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## Rajkot Municipal Corporation

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### Courtesy By

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Rajkot

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# Rajkot Municipal Corporation

Rajkot is one of the fastest developing cities located in the center of Saurashtra region of Gujarat State situated on western part of India. The city has geographical area of 104.86 sq.kms and has a population of one million plus (Census, 2001). Elected councilors headed by the Mayor and Commissioner; nominated by Governance, handle administration of city. Rajkot is divided into 23 wards, and is among four major cities of Gujarat state.

Rajkot Municipal Corporation (RMC) is local Government committed to provide basic infrastructure facilities including entertainment facilities to the people of the city. RMC is very well known for managing the city by using private sector participation as well as introduction of innovative mechanism in management to serve people efficiently. City has prepared different plans for improving services and to nullify gap between services and demands.

Rajkot is a city which keeps pace with time and technology. The computerization in Rajkot Municipal Corporation started long back in 1989, and has completed more than a decade and half, and in true sense Computerization in RMC is boon for citizen of Rajkot.

Rajkot Municipal Corporation always tries to keep pace with time and technology. After successful implementation of e-Governance project we have decided to go for m-Governance.

## e-Governance in Rajkot Municipal Corporation:

RMC's approach towards computerization is divided into two parts

1. Citizen centric Services
2. Back Office management

RMC gave equal importance to both. This helped RMC for giving better municipal services. Almost 80% public related services and back office services (which help in strengthening of administrative process) were computerized so far. Citizens are perceived as the most important stakeholder of municipal administration. RMC propose to give round the clock service with interactive web portal, aiming towards complete e-Governed Municipal Corporation.

Rajkot Municipal Corporation provides e-Governance services from technically possible all areas. Entire e-Governance project is designed, developed and implemented by In-house team of IT experts of Rajkot Municipal Corporation. Under e-Governance project services are provided through

### 1) City Civic Centres

- Property Tax Collection
- Water Charges Collection
- New Water Connection
- Online building Permission (Zonal Office City Civic Center)
- Birth and Death Registration and Certificate issuance
- Miscellaneous Tax Collection (Account Deposit and Other Fees)
- Profession Tax
- Awas Yojna EMI Collection
- Property Name Change
- Objection petition for property
- Theatre Tax, Vehicle Tax
- Drainage Tax Collection

### 2) Website

- Payment of Property Tax/Water Charges through Credit Card/Debit Card
- Property Tax Demand Bill and Payment History (Last 6 years)
- Water Charges Demand Bill and Payment History (Last 6 years)
- Profession Tax Demand Bill and Payment History (Last 2 years)
- Birth and Death Certificate (1999 onwards)
- Namawali (suggestive names of new born baby on moon sign and alphabet)
- Citizen Forum (Gujarati and English)
- Account Bill Status for vendor and contractors
- RTI status
- Complain registration and its status

3) Call Center

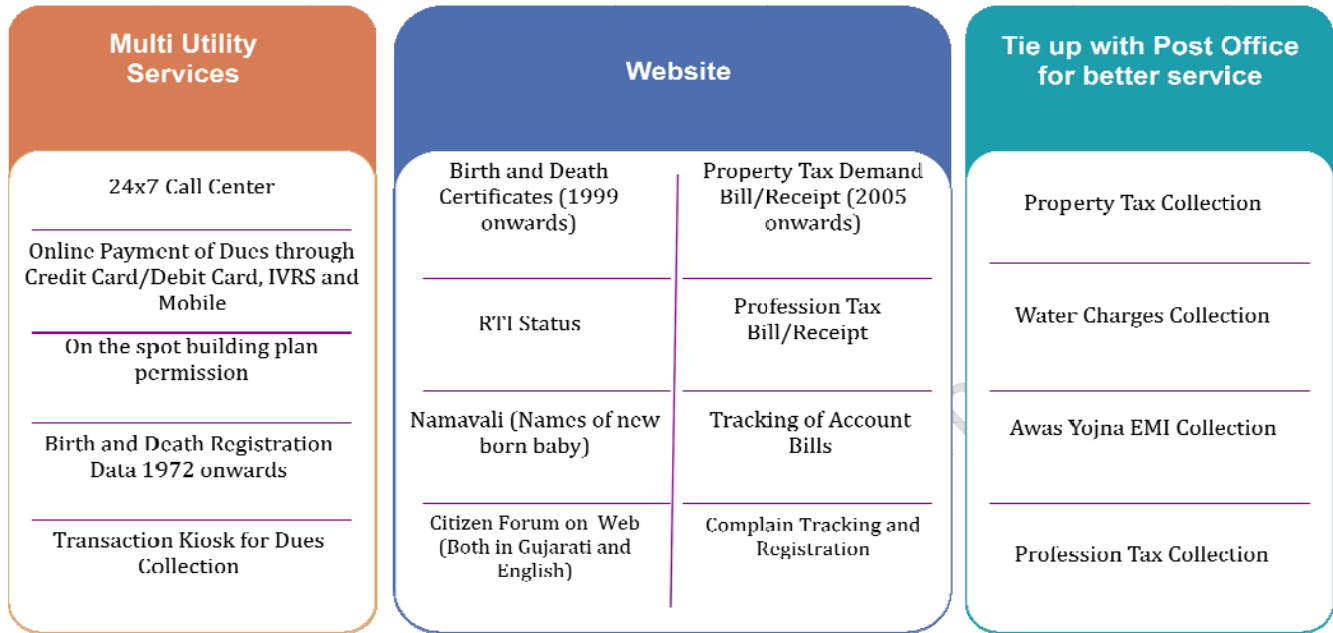
| Department             | Types of Complains |
|------------------------|--------------------|
| Lighting               | 4                  |
| Solid Waste Management | 17                 |
| Civil Work             | 5                  |
| Conservancy            | 2                  |
| T. P. Department       | 8                  |
| Tax Department         | 2                  |
| Health Department      | 12                 |
| Wonkla Safai           | 2                  |
| Drainage General       | 3                  |
| Other Depts.           | 1                  |
| Hand Pump              | 1                  |
| Garden                 | 3                  |
| Estate                 | 2                  |
| Zoo Department         | 1                  |
| Drainage Maintenance   | 4                  |
| Water Supply           | 8                  |
| <b>Total</b>           | <b>75</b>          |

