



Perception Of Post Office Employees On Digitization In India With Special Reference To Prayagraj City

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Abstract

The study on digitization on demand of current time period. Now the government of India has enhance the value of post office and make more meaningful. Earlier post office service without technological assistance was very difficult. India had started experiencing the digital transformation, it takes some time to feel the full impact of this change. The entire program is designed as a top level model on the technological front. The study on perception of post office employees after digitization in post office conducted in Prayagraj city and Lucknow, Uttar Pardesh. Digital India to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing internet connectivity or by making the country digitally empowered in the field of technology. As per our study perception of satisfaction level in post office employee is high with young employees, the satisfaction level with young employees is high while compare to old age employees. Computer operating task is also very friendly with young post office employees and they learn self and having computer education well than old age employees in post office. Aged employees also facing high stress level after digitization programme. Age is significant factor in digitization programme in post office.

I. Introduction

The department of posts of the Indian ministry of communications & information technology (India post) is a ubiquitous part of the rural landscape of India. The first post office is said to have been established in Kolkata in 1727, and since its founding in 1854, India post has grown to more than 150,000 post offices in every region of India, 90% (139,222) of which are located in rural areas. In addition to a refurbishment of India post's top 1000 post offices, project arrow included a five-year initiative to roll out computerization throughout the entire India post network.(O'Neill 2017). Indian department of post is the oldest and apex government institution in the Indian

service sector. It is considered as a backbone in the communication sector. History of the Indian post offices is traced back to the British rule. India was the most important colony for the British rulers. Once the east India company established its rule on the entire Indian territory the need was felt by the British rulers to have a government owned institution for delivering the royal mails. In 19th century lord Dalhousie played an important role in starting the postal services in India. The post office act was enacted in 1854 and first post office was established in Mumbai. Today India is the country with maximum number of post offices all over the world. There are 1, 55,335 post offices today in India. out of which 1,35,00 post offices are in the rural area. (Birajgar and Joshi 2016). For more than 150 years, the department of posts (DOP) has been the backbone of the country's communication and has played a crucial role in the country's socioeconomic development. Trends such as urbanization, increased demand for financial services, increased funding by the government for the weaker sections and the rural sector, have opened up new opportunities for the department of posts which, in turn has necessitated development of new processes and supporting technology. The department of posts is also faced with twin challenges of increasing competition and continuing advances in communication technology, especially in mobile telephony and the internet. In order to provide the best-in-class customer service, deliver new services and improve operational efficiency, the department of posts has undertaken an end to end modernization project to equip itself with requisite modern tools and technologies. (Juneja 2017). Posts have been trying to address the move to digital communication by launching applications such as hybrid mail, secure digital e box, digital identities, and other products and services. (Parker and Alstony 2009). Digitization refers to "the adoption or increase in use of digital or computer technology by an organization, industry, country etc". Digitization is also known as the "ability to turn existing products or services into digital variants, and thus offer advantages over tangible product". The term digitization refers to "the action or process of digitizing; the conversion of analogue data (esp. In later use images, video, and text) into digital form". (Parviania & Kaaranianen, Teppola 2017). Digital India is a creative idea of Mr. Narendra Modi's government. It is an initiative of government of India to incorporate the administration departments and the general population of India. The digitization of post office and exploration of e-commerce solution is a crucial step in order to attract millennial. (Nuyts 2015). The main reason for this decline is consumers' adoption of digital services, such as electronic mail. A main reason for this substitute ability is that the digital services such as electronic mail services are faster, cheaper and more reliable than letter postal services. (Lausanne 2017). Digital services such as e-mail and electronic bill payment have caused significant declines in the postal service's most profitable categories of mail, and online marketing gets relatively more effective as more people spend more time online. (Atkinson 2013). It aims to make Government administration accessible to citizens electronically by reducing paper work. The initiative consists plans to connect rural areas with high speed internet networks. It is an initiative to transform the country into digitally empowered knowledge economy. The program intertwines together a number of ideas and thought into a single, comprehensive vision so that each of them is seen a part of larger goal. (Luvy 2018).

II. Review Of Literature:

Thangapandi.,(2013) Study said that post offices provides numerous services to the economy. The objective is to assess the opinion of the customers towards postal services and how frequently they use the services and to offer suggestions for improvement in them. The focus is on demographic profile of the customer namely literacy, occupation, location where there is a significant change in their relationship.

