

E-Governance & Scholarship Management Information System by Govt of Karnataka.

*Dr.Krishna Murthy, Assistant Professor, Department of Journalism & Mass Communication, Indira Gandhi National Tribal University.

ABSTRACT

New Media Technology (NMT) has changed the course of communication in both developed and developing countries and has completely changed the pattern of development communication. Most of the developing countries lack in the technological developments. The other fact is that in developing countries, very few people have access to New Media Technologies (NMT) especially the internet. In some of the countries of Asia and Africa, the access to internet is very limited. Media in developing and under-developed countries strive to bring in developmental change, through its message to the mass. While discussing the relation of development with that of any New Media, the greater the communication facilities, the better or even faster is modernization. New Media in development communication also tries to maintain the established values of the society by playing a socializing role. Especially focusing on the digital utilization of New Media for the development of society and will discuss the role of New Media in communicating state government welfare programmes with reference to (**Scholarship Management Information System**) Department of Social Welfare, Karnataka state.

Keywords: New Media Technology, Management, Development communication.

INTRODUCTION:

COMMUNICATION IN CONTEMPORARY ERA

New Media Technology (NMT) has changed the course of communication in both developed and developing countries and has completely changed the pattern of development communication. The world has become a global village due to the advancement of technology and the ease of accessibility. Fast communication is now a trend, though it concerns modern scientists, it has had a huge impact on our lives and has greatly influenced development communication. It has brought closer Communities and social interaction between people has been made easy due to the fact that distance is not a concern for the digital age. Apart from influencing individuals, new media has influenced developing and transitioning countries by development, better economy, better interactions with their citizens and the rest of the world.

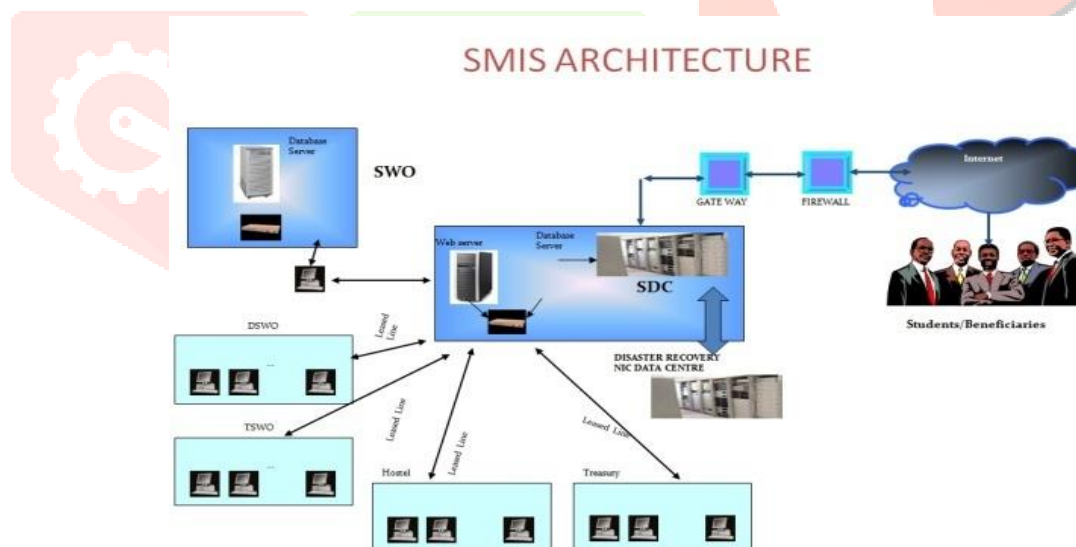
There is gap between developed and developing countries, this is because of the constant growth of technology in developed countries. Also, in developing countries, especially in Asia and Africa, not all have access to new media technologies; access to internet is very limited. This gap can be filled only when developed countries provide help, technical aid, assistance and general guidelines to the public of developing countries. Once this gap is filled, developing countries and developed countries will be able to communicate successfully and the whole world will be a global network that can be easily accessed. A real positive social-economic change in all countries can be observed through new media and internet. This is a fact that the gap between the developed and developing countries is becoming wider and wider day-by-day. This is because of the technological advancements and developments of the developed countries. Most of the developing countries lack in the technological developments. The other fact is that in developing countries, very few people have access to New Media Technologies (NMT) especially the internet. In some of the countries of Asia and Africa, the access to internet is very limited. In developed countries like USA and European countries, almost everyone has a mobile phone and access to internet while this is not the situation in most of the developing countries. Media in developing and under-developed countries strive to bring in developmental change, through its message to the mass. While discussing the relation of development with that of any New Media, the greater the communication facilities, the better or even faster is modernization. New Media in development communication also tries to maintain the established values of the society by playing a socializing role. In playing these roles, development communication seeks to create an atmosphere for change as well as providing innovation through which the society may change. Topic areas embraced by this research will contribute to realistic visions for exploiting New Media for development of society. Karnataka state government uses different types of welfare programmes to change the socio-economic conditions of the people.