4) Post office

- Property Tax Collection
- Water Charge Collection
- Awas Yojana (Housing Scheme for poor) EMI Collection
- Profession Tax Collection (Very soon)

## Innovative Initiatives by Rajkot Municipal Corporation

RMC has taken number of Innovative Initiatives to serve citizens in a faster, efficient, effective, transparent manner. All these initiatives are truly online-real time.



## M-Governance in Rajkot Municipal Corporation:

### Why M-Governance?

The basic and universal corner stones of good governance are quality of service, quick response mechanisms and above all accountable and transparent process mechanism. The first generation e-governance initiatives resulted in computerization of the legacy systems/practices in Governance with limited ability to internalize the advances in information and communication technologies (ICT). The paradigm shift from e-governance to M-Governance (which leverages the convergence of mobile and communication technologies) results in radical differences in the key processes of creating, maintenance and usage of knowledge, creation of secure mobile transaction & delivery system, establishment of the appropriate infrastructural support for multi-mode direct citizen interface and delivery mechanisms.

M-Governance can usher in approach to delivery of Governance services to the doorstep of the citizens. In the context of urban local bodies, the use of advanced tools such as the ICT and Mobile Technology for information sharing enables the service providers to incrementally add services quite easily. The wide spread usage of mobile technology and easy to understand text messages has enabled us to lower the barriers to acceptance of these services. The m-Governance in urban local bodies is replicable and captures the required skill levels through the technology to deliver quick and quality services at the doorsteps of the citizens by minimizing the transaction costs.

After successfully implementing e-Governance in almost all service areas, RMC had concentrated on reducing the delay to get property tax and water charges related information. Following two dilemmas make RMC to move towards M-Governance :

- All the information related to property tax, water charges, profession tax, birth and death registration, RTI is now on website www.rmc.gov.in. But roughly 10% people in Rajkot are using internet, then what to do for remaining 90%.
- Earlier people used to stay in queue for 1-2 hours to get the property tax details and then they have to stand in another queue for payment of property tax. To pay municipal dues was in that way the toughest job for any citizen. This also resulted in low recovery of property tax. 18% interest is charged on pending dues of property tax/water charges by the municipal corporation and hence every day the total due is different. So each day after wasting 1-2 hours, if working hours of RMC is over than citizen has to stand in the queue next day just to know pending dues.

