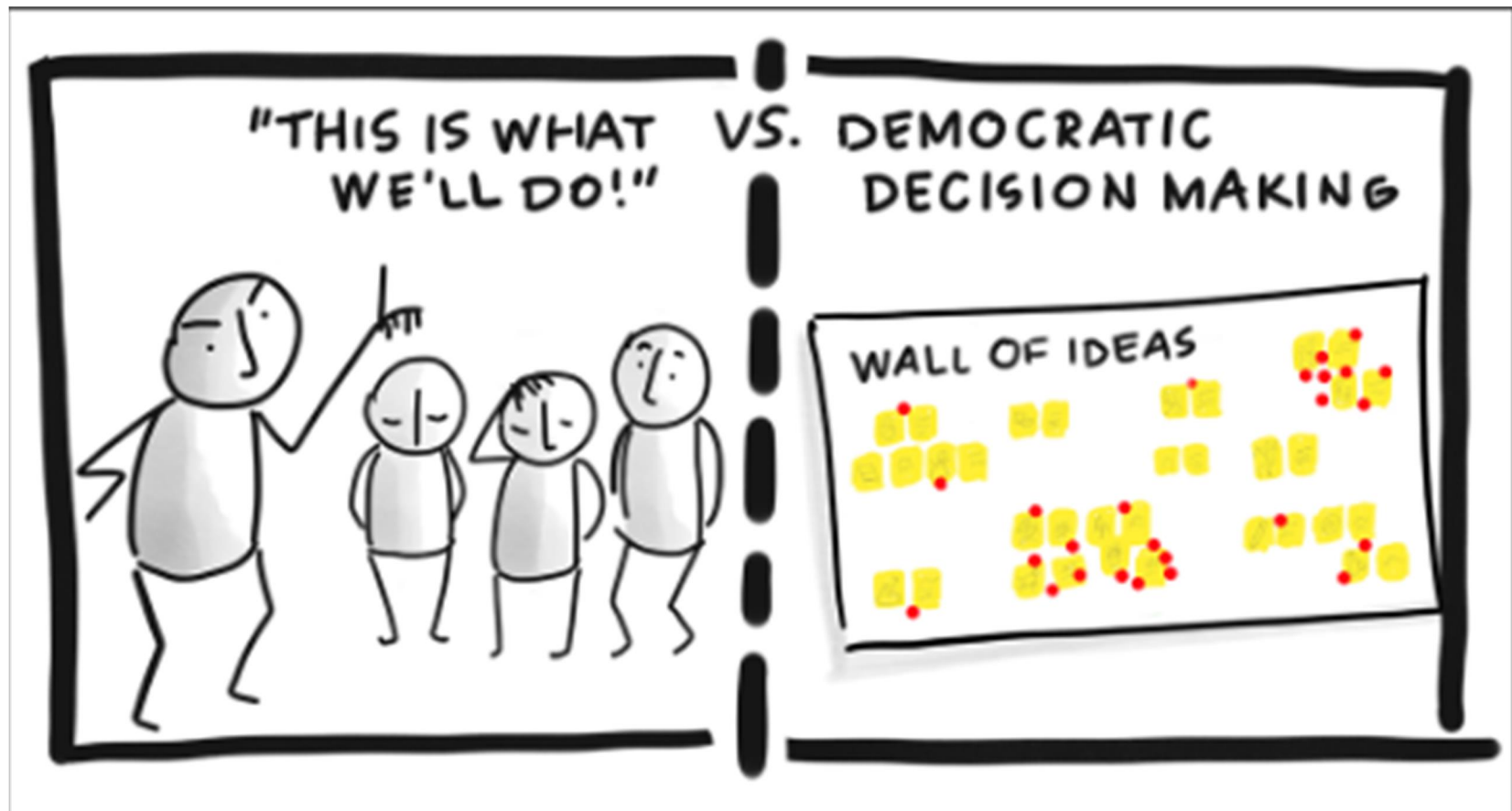
Human Rights: Access To Public Services Is A Fundamental Human Right. Ensuring That These Services Are Accessible To All Citizens Is Necessary To Fulfill This Right And To Ensure That Everyone Has Equal Access To Essential Services.