Giri.,(2014) Study revealed that the India Post is a very old institution, perhaps one of the oldest. But with the help of incorporating technology reforms covering all aspects. The India Post is a magic wand in the hands of the Government of India for the mammoth tasks regarding technology transformation like e post office, e PLI, CBS with the given size and population of this country. This transformation helps Government of India to reduce operating costs and again popularity among global competitor.

Rafee.,(2015) Researcher highlights the changing face and role of post offices in Indian services sector. India has the largest postal network in the world. Its plays a very crucial role in socioeconomic development. It also focused on the various suggestion for India post to provide better services to citizen. Thus, a transformation role is needed to the India Post.

Birajda.,Charusheela.,et.,all.,(2016) Studies states due to globalization India Post is facing the acute competition from other strong competitors. The conclusive efforts need to be made by India post for improving the overall quality of services. The department of post is trying to make necessary improvements in service delivery process.

Hillebrand.,Annette.,et.,all.,(2016) According to their study technology is the key enabler for such new services. Consumers in general benefit from new technology which enables them to access an increasing range of new services, particularly in relation to online retail fulfillment.

Juneja and Sheenu.,(2017) Study Said Progressive use of computers in post offices and their connected network on a single integrated platform presents an opportunity for India Post to take state services to village level and also to retail products and services of other service providers. India Post has adopted a holistic approach to technology led transformation understanding the importance of re-engineering process, skill development and enhancement and resource planning.

Subramanyachary.,(2017) Revealed that economy has to push merits of digitization and check the problems arise from digitization. In the era of Globalization transactions are increasing. Hence, digitization is to be given priority for both quick and transparent business transactions. India is an initiative of the Central Government of India “designed to transform India into a global digitized hub” by reviving a rundown digital sector of India with the help of improving digital connectivity and skill enhancement and various other incentives to make the country digitally empowered in the field of technology.

Kaul and Mathur.,(2017) Study revealed that digital campaign aimed to connect rural areas with high speed internet network and to improve the digital literacy. Indian economy is growing at a fast pace that requires the people to be financial literate to take judicious decisions.

Shekond and Gupta.,(2018) Finds digitization improves effectiveness and efficiency of work being done. Digitization of governance activities, i.e.,e-governance, enhances quality of life of its citizenry by increased transparency in Government departments and easing service delivery. It increases speed and reduces time duration requirements for performing various activities and functions.

Vijayan.,(2019) Studied says technological advancement is necessary for developing nations. India is aspiring to be a leader in different global technology platforms in order to fulfil that it is vital for digital technologies to be used to improve public services,deliver financial inclusion,etc. India has understood this secret and they have embraced digital India campaign to enhance effective communication between citizen and government while providing essential services with easiness.

3.1 Objectives of Study

- To study on perception of employees on digitization of post office.
- To study on impact of digitization on the basis of a) Age b) Satisfaction level
- To know the problems and challenges of Indian post in digitization programme.

