Module - III
Reforming PDS
Towards better service to customers ....

Commissioner
Civil Supplies & Consumer Protection
Visit us at www.consumer.tn.gov.in
Content

• Who are we?
• How do people perceive us?
• What should be our values?
• What are our roles and responsibilities?
• How should our services be?
• How do we ensure Quality of Services?
Who are we?
Definition of public servant

• Public :
  − All citizens
  − More importantly the poorest of poor, SC/ST, old, transgenders, handicapped, etc,

• Servant :
  − Accountable to the public (with or without RTI) – as citizens are our masters
  − Duty to respond politely, effectively and immediately
How do people perceive us?
How do customers value us?

“To my knowledge this work would not take more than 15-mts. But today I was there for a whole only only to be told to come again. I am a human being with all emotions and feelings. I should be treated like a human being as such.”
“Now I can clearly understand why public is having a deep aversion against govt servants. I wont blame them but the entire system need overhauling. Maybe it takes its own course till a revolution happens.”

Radha Krishnan R,

Customer of Tambaram Zone
Respected sir, With reference to the complaint already made to you with regard to the issuance of civil supplies, the problem still persists. We have not been allotted rice for the last two months. Each time we visit the shop, we are asked to come back later. Again we tried to make a complaint to the AC in the following phone number 9445000159. He informed us that they have made a recent visit to the shop. But no alternative solutions were provided to us. We have made complaint with many authorities. But none have taken any action in this regard. Please take serious action in this regard. The detail of the shop are as follows:

Name of the Shop: Pellavarai
Ward No: 559
Shop No: GA005
Shop, Register No: 1863

Hope to hear from you soon sir.
Amirtha, Student (Law College)
My-self in retaliation told that I will take up with the commissioner. The shop clerk replied - you tell whereever you want, the commissioner cannot pluck my hair, this he told in presence of public. Immeadiately I rang tel no. 100 and informed.

My Card no. 02/W/0054023
Ward - 878
Shop no HD090
Shop name : Kanchi Makkal Angadi, PORUR - 7
A REG. NO. : 17
Public Servants

• **Que**: How many civil servants does it take to change a light bulb?

• **Ans**: Twelve! _One to change the bulb, and eleven to do the paperwork!!_
All government employees must wash their hands of all responsibility before returning to work.
"I had a nightmare last night. I dreamed I was let go by the public sector and not wanted by the private sector."
Public Servants in the eyes of the general public

- Corrupt (துள்ளப்பாடு)
- Impolite (பல்லப்கள் கதவு)
- Slip-shod (திறுதல் கதவு)
- Over-bearing (உற்சமம்)
- Indifferent (காவல்குறை)
- Unsympathetic to the weak and poor (உயிரிய வேளாண்மைகளில் இனந்துகாண்பது)
### Table 12: Levels of Overall Corruption in States (involving BPL households)

<table>
<thead>
<tr>
<th>States by size</th>
<th>Levels of Corruption</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Alarming</td>
</tr>
<tr>
<td>Big</td>
<td>Assam</td>
</tr>
<tr>
<td>Bihar</td>
<td>Rajasthan</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>Tamil Nadu</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td></td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Small/UTs</td>
<td>Goa</td>
</tr>
<tr>
<td></td>
<td>Nagaland</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Who are affected?

- The poor, especially the poorest
- Persons with disabilities
- Transgender persons
- Widows and Deserted Women
- Old aged
- Children

*Can we for a moment forget who we are and try to put ourselves in their shoes?*
Public Servants and Public Perception

• Is it true?
• Do we care?
• What have we done about it?
• Has it changed?
What should be our values?
Values of a Public Servant

- **Integrity**: is putting the obligations of public service above your own personal interests;

- **Honesty**: is being truthful and open;

- **Objectivity**: is basing your advice and decisions on rigorous analysis of the evidence; and
Values of a Public Servant

- **Impartiality**: is acting solely according to the merits of the case and serving equally well Governments of different political persuasions.

- **Responsiveness**: is responding quickly and effectively

- *How many of these values do we value? Attempt to follow? Follow? to be better public servants?*
Every public service should:
- Set Standards of Service
- Be Open and Provide Full Information
- Consult and Involve customers/stakeholders
- Encourage Access and the Promotion of choice
- Treat All Fairly
- Be sensitive to public perception
- Put Things Right When They Go Wrong
What are our roles and responsibilities?

