

E-Business and E-Governance: A case study of web portal Punarbhava and accessibility features

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While we live in a world of constantly evolving information and communications technology (ICT) and its enabling power, the benefits of the ICT revolution have not fully percolated to the everyday life of the common people, particularly those in the rural areas. ICT can serve as one of the key enablers of citizen centric government services delivery mechanism to create easily accessible interfaces such as one-stop, single-window, automated service delivery outlets or common public service centers, devoid of harassment or corruption, minimizing waiting time and inconvenience to the public. ICT can be used to reduce the paperwork, improve efficiency, transparency, accountability and expedite the decision making process. The proliferation of Information and Communication Technology (ICT) has had an enormous impact on every aspect of human activity. It has changed the global communication infrastructure, and is now a potential tool for creating an ever-present medium that will allow for real-time social and personal interaction across continents. ICT benefits the economy, society, and other factors of human life. The development of ICT has even brought about concepts like e-governance, e-commerce, e-business, which are now one of the most discussed topics around the world. E-commerce includes not only buying and selling goods over Internet, but also various business processes within individual organizations that support the goal. As with e-commerce, e-business (electronic business) also has a number of different definitions and is used in a number of different contexts. A more comprehensive definition of e-business is: "The transformation of an organization's processes to deliver additional customer value through the application of technologies, philosophies and computing paradigm

of the new economy. Three Primary processes are enhanced in E-business: Production processes, which include procurement, ordering and replenishment of stocks; processing of payments; electronic links with suppliers; and production control processes, among others. Secondly a customer- focused processes, which include promotional and marketing efforts, selling over the Internet, processing of customers' purchase orders and payments, and customer support, among others. Thirdly are the internal management processes, which include employee services, training, Internal Information-sharing, videoconferencing, and recruiting. Electronic applications enhance information flow between production and sales forces to improve sales force productivity. Workgroup communications and electronic publishing of internal business information are likewise made more efficient. While some use e-commerce and e-business interchangeably, they are distinct concepts. In e-commerce, Information and Communications Technology (ICT) is used in inter-business or inter-organizational transactions (transactions between and among firms/organizations) and in business-to-consumer transactions (transactions between firms/organizations and individuals). In e-business, on the other hand, ICT is used to enhance one's business. It includes any process that a business organization (either a for-profit, governmental or non-profit entity) conducts over a computer-mediated network. In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development.

The Web is rapidly becoming a multibillion dollar source of revenue for the world's businesses E-commerce companies in India offers the most tangible and finest e-commerce solutions provide high end e-commerce solution taking utmost care of the privacy and security of the e-commerce website. E-Commerce service includes shopping carts, database programmers, graphic design services, graphics, e-business, Flash designs. With consumers becoming more internet savvy by the day, it is sensible and also cost effective to make a foray into digital commerce. Different types of e-commerce models exist that include: B2B E-Commerce: Companies doing business with each other such as manufacturers selling to distributors and wholesalers are selling to retailers. Pricing is based on quantity of order and is often negotiable. Ex: CISCO, HP, B2C E-Commerce: Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average person has in mind with regards to ecommerce as a whole. Ex: amazon.com, indiatimes.com.C2C E-Commerce: There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. eBay's auction service is a great example of where customer-to-customer transactions take place every day. Ex: Ebay.com, souq.com etc G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) are other forms of ecommerce that involve transactions with the government--from procurement to filing taxes to business registrations to renewing licenses.

Growth of E-Business in India is tremendous but still has lot of barriers which are the obstacles in the way of E-Business. It needs a focus and should be prioritize to make the country in the lines of E-Business. Above figure has a mention of some of the problems faced in e-business in India .By enabling the traders, farmers and buyers they can sell and purchase their products respectively like fruits, vegetables in quantities of metric tones regularly which is not possible in existing B2B, B2C, C2C websites. These programs must be conducted by government organizations which eliminates the need of brokers, commission agents, and intermediaries and infuses trust in the participants get into E-business.