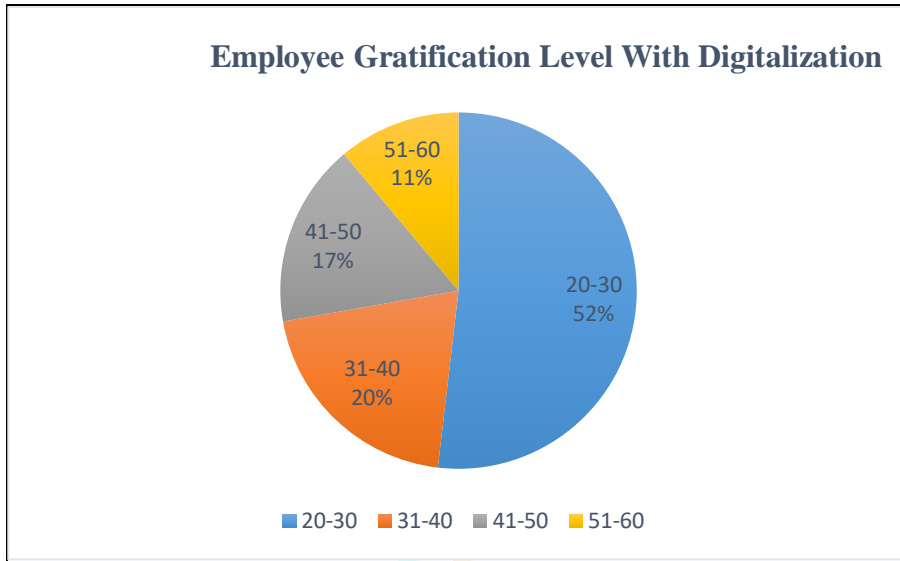
3.2 Research Methodology

Data collection: The study is based on primary data information.Structured questionnaire and semi interview has been used as an important tool to collect the primary data from the sample respondents of post office employees in Prayagraj, Uttar Pradesh. Primary data were entered using SPSS(Statistical Package for Social Sciences) software and STATISTICS. The raw data was analyzed using SPSS to find out the results according to the hypotheses formulated. The questionnaire was administrated to the random selected post office in Prayagraj city,Uttar Pradesh. A total of 65 questionnaire were distributed and 54 completely filled questionnaire were collected giving an overall response rate of 83 per sent.

Scope: The scope of the study is limited to Prayagraj post office employees regarding their experience in digitization service in post office. As per post office employees age they facing challenges that they face in digitization programme service.

