AWARENESS OF CITIZENS REGARDING THE SERVICES OF E-DISHA CENTRE: A STUDY OF ROHTAK DIVISION

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ABSTRACT

E-Governance has become an essential tool for enhancing public administration and enabling citizens to access government services more effectively. Among the various e-Governance initiatives, the e-Disha Centre plays a key role in Haryana's strategy by providing a broad range of government services to residents in a more efficient and transparent way. Despite its important function, the success of the e-Disha Centre largely depends on how aware citizens are of the services available to them. This research paper aims to assess the level of awareness among citizens about the services offered by the e-Disha Centre, particularly in the Rohtak Division of Haryana. For the study purpose, 642 the beneficiaries have been selected scientifically. The Present study based on primary data. Using primary surveys and interviews with beneficiaries, this study explores the public awareness with the services of e-Disha Centre. The results of this study will offer valuable insights into how the e-Disha Centre can expand its outreach and improve its effectiveness in serving the community.

KEYWORDS : e-Governance, e-Disha, Awareness, Citizens, Rohtak, Services.

INTRODUCTION

The e-Disha Centre is a key initiative under Haryana's e-Governance strategy, designed to make government services more accessible, efficient, and transparent for citizens. Its main goal is to consolidate various government services in one place, providing a centralized platform where individuals can easily access a range of services. These include obtaining certificates, permits, licenses, paying utility bills, and other essential government-related paperwork. The e-Disha Centre serves as a model for the broader vision of digital governance, enabling citizens to access public services online, which reduces the need for physical visits to government offices and minimizes time and effort spent. The e-Disha initiative focuses on streamlining and enhancing service delivery by digitizing various processes. This ensures faster processing and quicker service delivery while also promoting transparency and accountability in public administration. Citizens can track the status of their requests, making the system more efficient and user-friendly. By transitioning to digital platforms, the government not only improves its operational efficiency but also empowers citizens, offering them the flexibility to access services at any time and from anywhere.

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However, the success of the e-Disha Centre heavily relies on how aware citizens are about the services it offers. A significant portion of the population, particularly in rural areas, may be unaware of the full range of services available or may struggle with navigating digital platforms. Therefore, increasing awareness and educating citizens on how to effectively use these services is essential to ensure the centre's success. Although the government has initiated several awareness campaigns and outreach programs, ongoing community engagement is crucial to ensure that the services reach all sections of society. In the Rohtak Division of Haryana, the e-Disha Centre aims to improve access to government services by eliminating the need for long waits or complex paperwork. The centre's role in bridging the digital divide is key to empowering citizens and enhancing their experience with public administration. To strengthen the role of the e-Disha Centre within Haryana's governance framework, the government must continue improving technological infrastructure, simplifying services, and promoting digital literacy.

OBJECTIVE OF THE STUDY
- To know the source of citizen's knowledge about e-Disha Centre.
- To examine the awareness of citizen's regarding the various services of e-Disha Centre.

RESEARCH METHODOLOGY
This section outlines the methodological tools used to achieve the research objectives, focusing on reducing uncertainty and enhancing accuracy, validity, and objectivity. Detailing the methodology is essential to ensure clarity and rigor in the study.

POPULATION OF THE STUDY
The researcher has selected e-disha centre of the district headquarter from all the five districts i.e. Rohtak, Sonipat, Jhajjar, Bhiwani and Charkhi Dadri of Rohtak division. The data (lists of beneficiaries) has been collected from the respective e-Disha centres of selected districts of Rohtak division. From the collected lists of beneficiaries, the highest service holders were those who got service of 'domicile certificate', 'caste certificate' and 'income certificate' among the all services provided by selected e-Disha centres of all districts of Rohtak division during the 2019-2020 financial year. Thus, only 'domicile certificate', 'caste certificate' and 'income certificate' beneficiaries were taken into consideration for the study purpose.

SAMPLE SIZE AND TECHNIQUE
The researcher utilized both the census method and Taro Yamane's (1967) finite population formula to determine the sample size. The Yamane formula was used to calculate the sample size for service beneficiaries with a 95% confidence level and a 5% margin of error. From a total population of 3,20,927 beneficiaries, the formula yielded a sample size of 399.50 (0.124% of the population). However, to ensure a representative sample, 0.20% of the population was selected, resulting in a final sample size of 642 beneficiaries. The sample was distributed district-wise based on the selected service lists.

SOURCE OF KNOWLEDGE OF E-DISHA CENTRE
Knowing the source of information about e-Disha centers is essential for enhancing outreach, resource distribution, and service accessibility. It enables the government to craft focused awareness strategies, close information gaps, and make sure that marginalized or rural communities are well-informed. Moreover, this insight fosters inclusive growth by guaranteeing that all beneficiaries have equal access to services. Thus, the researcher made an effort to examine from where the beneficiaries secured the information about the e-Disha entres. The data so collected is illustrated in Table 1 given as under.