E-Governance refers to the exercise of political, economic and administrative authority in the management of a country's affairs, including citizens' articulation of their interests and exercise of their legal rights and obligations. E-governance may be understood as the performance of this governance via the electronic medium in order to facilitate an efficient, speedy and transparent process of disseminating information to the public, and other agencies, and for performing government administration activities. E-governance is generally considered as a wider concept than e-government, since it can bring about a change in the way how citizens relate to governments and to each other. E-governance can bring forth new concepts of citizenship, both in terms of citizen needs and responsibilities. Its objective is to engage, enable and empower the citizen. The purpose of implementing e-governance is to enhance good governance. Good governance is generally characterized by participation, transparency and accountability. The use of information technology can increase the involvement of citizens in the process of governance at all levels by providing the possibility of on-line discussion groups and by enhancing the rapid development and effectiveness of pressure groups. Some examples of interactive services are: requests for public documents, requests for legal documents and certificates, issuing permits and licenses. *e-democracy*- implies greater and more active citizen participation and involvement enabled by ICTs in the decision-making process. During 1980s and early part of 1990s, the policy thrust was on creating "Management Information System (MIS)" and "Decision Support System (DSS)" for development , planning and responsive administration in governments which led to the genesis of present day "e-Governance" / "e-Government". "Bridging the Digital Divide", "Social and Financial Inclusion through ICT" and "Reaching- the-Unreached" concepts were tried and made operational in the late nineties. The governance space in the country witnessed a new round of projects and products, covering the entire spectrum of e-Governance including G2C,G2B, G2G, with emphasis on service delivery. National Knowledge Network (NKN) has been set up to connect institutions/organizations carrying out research and development, Higher Education and governance with speed of the order of multi Gigabits per second. Further, State Government secretariats are connected to the Central Government by very high speed links on Optical Fibre Cable (OFC). Districts are connected to respective State capitals through leased lines. The purpose of such a knowledge network goes to the very core of the country's quest for building quality institutions with requisite research facilities and creating a pool of highly trained professionals.

The NKN enable scientists, researchers and students from different backgrounds and diverse geographies to work closely for advancing human development in critical areas. NIC Network NICNET utilizes variety of technologies including terrestrial, wireless and VSAT networking to provide connectivity across the country and is now extending to the grassroots level. Mode of connectivity is decided based on suitability depending on factors such as user requirement and terrain.

E-Governance provides government services through interactive website and portals. Higher Education Institutes (HEIs) can also leverage the benefit of e-Governance by collaborative resource sharing through grid computing. The underlying goals for adopting e-Governance practices are to ensure improved quality in disseminating education and administration; establish dynamic and need-based communication with various internal, external and peer entities across the country/globe; and conforming to regulations. For e-governance, if we take an example of e-governance in Institutes of higher education. The state of Indian higher education has been examined by a number of education committees and have identified the major problems and suggested the remedial actions for them e.g. the system of affiliation of colleges, followed by most universities, discourages accountability due to lack of proper monitoring facilities. In reference to the Institutes of higher education (IHE), there is tremendous increase in the number of colleges and universities. There are number of aspects related to the quality education like progression of course, quality of faculty members, research facilities given to teachers and students, number of students, examination system and administration. For any Government, it is very important to keep an eye on the above factors prevailed in any university. Although there are number of Statutory agencies like UGC, AICTE, MCI, PCI, BCI, RCI etc. which monitors the performance of the university on an overall basis. The quality factors are also assessed before giving NOC to the universities or also before renewing the recognition/affiliation. Presently, the current procedure compels universities to submit the documents to UGC, MHRD, and AICTE etc. separately for various reasons like approvals/renewal of recognition, resulting in wastage of time and lot of stationary. Ideally, a single window should exist for approval process of performance measurement. The need is to deliver services at the doorstep making it hassle free transparent and to facilitate decision makers to get all analysis and decide. As a result of such type of governance, there may be perceptible changes in both administrative and academic output of the department. Minimization of human intervention and discretion exhibits a fair, transparent accountable and responsive system. E-Governance is not doing all the activities on-line or other sort of computerization but it is actually the way to rethink and re-engineer the existing structure of the system of higher education in India with its functions, processes, etc. The fundamental difference between the computerization and e-governance is that the former seeks to replace existing processes by their electronic counterparts. The following figure depicts the functional interactivity between Government and its stakeholders. E-governance framework aims to provide an integrated approach that include the computerization at the organizational level. The management of information is a challenging task which can be easily dealt with computerization. Information

management (IM) is the collection and management of information from one or more sources and the distribution of that information to one or more audiences. Management means the organization of and control over the structure, processing and delivery of information management in higher education. We conclude by saying that, a developing country can become industrialized and modernized if it can extensively apply IT to enhance productivity and international competitiveness, develop e-commerce and e-governance applications. An information-based society or knowledge based society is composed of IT products, IT applications in society and economy as a whole. Many countries in Asia are taking advantage of e-commerce through opening of economies, which is essential for promoting competition and diffusion of Internet technologies. The Internet is boosting efficiency and enhancing market integration in developing countries. Implementing e-governance system in organizations ,it can help in maintaining a centralized database, better analysis and planning based on feed backs .The road map to achieve above objectives , can be an amalgamation of e-governance mechanism like computerization at the organizational level, online management system and last but not the lease is information management system i.e. maintenance of websites/web portals .

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