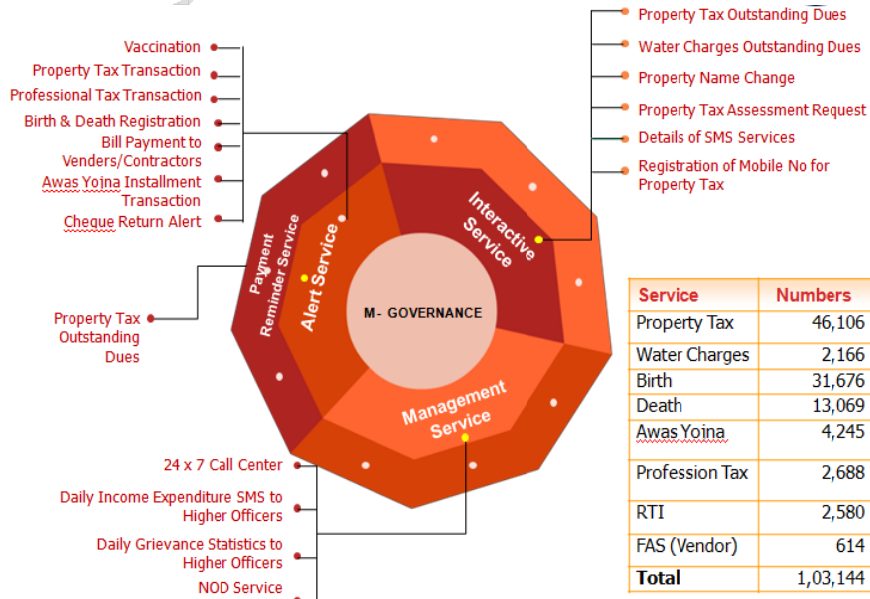
Now a days almost all families are having mobile phone for communication. RMC had decided to use mobile technology and ICT as tool to solve the above problems. RMC has implemented m-Governance for the effective services. The project was started with the aim of providing information immediately by using mobile services. The span of the project is expanded to almost all the services of Municipal Corporation

M-Governance at RMC is Convenient Communication Point for Time Bound Service Delivery powered by pre-defined process-cycles and Back-office Computerization. To meet the Expectation of Citizens the process of m-Governance is acting as a major tool for immediate and transparent service. RMC has started different m-Governance services, to provide efficient, timely information to Citizens of Rajkot.

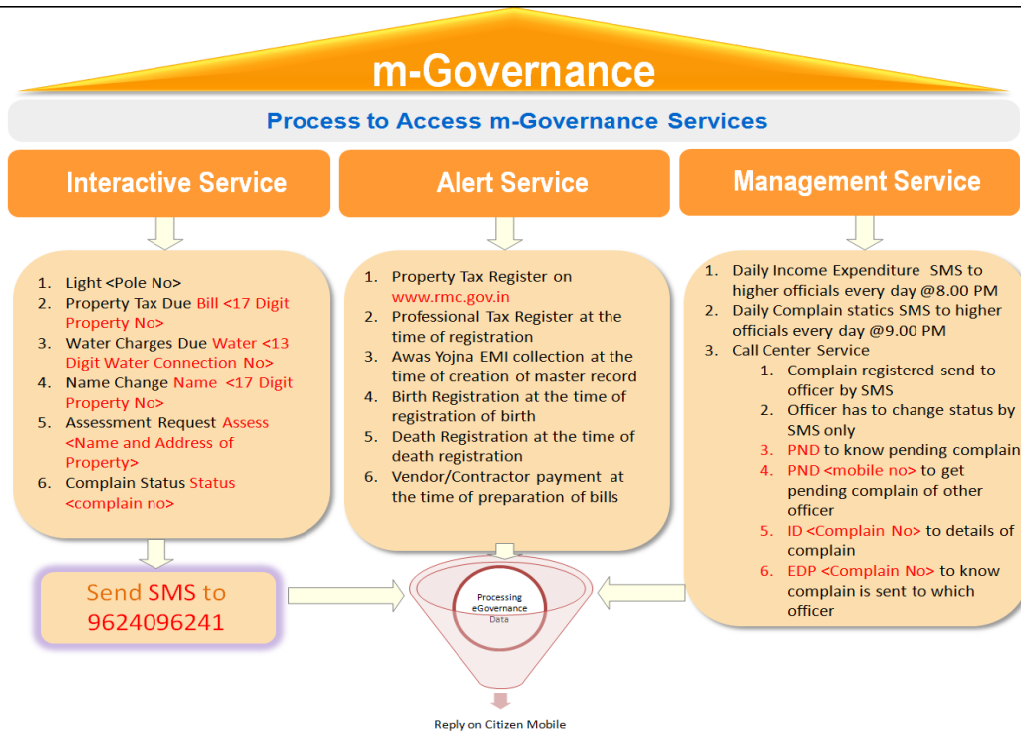
**The main feature of M-Governance project at RMC is**

- Truly online operations, no batch mode operation
- Effective back office integration of all citizen centric services
- Centralized Server Architecture
- m-Governance is backed by effective implementation of e-Governance