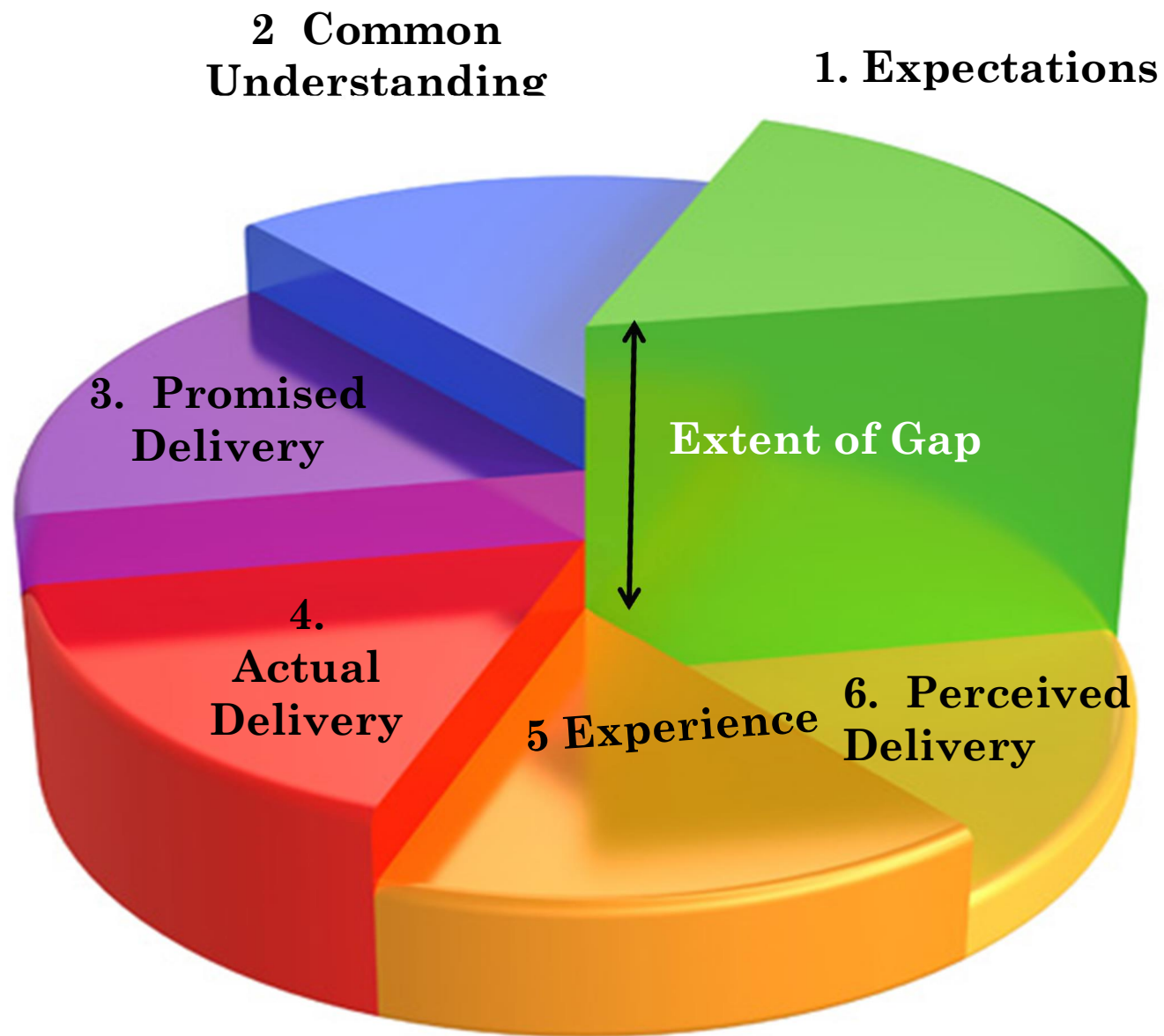


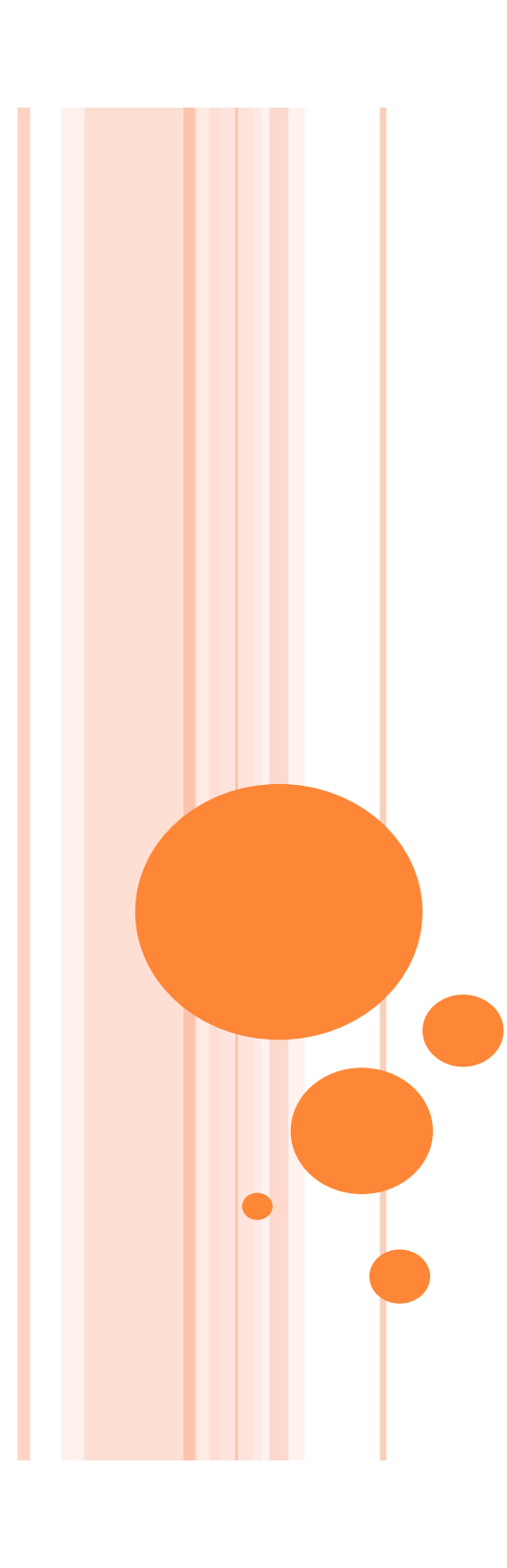
Social And Economic Benefits: Accessible Public Services Can Have Significant Social And Economic Benefits. For Example, Ensuring That Education And Healthcare Services Are Accessible To All Citizens Can Improve Overall Health Outcomes And Educational Attainment, Leading To Greater Economic And Social Prosperity.



Political Participation: Accessible Public Services Can Also Promote Political Participation. When Citizens Have Access To Services Such As Voting And Government Information, They Are Better Able To Engage With The Political Process And Participate In Democratic Decision-making.







STANDARDS OF QUALITY IN PUBLIC DELIVERY SYSTEM

ACCESS AND AVAILABILITY:

- Citizens should have access to public services without discrimination, and the services should be available when they are needed.
- Eg.- online platform like Jharsewa, Jharbhoomi, RTO website. It has been further made easy through pragya kendras at panchayat level .
- Awareness generation at grass root level so that accessibility strengthens.



RESPONSIVENESS:

- Public institutions should be responsive to the needs and concerns of citizens, and provide services in a timely and efficient manner.
- Eg:- Right to guarantee of services.
- Should be adhered to in letter and spirit and responsibilities should be fixed at a various levels.



RELIABILITY:

- Public services should be reliable and consistent, with minimal errors or delays.
- Eg- COVID vaccination program, TB elimination program widely acknowledged reliable government services. Railway ticketing system
- Improvement in areas of health and education services where reliability seems sub-optimum.



ACCOUNTABILITY:

- Public institutions should be accountable for the quality of services they provide, and should have mechanisms in place to address citizen complaints and feedback.
- Eg- CPGRAMS, social audit.
- Timely resolution of grievances and incorporation of solution in policy and process development.



TRANSPARENCY:

- Public institutions should be transparent in their operations, policies, and decision-making processes, and should provide citizens with information about the services they provide.
- Eg- Form tracking system for certificates, railways reservations, postal services like speed post
- Clear guidelines on the process and functionaries involved in service delivery with statement of responsibilities and jobs at each level of service delivery.



EFFICIENCY:

- Public institutions should use resources efficiently, and optimize the use of available resources to deliver services.
- What maximum output can be achieved with given set of inputs:
- Eg- Use of mobile applications like **Garuda** for BLOs which was a cumbersome process of collecting , processing and submitting.
- Use of e-Office for faster and transparent decision making and file movements on policy decisions.
Water use efficiency in agriculture by economical irrigation techniques, rain water harvesting.