This write-up focuses on how e-Governance has been used to implement one of the most momentous initiatives on e-governance in India's recent history; the sole objective of this transformational Initiative is to use technology as a leveller in bringing about social equality besides advancement and ease of use of technology and bringing transparency in the whole system. This technological reach and adoptable approach are considered to be an effective tool in encouraging alternate routes (aids) norms and practices and empowering equal status in economic-social balance between upper and lower sections. This has created spaces in which people can define development and give meaning to and claim their rightful educational equality. Such spaces are allowing people not only to be heard about e-governance, but also to reshape boundaries, economic conditions and social norms that strengthen knowledge and power in them. This leads to an equal, responsible and acceptable form of social development in India as a Nation.

Today we live in our finger tips! – It is the age of convergence and digitization of various forms of media into one most powerful gadget/ tool where the reach is to touch the common man in the easiest, simplest and cheapest mode of communication. The Department of Social Welfare has realised this dream of reaching the most neglected community in society. This form of communication will bring development in each and every sphere today and may be in the future to come with the technology explosion of the Internet at the turn of the new century. The digital revolution is far from over, as new inventions repeatedly challenge assumptions that were themselves formed only yesterday. The technology has become user friendly these days. The message creates an enhancing atmosphere for the exchange of ideas that produce a happy balance in social and economic advancement between physical output and human relationships.

Social Welfare Department is one of the important departments in the Karnataka, This department conceives and executes various welfare schemes for SC and ST population in Karnataka. This Department has total 24 % of the state budget allocation in Plan. The study focus on how the SMIS (**Scholarship Management Information System**) is implemented through new media technology.

The Scholarship Management Information System helps in managing scholarship grants exclusively for the benefit of SC/ST candidates who can apply for these scholarships through online mode. The courses include post-metrics and pre-metrics courses such as Para medicine, foreign scholarship, competitive courses, competitive exams such as KAS/ IAS and applications for to 'prestigious scholarship' – admissions to prestigious institutions.



Coverage:

This initiative is carried throughout the state, covering all the 177 talukas. At the **State Level** At the State Level, the Commissioner of Social Welfare is functioning as the Head of the Department and he is assisted by three Joint Director, four Deputy Directors, One Chief Accounts Officer. All the Programmes of the Social Welfare Department at the **District Level** are being implemented by the Zilla Panchayat. The District Social Welfare Officer is Head of Social Welfare at the District Level and he will assist the Chief Executive Officer of Zilla Panchayat in implementing the Social Welfare Programmes. Taluk Social Welfare Officer is the Head of the Taluk Social Welfare Office and he will work under the control of taluk Panchayat and assist the Executive Officers, Taluk Panchayat and District Social Welfare Officer of the District for the implementation of Departmental Schemes. These officers responsible to carry

out the project at their jurisdictional level and ensure it reaches the grass root level. That covers more than 1,157 hostels and 72,155 students.