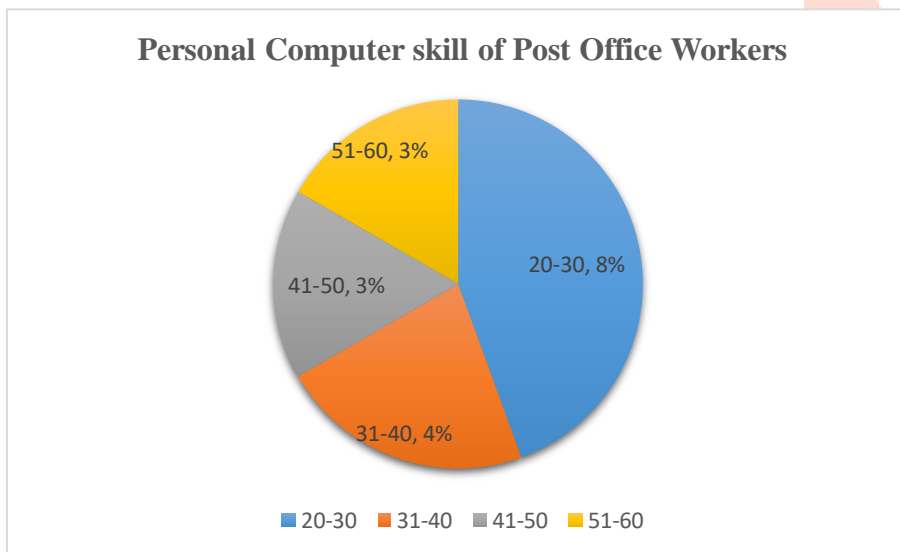
3.3 Data analysis and Interpretation

Table 1.11 Employee gratification level with digitization

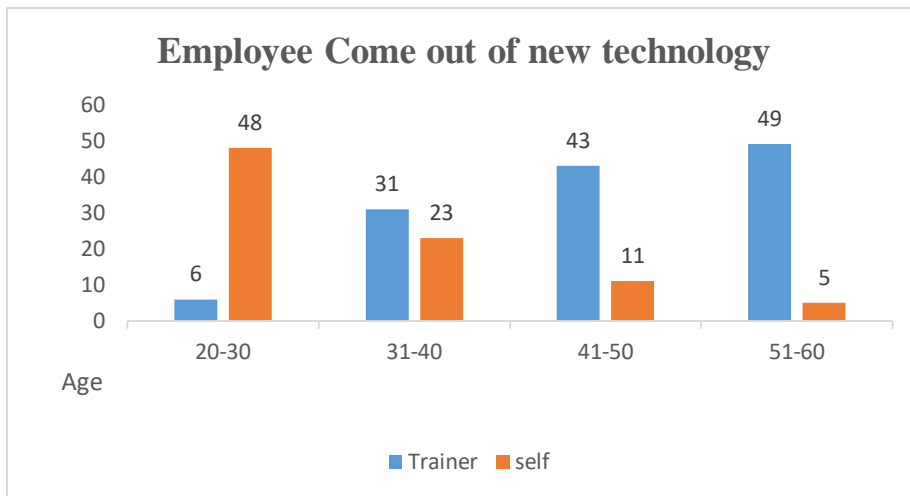


From the above pie chart table 1.11 shows out of total respondent 52% of post office employees at the age of 20-30 years are highly satisfied, and 31-40 years employees satisfied with the percentage of 20, 41-50 years employees 17% likewise out of total respondent 51-60 years employees satisfied with 11% in post office digitization service. Young employees are highly satisfied than old employees in post office.

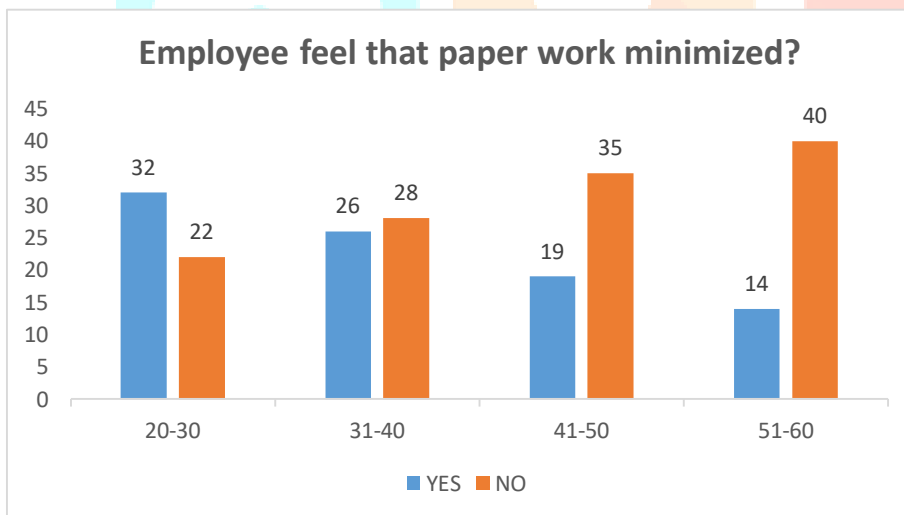
Table 1.12 Personal computer skill of post office workers.



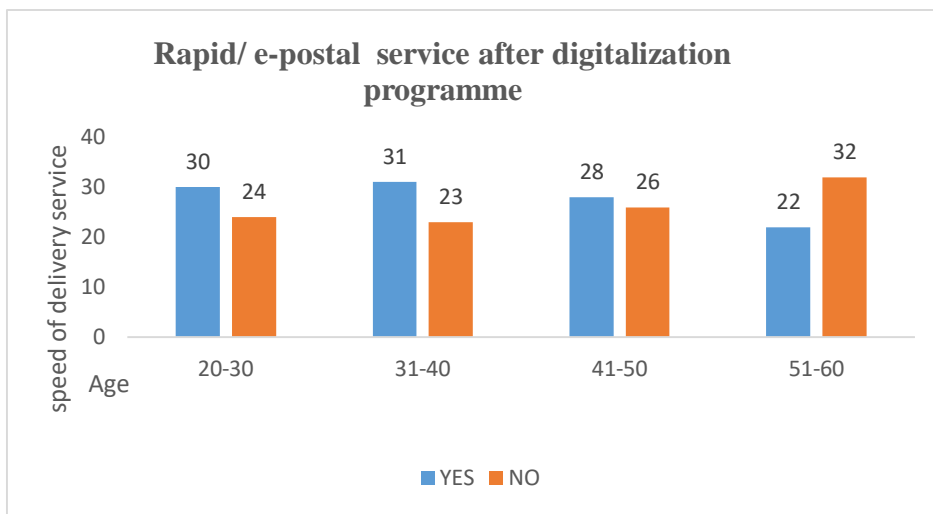
From the above pie chart 1.12 shows that out of total respondent the post office employees personal computer experience at the age of 20-30 years employees have 44%, 31-40 years employees have 22% computer experience, and from 41-50 years employees have 17%, 51-60 years post office employees have 17% computer experience. Young employees in post office are more friendly with new technology.