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Table 1
Source of Knowledge of e-Disha Centre

N=642

Service	What is the source of your knowledge to know about the e-Disha centre?				Total
	Media	Advertisement	Friends & Relatives	CSC*	
Domicile Certificate	39 (13.54)	32 (11.11)	139 (48.27)	78 (27.08)	288 (100)
Caste Certificate	32 (22.54)	21 (14.79)	62 (43.66)	27 (19.01)	142 (100)
Income Certificate	40 (18.87)	32 (15.09)	91 (42.93)	49 (23.11)	212 (100)
Total	111 (17.29)	85 (13.24)	292 (45.48)	154 (23.99)	642 (100)

Source: Primary Data
Note: Parentheses Show Percentage, CSC* = Common Service Centre.

Figure 1
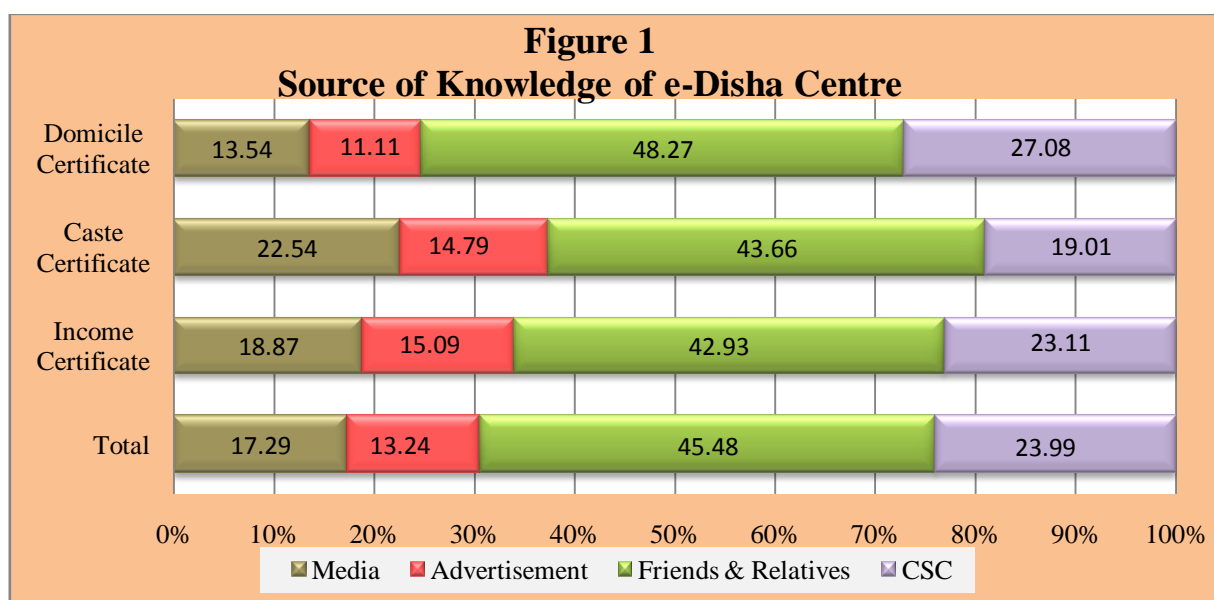**Source of Knowledge of e-Disha Centre**

Table & figure 1 exhibits that out of total respondents more than two-fifth (45.48 percent) of the respondents got information from 'friends & relatives' about the e-Disha center. It is primarily because their friends and relatives had also taken services from e-Disha centers. Apart from that, about one-third (30.53 percent) of the respondents have got knowledge about e-Disha centers from Media i.e. Newspaper, social media and advertisement i.e. poster, pamphlet, hoarding etc. Approximately, one-fourth (23.99 percent) of total respondents have acquired knowledge about the services of e-Disha center from CSC centers because they are also providing the same service but they over charge fees in comparison of e-Disha center's fees. Almost one-half (48.27 percent) of the respondents have got knowledge about the domicile certificate from their friends & relatives. More than one-fourth (27.08 percent) respondents of domicile certificate service acquired knowledge about domicile certificate from CSC centers. More than two-fifth (43.66 percent) of the respondents have got knowledge about the service of caste certificate from friends & relatives whereas almost one-fourth (22.54 percent) of the respondents got information about caste certificate from media. As far as income certificate is

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concerned, more than two-fifth (42.93 percent) of the respondents took knowledge about the service of income certificate from friends & relatives.