What do we need to do?
Our current priorities

- **PUBLIC / CONSUMER SATISFACTION**
- **ORGANISATION & RULES**
- **SELF**

**IMPORTANCE / PRIORITY**

24/06/09 Service Delivery Improvements in PDS 22
Needed ...........

- PUBLIC / CONSUMER SATISFACTION
- ORGANISATION & RULES
- SELF

IMPORTANCE / PRIORITY
What do we need to do?

- Customer focus
- Set quality of service standards
- Monitor implementation
Why Customer Focus?
“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”
What do we need to do?

- "Customer Focus" in the public sector is about refocusing services around the needs of the citizen as a customer of public services, rather than the problems of those who provide the services.
What do we need to do?

- It signifies an organisational culture that aims to address the needs, expectations and behaviours of the public, and then adjusts every aspect of the organisation to align with customer values.
What do we need to do?

- This includes the entire delivery chain from policy-making through to front-line services - including strategy, organisational design, business processes, performance measures, information systems and support processes.
Questions

public servants must ask themselves
7 questions to ask ourselves?

- Who are our customers and stakeholders?
- What do our customers need/want?
- What services must we deliver, and how?
- What is customer satisfaction? How do we measure?
- What resources do/could we possess or have access to?
7 questions to ask ourselves?

• What changes can/should we make in service quality and delivery?
• How do we monitor and review service quality?
Who are our Customers/Stakeholders?

Customers : Primary Stakeholder
- Cardholders
- Consumers of Wholesale stores
- Loan applicants
- Farmers

Other Stakeholders
- FPS salesmen
- Kerosene wholesalers
- TNCSC
- Cooperatives
Who are my “customers” at home?

How do I handle them?
What do our customers want?

- Timely service without delays or waiting times
- Polite and patient handling
- Full benefit of PDS as per entitlement on any date of their choice
- Prompt redressal of complaints
- Prompt reply to petitions
- Care and concern in tone and attitude

Is this list complete or enough?
What do customers want at FPS?

- Opening of shops on all working days & in time
- Quick disposal in the queue
- Display and clear information of stock and price information
- Polite, patient and clear replies by Salesmen
- Full supply as per entitlement and correct measurement of commodities
- Timely movement and supply of commodities
- Good Quality of commodities & Clean / Tidy FPS
- Purchase of commodities in one or two visits
- Is this list complete?
Do I care to know what one's spouse wants or feels like?
What about my parents, son or daughter? What are their needs?
Physical, emotional ..... Are they satisfied “customers”? 
How do we know what our customer wants?

• Complaints received
• Suggestions received
• Meeting customers at their homes
• Open house meetings and discussions with consumer groups (like RWAs/SHGPLFs)
• Surveys
• Written comments
• Media reports and stakeholder meetings
How to get consumer feedback?

- Learn to listen patiently and analyse
- Display your interest in the complaint!
- Build consultation into your regular work cycle and consult regularly.
- Don't just consult your users - ask others, too, including your front-line staff.
- Be sensitive to those you want to consult - encourage them to give honest views, e.g. by assuring confidentiality.
How to get consumer feedback?

• Learn from others - use services of college professors or students as well as Consumer Groups or SHG Federations
• Use more than one method of consultation as listed earlier.
• Be flexible - think how to reach all your users (people with disabilities, people from ethnic minority groups etc.).
How to get consumer feedback?

• Publicise your consultation so that all who want to can feed in views, and so that people realise you are committed to listening to them.
• Report back on what views you received and what you have done as a result.
• Evaluate carefully after consulting, and learn lessons for next time.
How do we help?

- Be a role model – values
- Regular analysis of consumer expectations and problems and attempting systemic solutions to each
- Systematic, Periodic and Effective Training for all officers and staff on consumer focus and relationships
- Accessibility of all supervisory officers to consumers
- Dependable and Timely disposal of consumer complaints
Thank you!

Please feel free to email suggestions, ideas and best practices to ccs@tn.gov.in or rajaramank9@gmail.com