Scope of Service:

- Award of scholarships was introduced as an incentive to encourage and facilitate students for further studies. Such scholarships are being awarded from I standard till the completion of their studies to all SC/ST students.
- The Rural areas students living in remote villages find it difficult to continue education, as majority of the SC/ST families are very poor and are unable to provide required facilities for the education of their children. Therefore, in order to extend better facilities to the students and to discourage dropouts and also in order to educate and empower SC boys & girls, the Government is providing scholarships in several Pre-Matric and Post-Metric schools throughout the State.

OBJECTIVES:

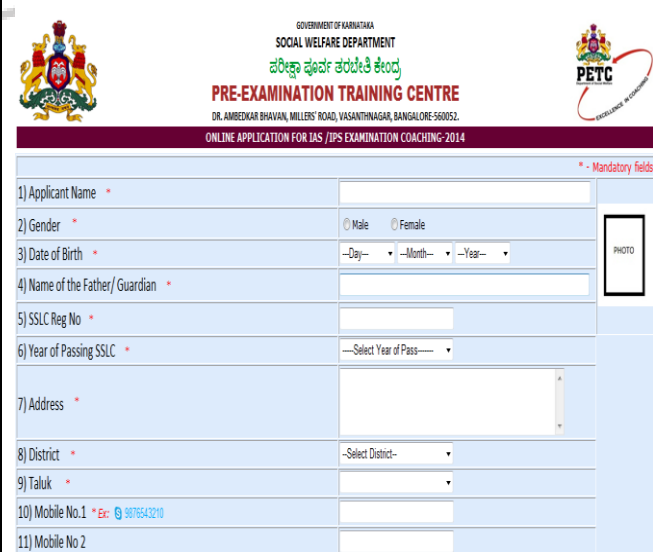
- To know the impact of digitization in SMIS.
- To analysis the role of New Media Technology in SMIS
- To understand the reach and usage of SMIS at grass root level.


METHODOLOGY:

The present study is to know the impact of new media technology for the development of society and to discuss the role of New Media in communicating the state welfare programmes with reference to (**Scholarship Management Information System**) the Department of Social Welfare, Karnataka state. The study was confined to analysis the SMIS effectiveness through e-governance. Hence, the study adopted the secondary data techniques to extract the information of State Govt web portal and later the content analysed was carried out (SMIS web portal). During study we too adopted survey method to know the effectiveness of digitization in SMIS.



Demonstrative innovative use of ICT for Development:

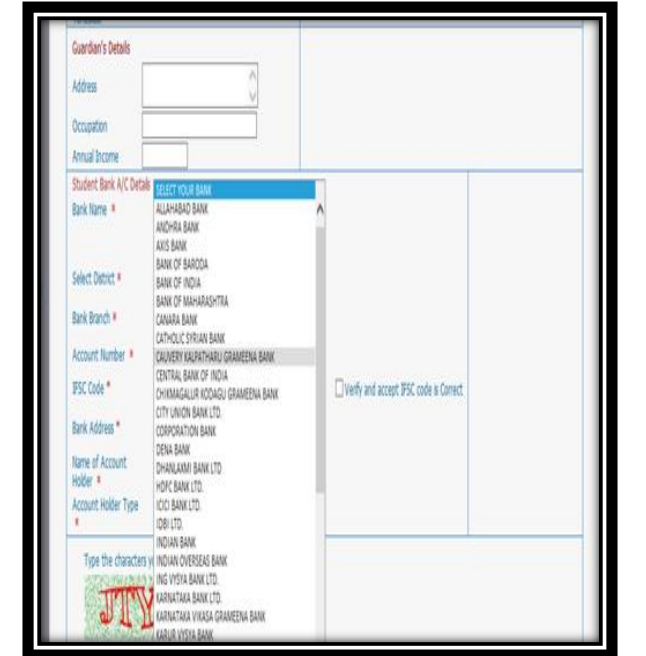
A comparative table showing past & present impact:

Sl no	Description	Past	Present Image
1		Registration Process	
	Students used to submit paper application to Talukas Social Welfare office: <i>Students from 176 talukas had to fill the application manually at talukas social welfare office. This resulted in lots of Chaos during the peak time (June) thereby resulting in Discretion & Manual typological errors.</i>	Students are using online application and submitting directly to State Social Welfare office: <i>Students from 176 talukas are filling the application online and if any queries the call to call center through free toll no.</i>	<p style="text-align: center;">Online application form:</p> 
2		Documentation process	

<p>Too many number of documents were received from the center :</p> <p><i>The application that was received by students in talukas social welfare office was in invalid conditions. This was all in paper formats and the majority of office was filled with application. Most of the time was spend in scrutinizing the applications.</i></p>	<p>Huge number of documents are received compare to manual process:</p> <p><i>All the paper work is in Digital format. Server itself automatically give rejects the invalid applications</i></p>	 <p>Picture of How Old documents were collected & Stored.</p>
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Health conditions		
<p>Health Allergy conditions in staffs</p> <p><i>Due to the huge amount of papers storage in office, staff had to suffer with health allergy problems.</i></p>	<p>No Health Allergy conditions in staffs due to online submission and digital process work.</p>	<p>More enthusiastic culture seen during the peak season as manual applications are not required to be collected.</p>

Tracking		
<p>Not easy to track the scholarship status</p> <p><i>The applications were stored in such a way that tracing the applications was difficult. It was huge burden on staff, majority of time consumed in searching the applications.</i></p>	<p>Easy to track the applications within seconds</p> 	

Disbursement of scholarship amount		
<p>Delay in disbursement of scholarship amount, due to wrong bank account numbers and typological errors and too many manual processes.</p> <p><i>Additionally, as applications were submitted at the Taluk levels, time for moving applications and processes took too long. This impacted in timely disbursement of Scholarship.</i></p>	<p>No delay in disbursement of scholarship amount. This is directly credited to the account of the beneficiary. At the time of application itself, the bank details are captured. The status of the transfer is also done through SMS.</p> <p>The portal has an inbuilt IFSC code which ensures the correct account is mapped to the correct location.</p>	

Funds		
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Easy trace fund transfer District wise

DISTRICT NAME	NO. OF TOTAL APPLICATION	NO. OF APPLICATIONS APPROVED BY DEPARTMENT	NO. OF APPLICATIONS REJECTED BY DEPARTMENT	NO. OF APPLICATIONS PENDING BY DEPARTMENT	NO. OF APPLICATIONS SANCTIONED BY DEPARTMENT
BANGALORE	41229	41229	7018	0	40528
BANGALORE RURAL	20614	20605	4346	0	19959
BANGALORE URBAN	52947	50947	12937	403	52534
BELGANTUR	81003	79206	10077	116	78212
BELGUR	75480	45552	10824	0	52208
BIDAR	41213	34009	7151	0	34129
BIDARUR	10629	40938	9076	18	40502
CHAMARAJANUR	28177	24096	1263	18	24001
CHANNarayana	80035	34440	5506	0	24100
CHANNarayana	21000	18874	1855	0	18239
CHITRADURGA	49742	43221	4481	18	42168
CHITRADURGA	10844	12642	1372	0	12331
CHITRADURGA	49831	41084	4757	10	40014
CHITRADURGA	21242	21118	3054	0	21190
CHITRADURGA	28372	21381	5183	0	21000
CHITRADURGA	79543	43408	17341	116	43309
CHITRADURGA	10491	10441	1075	18	10400
CHITRADURGA	21288	21214	1913	17	21200
CHITRADURGA	80108	80004	4717	798	20824
CHITRADURGA	19774	11003	1009	0	22043
CHITRADURGA	1061	1461	1461	18	4707
CHITRADURGA	24799	20843	4029	27	19004
CHITRADURGA	40223	34408	7172	743	40402
CHITRADURGA	10491	10441	1075	18	10400
CHITRADURGA	20953	17624	1679	0	17361
CHITRADURGA	30288	30000	1067	11	30018
CHITRADURGA	11110	4997	7209	14	42746
CHITRADURGA	8302	7740	162	0	4304
CHITRADURGA	12239	10450	1743	0	9512
CHITRADURGA	19191	19129	1084	102	19000
TOTAL	110610	99600	10410	1016	80000