EFFECTIVENESS:

- Public services should achieve the intended outcomes, and should meet the needs and expectations of citizens.
- Eg- DBT(money reaching beneficiaries at one click) resulting in elimination of intermediaries, biometric in ration.
- Focus on outcomes rather budget spent, clear KPI(key performance indications) against services delivered



THE PRIME MINISTER'S AWARDS FOR EXCELLENCE IN PUBLIC ADMINISTRATION



- Government of India has instituted a scheme in 2006 namely, "The Prime Minister's Awards for Excellence in Public Administration" - to acknowledge, recognize and reward the extraordinary and innovative work done by Districts/ Organizations of the Central and State Governments.
- The Scheme was restructured in 2014 for recognizing the performance of District Collectors in Priority Programs, Innovations and Aspirational Districts.
- The Scheme was restructured again in 2020, to recognize the performance of District Collectors towards economic development of the District.
- The Scheme has been revamped with a new approach in 2021 with the objective to encourage Constructive Competition, Innovation, Replication and Institutionalisation of Best Practices. Under this approach emphasis would be on good governance, qualitative achievement and last mile connectivity, rather than only on achievement of quantitative targets.

IS 15700?

- What does public service organization mean?

An organization which provides service(s) to public at large and/or whose activities influence public interest. Examples : Govt ministries and depts., Regulatory bodies, Public utility service providers, etc

- What is the scope of IS 15700 ?

This standard specifies requirements for a quality management system where a public service organization

- a) Needs to demonstrate its ability to consistently provide effective and efficient service that meets customer and applicable legal, statutory and regulatory requirements;
- b) Aims to enhance customer satisfaction; and
- c) Aims to continually improve its service and service delivery process.
- The requirements for complaints handling process covered in this standard do not apply for employment related disputes and/or disputes referred for resolution outside an organization.



..CONTD

How IS 15700 is related with Sevottam?

"Sevottam means Excellence in Public Service Delivery. The Sevottam is a Commitment of the Government of India to raise the standard of public services, and is an endeavour to give more power to the citizens. Based on this Sevottam principle an Indian Standard IS:15700 was formulated which is a Generic standard and lays down requirements of systems with focus on Service Quality, Public Grievance Redressal & Citizen interface.

Service Standards of each organisation has to be evolved by themselves based on the type of services provided to the stakeholders and their capabilities.

How quality has relevance to public service organization?

Transparency, accountability and access to information have become vital components of a well functioning democracy. Promoting a culture of transparency in government and public sector organizations essentially aims at improving service delivery quality of the public service organizations. Since service delivery standards are to be declared in the citizen charter, it is very essential that quality is improved.



WHAT IS THE DIFFERENCE BETWEEN IS/ISO 9001 & IS 15700?

- IS/ISO 9001 is a Quality Management System which direct the organization to manage its business activities to provide consistently defined quality of product/services.
 - IS 15700 is applicable only for public sector organizations which has large public interface. It insists on documentation of citizen's charter incorporating robust grievance handling mechanism along with single window system. It also insists on setting up of information and facilitation centres to meet the requirement of common citizens.
 - Use of service standards together with Quality Management System standards help not only in maintaining quality of service but also continually improve the same, which may result in enhancing customer satisfaction and competitiveness
- 

HOW TO IMPLEMENT IS 15700 ?

In order to implement IS 15700, the following points must be given attention while making documentation:

- i) Defining the services being provided and their characteristics (e.g. time norm for service delivery, etc.)
- ii) Development of Citizen's Charter
- iii) Development of complaint handling procedures
- iv) Nominating 'ombudsman' who could be approached if normal service delivery mechanism does not respond.



DOCUMENTATION REQUIREMENTS

The organization shall document the following:

- a) Service quality manual;
- b) Citizens' charter;
- c) Any other document needed by the organization for effective planning, operation and control of its service and service delivery processes; and
- d) Records required by this standard: The records shall remain legible, readily identifiable and easily retrievable. The method of identification, storage, protection, disposition of each record, their retention time and responsibility for each of these activities shall be established in a documented procedure



INTERNAL QUALITY AUDIT

The organization shall conduct internal audits at planned intervals to determine whether the management system for service quality conforms to the requirements of this standard and to the documents established by the organization.

- An **audit plan** shall be documented indicating the scope, frequency of audit, auditor(s), auditee and audit date(s)/time
 - **Selection of auditors** and conduct of audits shall ensure objectivity and impartiality of the audit process
 - **Follow-up activities** shall include the verification of the actions taken and reporting of verification results.
 - **Records** of the audits shall be maintained
- 

IMPROVEMENT: CORRECTIVE AND PREVENTIVE ACTIONS

The organization shall take action to eliminate the cause(s) of non-conformities and potential cause(s) in order to prevent recurrence and occurrence respectively. These shall be appropriate to the effects of the nonconformities encountered and potential problems. Records of action taken and improvements effected shall be maintained



CONCLUSION

- Improving quality in public delivery systems requires a combination of policies, processes, and practices that focus on citizen needs, continuous improvement, and stakeholder engagement. It also requires investment in infrastructure, technology, and capacity building for public institutions.



THANK YOU