Services are provided under M-Governance:




## How to Access M-Governance Services



## Best Practices in M-Governance

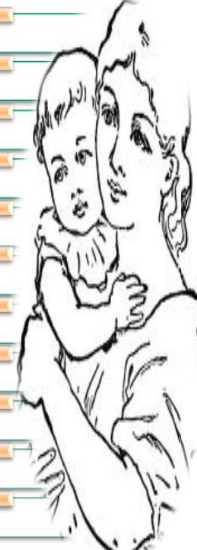
### 1. Vaccination Alerts

Rajkot Municipal Corporation has started vaccination alerts to all registered births from 20/10/2009. This service is very fruitful as system automatically send alerts based on National Immunization Scheme and birth date of child. This service was launched during Gujarat Government's Nirogi Bal Varsh (Healthy Child Year). RMC send SMS to all registered parents having child from age of 7 days to 16 years as per National Immunization Scheme. So far more than 55000 alert SMSs already sent.



**Vaccination**

- Introduced in Nirogi Bal Varsha (Healthy Child Year)
- Vaccination alert to all registered Birth
- Based on National Immunization scheme
- From the age of 7 days to 16 years
- 156331 alerts sent

|                                       |                                |
|---------------------------------------|--------------------------------|
| Within 7 days of Birth                | • BCG                          |
| Within 14 days of birth               | • OPV-0                        |
| At age of 1.5                         | • DPT-1 & OPV-1                |
| At age of 2.5 Month                   | • DPT-2 & OPV-2                |
| At age of 3.5 Month                   | • DPT-2 & OPV-3                |
| At age of 9 months                    | • Measles & Vitamin-A (Dose 1) |
| At age of 18 Months                   | • DPT Booster & OPV Booster    |
| At age of 5 Years                     | • DT-5                         |
| At age of 10 Years                    | • TT-10                        |
| At age of 16 Years                    | • TT-16                        |
| At 9 Months to 5 Year (Each 6 Months) | • Vitamin-A (Dose 2 to 9)      |

*The impact of this service has been endorsed by leading hospitals and pediatricians, as per their observation occurrence of Vaccine Preventable Diseases has become past and drop out ratio of vaccination is continuously decreasing.*



## 2. 24x7 Call Center

Rajkot Municipal Corporation's 24x7 Call Center is running on SMS. In the Call Center, complain can be registered by Phone, SMS and Website.

All municipal services are covered under Call Center, more than 75 different types of complains are accepted at Call Center for as many as 18 departments. As soon as complain is registered system will search right officer for the registered complain and will send detail SMS to the officer and complainant will receive message mentioning his complain no. In addition to that complain status can be changed by SMS only. Once registered, there won't be any change by Call Center operator. If there is any change in complain status system will generate alert SMS and send it to complainant. Complainant can know his complain status by SMS or by Website.

There number of facilities by which officer can know pending complain on his name, his subordinate's name, etc. A complete MIS for Call Center is available on every officer's desk by RMC's intranet. Every night at 9.00 PM higher officers receive Call Center statistics SMS.

*Earlier RMC used to run more than 10 complain centers, for different services like, water, drainage, solid waste management, electric pole. The service was not 24x7, not outsourced, and total expenditure for registering complains was Rs. 96.00 Lacs. But with Call Center totally outsourced, the expenditure is merely Rs. 8.0 Lacs.*

## M-Governance Benefits

### Benefit to Citizens

- Information is just SMS away
- Equal quality of service regardless of social or economic status
- Cheapest transaction cost (as low as 1 paise)
- TRIQEE Administration
- Access time for service is reduced
- Interaction becomes more result oriented
- Elimination of middlemen for service

### Benefit to RMC

- Increase in revenue
- Effective Integration of Back office and Citizen Centric Services
- Grievance management become more efficient
- Reduction in operating cost
- Reduction in direct interaction with citizen resulting into lesser grievances and Increase in transparency
- Citizen become more loyal to RMC
- Human Errors avoided due to Fully automated process
- National Immunization programme is now more effective
- Direct communication reduces the response time of the Officers responsible for the specific work
- Officers become more productive due to lesser public interaction
- Reduction in paper usage

## Impact of the Project

This project has produced massive visible impact on the performance of e-Governance delivery to the citizen of Rajkot. It also has a huge impact of overall performance and motivation to the employees of RMC. Below table shows some facts about before and after e-Governance project implement situation of delivery of e-Governance services to citizen of Rajkot.