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7

Duplication

Duplication of students
 ✓ A single student was able to apply more than once at a time in different locations. Using different modes and non traceability (Unique ID) as a means. This also led to many influential and rich classes using the system though not eligible.
 ✓ Anyone could apply.

100% of duplication of students registration is stopped due to issue of Unique ID numbers. This happens when the student registers for the first time and the number does not change whatsoever and is tracked from birth to Death.



Complete details with Photo of children with UID is identified and Duplication is 100% nil.

8

Renewal/Redundancy

For each academic year candidate had to renew again with the entire process repeated causing the same hardship. Be it to avail scholarship, hostel or coaching facilities

Server automatically generates the previous data stored by the candidate: no need to reapply for the same service. Mere verification will be sufficient.

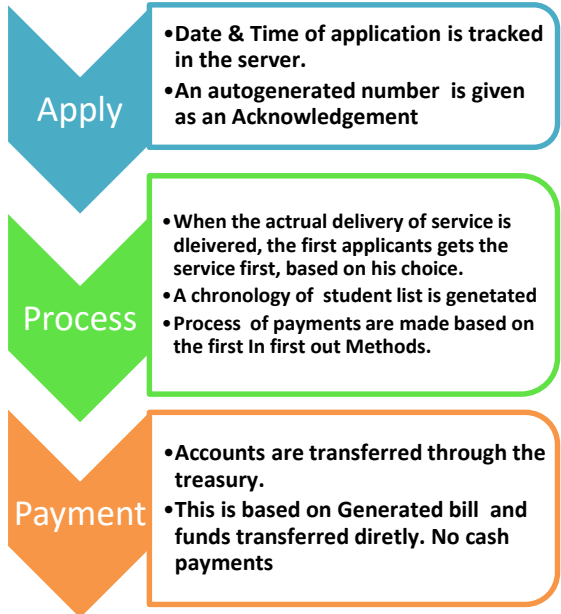
The above screenshot – showing renewal simple procedure.

9

Ethical Standards – Justice to all

No First In First Out (FIFO)
 The candidate who has applied at last was also able to collect the scholarship as first candidate. This resulted the lot of confusion and injustices to the student who had applied first.

First In First Out system introduced
 This result no confusion and justices to the student who had applied first.

		 <ul style="list-style-type: none"> Apply <ul style="list-style-type: none"> •Date & Time of application is tracked in the server. •An autogenerated number is given as an Acknowledgement Process <ul style="list-style-type: none"> •When the actual delivery of service is delivered, the first applicants gets the service first, based on his choice. •A chronology of student list is generated •Process of payments are made based on the first In first out Methods. Payment <ul style="list-style-type: none"> •Accounts are transferred through the treasury. •This is based on Generated bill and funds transferred directly. No cash payments
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10 Corruption level & Accountability

	<p><i>Due to huge no of application received from various centres and improper application managing system, the accountability was difficult and many cases of duplicates, fake documents, false statements were given, resulting in dubious student list, duplicate payments and Meritorious candidate was being denied the rightful entitlement.</i></p>	<p>Human intervention is minimal and increased transparency.</p>	<p><i>Through Digitization the corruption level is almost nil. Because the amount is directly transferred to the students and it is communicated by SMS. The accountability is maintained.</i></p>
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Adaptability and scalability:

All students who register online for the scholarship from 177 talukas are given unique id numbers through SMS and one time password technology. Further through online, uploading of certificates, photo, and account no and other necessary details of the student are done & verification is carried out at the talukas centers. Once the initial registration process is done and a UID generated, the student account no is verified in the bank. This is easily adopted in schools, colleges, hostels and other sectors. It is the first time in the state that the IFSC code is preloaded in the portal to cater to exact accounting and reduce wrong accounting practices.