Table 1.13 Employees come out with new technology

From the above table 1.13 graph shows employees has expressed their views of how do the they discover new digital technology as per the age 20-30 employees 48% has learn self and 31-40 age group people 31% employees has be learn from trainer, 41-50 years employees also find out new technology from 43% trainer, and 51-60 years 49% of employees has learn from trainer. most of the employees find out new technology from trainer.

Table 1.14 Minimization of manual work after digitization.

From the above table 1.14 graph shows that from age group 20-30 employees feels that paper work has minimized 32%, and 31-40 year employees feels that 28%, 41-50 year employees feel no 28%, 41-50 age group employees feels no 35%, 51-60 years said 40% and employees feels that paper work not minimized after digitization.

Table 1.15 Rapid/ e-postal service after digitization programme.

From the above table 1.15 graph shows that age of 20-30 years employees said yes 30% , 24% said no ,and 31-40 years of employees said yes 31% and remaining respondents said no 23%, also 41-50 years of post office employees said yes 28% and said no 26%, likewise 51-60 years employees said yes 22% and no 32% for speed of delivery has increased in post office after digitization programme.

3.4 Hypothesis testing

Hypothesis -1

Alternative hypothesis(H_1) - There is a significance impact of cost reduction after computerization.

Null hypothesis(H_0) - There is no significance impact of computerization on cost reduction.

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Perception of the cost reduction after computerization of post office	54	1.00	5.00	3.5926	.22666	1.66562	2.774
Perception about the overall quality of computerization	54	1.00	5.00	3.1852	.19971	1.46756	2.154
Are you satisfied with present online service	54	1.00	5.00	3.4630	.19554	1.43689	2.065
Contribution of new technology to the success of post office	54	1.00	5.00	3.0926	.19830	1.45717	2.123
What extent digitization of P O Is helpfull to avail the service	54	1.00	5.00	2.9259	.19756	1.45176	2.108
Valid N (listwise)	54						

On the above table shows that perception of the cost reduction after computerization of post office means is 3.59 and standard deviation is 1.66 likewise variance 2.77, perception about the overall quality of computerization of post office mean 3.18, standard deviation is 1.46, variance 2.15, satisfaction with present online service shows mean is 3.43, standard deviation is 1.45, likewise variance 2.12, contribution of new technology to the success of post office identified mean 3.09, standard deviation 1.45, variance 2.12, digitization of post office is help full to avail service identified mean 2.92, standard deviation 1.45, likewise variance 2.10.

Perception of the cost reduction after computerization of post office

Perception of the cost reduction after computerization of post office * What extent digitization of post office is helpful to avail the service Cross tabulation

			What extent digitization of post office is helpful to avail the service					Total
			Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Perception of the cost reduction after computerization of post office	Highly dissatisfied	Count	8	3	0	0	0	11
		% within Perception of the cost reduction after computerization of post office	72.7%	27.3%	.0%	.0%	.0%	100.0%
	Dissatisfied	Count	0	6	0	0	0	6
		% within Perception of the cost reduction after computerization of post office	.0%	100.0%	.0%	.0%	.0%	100.0%
	Neutral	Count	0	5	0	0	0	5
	% within Perception of the cost reduction after computerization of post office	.0%	100.0%	.0%	.0%	.0%	100.0%	
	Satisfied	Count	0	4	0	0	0	4
		% within Perception of the cost reduction after computerization of post office	.0%	100.0%	.0%	.0%	.0%	100.0%
	Highly satisfied	Count	1	1	5	9	12	28
		% within Perception of the cost reduction after computerization of post office	3.6%	3.6%	17.9%	32.1%	42.9%	100.0%

Total	Count	9	19	5	9	12	54
	% within Perception of the cost reduction after computerization of post office	16.7%	35.2%	9.3%	16.7%	22.2%	100.0%

On applying cross tab in SPSS it was found that 42.9 majority of respondents were in the category of highly satisfied that means respondents are agreeing to the fact that there is very high impact of digitization on cost reduction.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.	Exact Sig.
Interval by Interval	Pearson's R	.799	.053	9.574	.000 ^c	.000
Ordinal by Ordinal	Spearman Correlation	.840	.054	11.183	.000 ^c	.000
N of Valid Cases		54				

On applying T test this hypothesis were calculated correlation with Pearson R and spear man correlation. It was found there is a high correlation (0.799) and (P value was 0.000. P value is greater than 0.05). Which implies that H_0 is rejected and alternative hypothesis is accepted that there is a significant impact of paper reduction after computer digitization.