AWARENESS REGARDING VARIOUS SERVICES

Awareness of various e-governance services is essential for citizens to take full advantage of digital advancements in public administration. E-governance services cover a broad range of online platforms aimed at improving the accessibility, efficiency, and transparency of government operations. These include online tax filing, applications for permits and licenses, access to public records, and grievance submissions. Knowing about these services allows citizens to complete important tasks from home, reducing the need to visit government offices in person. Greater awareness and use of e-governance services lead to a more engaged and informed citizenry, enhancing the overall quality of public service delivery. By keeping this in mind, the researcher made an attempt to know the awareness of beneficiaries regarding the various services delivered by e-Disha centres. The assembled data is shown below in Table 2.

Table 2
Awareness Regarding Various Services

N=642

Service	Are you aware about the various services rendered by the e-Disha centre?		Total
	Yes	No	
Domicile Certificate	164 (56.94)	124 (43.06)	288 (100)
Caste Certificate	93 (65.49)	49 (34.51)	142 (100)
Income Certificate	132 (62.26)	80 (37.74)	212 (100)
Total	389 (60.59)	253 (39.41)	642 (100)

Source: Primary Data
Note: Parentheses Show Percentage.

Figure 2
Awareness Regarding Various Services

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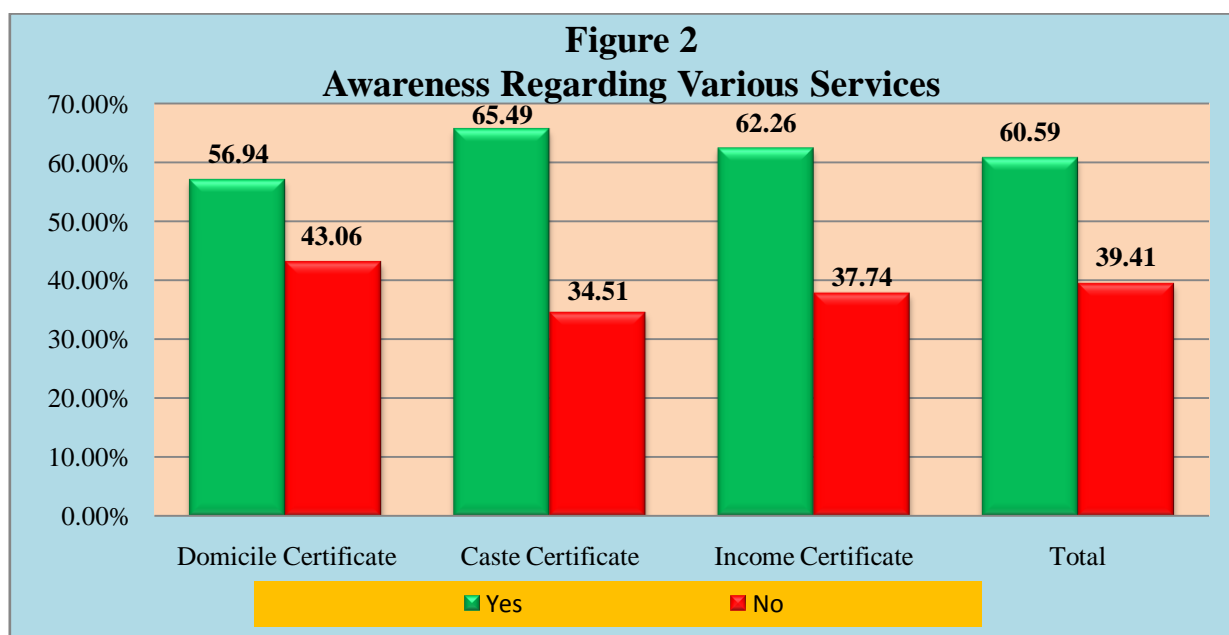Journal for all Subjects : www.lbp.world

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Table & figure 2 express that out of total respondents, more than three-fifth (60.59 percent) of the respondents stated that they are aware about the various services rendered by the e-Disha center. On the contrary, the remaining 39.41 percent respondents were not aware about the various services rendered by the e-Disha center. The researcher found that lack of education is the main cause of the unawareness of the respondents. Almost two-fifth (56.94 percent) of the respondents those who have taken the service of domicile certificate replied that they are aware about the various services rendered by the e-Disha center. Approximately two-third (65.49 percent) & (62.26 percent) of the respondents those who have got the services of caste and income certificate asserted that they are aware about the various services rendered by the e-Disha center respectively.

FINDINGS
- Approximately one-half (45.48 percent) of total respondents stated that they got knowledge about e-Disha centre from their family & friends.
- More than three-fifth (60.59 percent) of total respondents stated that they are aware about the various services rendered by the e-Disha center.

SUGGESTIONS
- Organize awareness camps in urban and rural areas to educate citizens about the e-Disha centre's services.
- Partner with local self-help groups (SHGs), NGOs, and community leaders to aware marginalized and rural communities.
- Use social media platforms like Facebook, Twitter, and WhatsApp to share regular updates, success stories, and guides.
- Distribute pamphlets and brochures detailing the available services in public spaces like schools, community centers, and public offices.

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