Secondly, this is a very simple and easy-to use portal, where the educational backgrounds of the users have been kept in mind and the design is simple and easy to access.

Since this is a unique facility it also can be adopted by other government departments for the quality of service in terms of accountability and transparency where student related management is required. Example: Education department, Women & Child etc. Hence the scalability is maximum. The attendance records and the transparent methods innovatively brought out in the system will be a great paradigm in citizen – government relationship.

Strategy Adopted;

- 1) Invention of Unique ID for each students
- 2) Online Registration by Students/Colleges/Departments
- 3) Internet enabled automated fixed Workflows
- 4) Single point of disbursement of scholarship
- 5) Compulsory banking SB Accounts for students/colleges/wardens
- 6) Providing necessary IT infrastructure & Manpower
- 7) Capturing of Thumb impression of students and officers for Uniqueness & Authentication respectively.

FINDINGS:

1. *Submitting directly to State Social Welfare office through Online*
2. *Server itself automatically give rejects the invalid applications*
3. *No Health Allergy conditions in staffs due to online submission and digital process work*
4. *Easy to track the applications within seconds*
5. *No delay in disbursement of scholarship amount.*
6. *This is directly credited to the account of the beneficiary.*
7. *Easy to track the applications within seconds.*
8. *100% of duplication of students registration is stopped due to issue of Unique ID numbers*
9. *Paperless office and through digitization the corruption level is almost nil.*

Thus, utilizing and adaptation of the technological change can encourage the development of the personality which can be seen in the behavioural change of citizens, which is nothing but a reform in its own sense -feeling empowered which potentially contribute to locally owned reforms and sustainable change at various levels in society for the welfare of the state. India as a Social State.

CONCLUSION

In conclusion, communication is a vital part of our everyday life and very much needed for smooth functioning of a government. Development communication is one of the major types of communication that not only helps deliver information and messages smoothly and effectively, but it also helps in governance, prediction and gaining trust of the public. A good communicator must be well-qualified, must be able to strategize well, and must be appreciative of social cultures. Apart from this, communication can help run a country smoothly and help make information more accessible for the citizens.

Today, we are living in a digital world where New Media technology has changed the world. We all have been heavily influenced by New Media technology. We all use internet for information and connection purposes. The advent of internet has drastically changed our life styles. It has many uses from everyday uses, corporate uses and government uses. In India, new media has taken a new course and given India a more accessible government, and improved the relationship between the government, citizen and business. Apart from this, New Media has given many new features to the citizens such as education, guidance and improvement in rural areas.

The need of the day is to bridge the gap between the advanced countries and the developing nations of the world, between the rich and poor countries of the world. This is the age of New Media Technology where no one can live in isolation. This is the moral duty of the rich nations of the world to help the poor nations in providing them the New Media facilities so that their people can take part in the process of socio-economic participation. Once the gap

between the developed and the developing countries is least reduced, the era of a true and fruitful communication between the worlds nations will begin. To achieve this objective, the developed countries should support the developing countries to provide them technical facilities to assist their public for their growth. The second thing is, there is no justification to transfer the progress role of mass media of the developed countries to the developing nations. Developing countries have their own socio-economic and cultural conditions. Many individuals cannot participate in the development discussions due to the socio-cultural and the economic barriers in the societies. People of many countries including Asian countries have a very little access to digital media because of lack of technology or infrastructure. Once the developing nations succeed and achieve the facilities of New Media technologies to the weaker nations, a real positive change can be expected in these countries as well.

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