Hypothesis- 2

Alternative hypothesis(H_1) - There is a significance impact of perception of digitization of P O is help full to avail service.

Null hypothesis (H_0) . There is no significance impact on digitization is help full to avail service.

What extent digitization of post office is help-full to avail the service.

Are you satisfied with present online service * What extent digitization of Post Office Is helpful to avail the service Cross tabulation

			What extent digitization of Post Office Is helpful to avail the service					Total
			Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Are you satisfied with present online service	Highly dissatisfied	Count	5	0	0	0	0	5
		% within Are you satisfied with present online service	100.0%	.0%	.0%	.0%	.0%	100.0%
	Dissatisfied	Count	3	10	0	0	0	13
		% within Are you satisfied with present online service	23.1%	76.9%	.0%	.0%	.0%	100.0%
	Neutral	Count	0	8	0	0	0	8
	% within Are you satisfied with present online service	.0%	100.0%	.0%	.0%	.0%	100.0%	
	Satisfied	Count	0	1	5	2	0	8
	% within Are you satisfied with present online service	.0%	12.5%	62.5%	25.0%	.0%	100.0%	
	Highly Satisfied	Count	1	0	0	7	12	20
	% within Are you satisfied with present online service	5.0%	.0%	.0%	35.0%	60.0%	100.0%	
Total	Count	9	19	5	9	12	54	

% within Are you satisfied with present online service	16.7%	35.2%	9.3%	16.7%	22.2%	100.0%
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On applying cross tab in SPSS it was found that 60.0% majority of respondents were in the category of highly satisfied that means respondents are agreeing to the fact that there is very high impact satisfied with present online service impact of perception of digitization of post office is help full to avail service.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.	Exact Sig.
Interval by Interval Pearson's R	.876	.053	13.098	.000 ^c	.000
Ordinal by Ordinal Spearman Correlation	.875	.063	13.053	.000 ^c	.000
N of Valid Cases	54				

On applying T test this hypothesis were calculated correlation with Pearson R and spear man correlation. It was found there is a high correlation (0.876) and (P value was 0.000. P value is greater than 0.05) which implies that H_0 is rejected and alternative hypothesis is accepted that there is a significant impact of perception of digitization of post office is help full to avail service.

3.5 Finding :

On the analysis of data reveal that due to digitization service employees are facing technical problem as well as computer operating task. Most of the young employees found new technology from themselves and old employees specially found from trainer. From the pie chart 1.11 shows that post office employees at the age of 20-30 years are satisfied 52% , and 31-40 years employees satisfied 20%, 41-50 years employees 17% likewise 51-60 years employees satisfied with 11% in post office digitization service, and from the pie chart 1.12 shows that the post office employees at the age of 20-30 years are satisfied 52% , and 31-40 years employees satisfied 20%, 41-50 years employees 17% likewise 51-60 years employees satisfied with 11% in post office digitization service. Cost reduction after digitization is satisfied with percentage of 42%. Digitization of post office services and present acceptance level dissatisfied. Table 1.13 shows that Government of India has provided training for each employees to know digital programming. Table 1.14 shows when comes to paperwork does not minimized after digitization instead increased by doing computer work as well as manual work. Table 1.15 Speed of postal delivery after digitization also satisfactory as per employees perception

3.6 Conclusion:

Study reveals that perception of digitization programme in post office employees experience personalized learning new style with digital programme in post office. As per our study satisfaction level in post office employee is high

with young employees and the satisfaction level with young employees is high while compare to old age employees. Computer operating task also very friendly with young post office employees and they learn self and having computer education well than old age employees in post office. Aged employees also facing high stress level after digitization programme. The entire program is designed as a top level model on the technological front. Digital India to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing internet connectivity or by making the country digitally empowered in the field of technology. India had started experiencing the digital transformation, it takes some time to feel the full impact of this change. Government of India has provided training for each employees to know digital programming. Digital programme in economy and to know how far its missions are accomplished and for developing a model to achieve sustainable development goals with the pillars of digital India.

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