| Before  | With M-Governance   |
|---|---|
| To know municipal dues citizen need to stand in long queue  | Just one SMS and immediately information on mobile  |
| Different Complain centers for each type of complains, citizen need to remember different phone no for different service  | 24 X 7 call center, all complain registration at one place, citizen to remember only one phone no   |
| Registration of complain manual, overhead of running different complain centers   | Only one center, fully computerized   |
| Not 24x7 service  | 24x7 service  |
| Monitoring of service not possible  | Every week monitoring, details available on intranet, 90% complains are solved within 72 hours      |
| No mechanism to know about registration of Birth/Death  | SMS is sent to parents/relative for Birth or Death registration                                     |
| Tax payer get transaction information in their property tax/water charges only by visiting the RMC office   | As any transaction occurs in property tax / water charges account owner gets transaction alert SMS. |
| Professional tax payer get transaction information only by visiting RMC office  | Professional tax payer get transaction alert SMS as any transaction occurs.                         |
| Transparency is very important while making any kind of payment. After paying property tax /water charges or professional tax people do not get any information if someone cancel that transaction. | Alert SMS send to property tax /water charges or professional tax payers if receipt is cancelled    |
| No details of daily income/expenditure to higher officials  | Every day higher officials receive SMS for daily income/expenditure                                 |
| No details of complains to higher officials   | Every day higher officials receive SMS for daily solved/registered complains                        |
| No Details for Cheque Return  | As soon as cheque return party is immediately alerted by SMS  |



## Usage of M-Governance

| Sr                              | Department             | Services for                                    | Beneficiaries |
|---------------------------------|------------------------|---|---------------|
| <b>Alert Services</b>           |                        |   |               |
| 1                               | Property Tax           | Transaction alert through SMS                   | 36211         |
|                                 |                        | Receipt Cancellation Alert                      | 793           |
|                                 |                        | Cheque Return Alert                             | 77            |
|                                 |                        | Name Transfer Alert                             | 2259          |
| 2                               | Professional Tax       | Transaction alert through SMS                   | 16608         |
| 3                               | Birth Registration     | Birth registration details through SMS          | 34561         |
|                                 |                        | Vaccination alert through SMS                   | 156331        |
| 4                               | Death Registration     | Death Registration details through SMS          | 14210         |
| 5                               | Awas Yojna Installment | Installment transaction alert through SMS       | 33381         |
| 7                               | FAS                    | Account Payment SMS to Vendors and Contractors  | 3847          |
| <b>Total</b>                    |                        |   | <b>298278</b> |
| <b>Payment Reminder Service</b> |                        |   |               |
| 1                               | Property Tax           | Payment Reminder Service                        | 91,840        |
| <b>Interactive Service</b>      |                        |   |               |
| 1                               | Property Tax           | Property Tax outstanding dues through SMS       | 25636         |
|                                 |                        | Property Tax Name change details through SMS    | 687           |
|                                 |                        | Registration of mobile no for transaction alert | 134           |
|                                 |                        | Property Tax Assessment Request through SMS     | 32            |
| 2                               | Water Charges          | Water Charges outstanding dues through SMS      | 1397          |
| 3                               | General                | Details of RMC Services                         | 12738         |

| Management Services |             |   |        |
|---------------------|-------------|---|--------|
| 1                   | General     | Daily Income-Expenditure SMS to higher officers | 5483   |
| 2                   | General     | Daily Grievance Statistics to Higher Officers   | 7164   |
| 3                   | Call Center | Running of Call Center through SMS              | 689457 |
| 4                   | CUG SMS     | Group SMS for RMC's officials                   | 34     |
| Total               |             |   | 702138 |

### Achievements:

Rajkot Municipal Corporation had received the following Awards:

*Manthan Award 2011*

*Rajkot Municipal Corporation had won Manthan Award 2011 in eGovernance Category*



*Nagar Ratna Award 2011 (AIILSG)*

*Rajkot Municipal Corporation had won Nagar Ratna Award 2011 for Complaint & Redressal System*

**Skoch Digital Inclusion Award 2011**

*Rajkot Municipal Corporation had won Skoch Digital Inclusion Award in Value Added Services category*



**EDGE Award 2011**

*Rajkot Municipal Corporation had won EDGE Award 2011*



**eINDIA 2010 Awards**

*Rajkot Municipal Corporation had won eINDIA 2011 Award in EGOV- mGovernance-Citizen Choice Category*



**14<sup>th</sup> National eGovernance Award**

*Rajkot Municipal Corporation had won eBronze Icon Award in Innovative Use of Technology in e-Governance Category*



**mBillion<sup>th</sup> South Asia Award 2011**

*Rajkot Municipal Corporation had won Award in M-governance Category*



## Web Corer

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