

TERMS OF REFERENCE FOR THE R&D PROJECT

1.0 TITLE: Study of Service Quality provided by Public Service Organizations.

2.0 BACKGROUND :

2.1 Effective service delivery is essential for ensuring the well-being and satisfaction of citizens. Service delivery by public service organizations refers to the process through which government entities provide various services to the public. Effective service delivery by public service organizations require a holistic approach that takes into account the diverse needs of the population and adapts to evolving challenges and opportunities. Continuous improvement, stakeholder collaboration, and a citizen-centric focus are key elements in achieving successful service delivery outcomes.

2.2 BIS has published a standard IS 15700: 2018 “Quality Management Systems – Requirements for Service Quality by Public Service Organizations”. This standard specifies requirements for a quality management system where a public service organization needs to demonstrate its ability to consistently provide effective and efficient service that meets the expectations of service users and also conform to applicable legal, statutory and regulatory requirements. The standard aims to enhance service user satisfaction and aims to continually improve its service and service delivery process.

2.3 The standard defines the requirements for implementing a Quality Management Systems (QMS) that focuses on improving the quality of services provided by public service organizations. It covers aspects such as leadership, process management, and continuous improvement.

2.4 This Standard is under review at BIS.

2.5 Different organisations including Public Service Undertakings (PSU)s, Government organisations, etc. have initiated different process reforms to ensure transparent and effective delivery of services. The project is envisaged to have a comprehensive study on recent reforms and collect feedback from all the stakeholders and also identify the challenges being faced in service delivery. The study should also include the best practices being practiced in other countries.

3.0 OBJECTIVE:

3.1 To understand the aspirations and requirements of all stake holders and beneficiaries of the Public Service Organizations (PSOs) for necessary amendment /revision to the existing Standard.

3.2 To provide a report with all relevant data, facts and analysis to help in revision of IS 15700:2018.

4.0 SCOPE:

4.1 Extensive and thorough examination of the available literature on the topic, including but not restricted to the following, and provide comprehensive analysis:

- a) International standards in this field;
- b) Research papers in this field;
- c) Guidelines by any ministry/regulatory bodies;
- d) Any studies being conducted by any other organization;

- e) Impact analysis of technological advancements on delivery of services e.g. Use of Artificial Intelligence (AI), Internet of Things (IoT) , etc.
- f) Study of SEVOTTAM model in comparison to recent initiatives taken by the Government;
- g) Best practices followed in other countries related to public service delivery;
- h) Any other sources;

4.2 Identification of potential implementing organizations, stakeholders, beneficiaries and interact with them. A survey through a structured questionnaire shall be carried out on the following aspects;

- a) Challenges involved in organizations in non- implementation of this standard;
- b) Identification of parameters that need to be amended or revised;
- c) Identification of best practices followed in implementing organizations;
- d) Identification of Gap Areas;
- e) Interaction with/ survey of different stakeholders.
- f) Collection, collation, analysis and interpretation of data collected.
- g) Recording and analysis of results.

4.3 Evaluate the impact of the implementation of IS 15700:2018 in different public service organizations in India, by visiting different public sector organizations having Pan India presence and interacting about 4.2 above. At least 6 such organizations that have implemented IS 15700:2018 and 6 organizations which have not implemented IS 15700 but may implement shall be visited. These 6 visits (for each of implementing and non-implementing organizations) shall be as follows:

- a) Government Organizations – 3
- b) PSUs - 3

In addition, 3 customers of the organizations shall also be visited for studying their requirements for Public service delivery.

4.4 The organizations to be visited should also include organizations which have both IS/ISO 9001 and IS 15700 certifications (at least one organization in each category). Opportunities/challenges of such duplicate certification should be duly recorded.

5.0 RESEARCH METHODOLOGY:

Suggested methodology for the proposed R&D should be as follows:

5.1 Literature Review – Undertake literature review as per 4.1 and prepare report including comparative analysis and policy approach implemented by public service organizations in India.

5.2 Field Visit – Carry out field study in different types of organizations in line with 4.3 and 4.4 above. The proposer is expected to discuss field visit plan to BIS. The plan should be made in such a way so that it should cover the entire public service delivery mechanism ecosystem. Once the plan suggested by researcher is approved by BIS, it is expected by proposer to conduct those visits as per approved plan.

5.3 Field survey and Data collection – Interaction as per 4.3 above with different stakeholders like implementors, customers etc. in different locations of the country shall be done during field visit. Data should be collected through questionnaire/ feedback/ survey/ brainstorming sessions and shall form the part of the report.

5.4 Analysis and report preparation – The proposer shall prepare the report for BIS covering different aspects of scope supported by relevant data.

6.0 OUTLINE OF THE TASKS AND DELIVERABLES EXPECTED FROM THE PROPOSER

6.1 Project report, in hard copy and digital formats, covering all aspects mentioned in scope. The report shall have specific recommendation on the scope of study.

6.2 Questionnaires, discussion, visit and survey reports to be appended with the project report.

7.0 TIMELINE AND METHOD OF PROGRESS REVIEW:

Timeline for the project is 4 months from the date of award of the project.

7.1 Stages for Review

7.1.1 Stage I: At the end of 1st month, project allottee shall prepare brief report identifying the following:

- a) Details of literature review carried out and summarized report;
- b) Identification of different organizations, stakeholders, beneficiaries to be visited (see 4.3);
- c) Details of the plan and information to be collected through interactions from the above-mentioned stakeholders and visits to be carried out;

BIS will evaluate the plan and provide feedback, if any.

7.1.2 Stage II : At the end of 3rd month, project allottee shall submit draft report with the following information:

- a) Reports of visits carried out to different
- b) Details of the data collected while interaction with different stakeholders; and
- c) Analysis of data and correlation with the findings.

BIS will evaluate the draft report and provide feedback/recommend changes, if required.

After 4 months, project allottee shall submit final project report incorporating recommendations/feedback of BIS.

8.0 SUPPORT FROM BIS:

BIS will provide access to latest available editions of Indian standards and/ or international standards relevant to the project, on request.

10. NODAL OFFICER:

Mr. Rajiv Ranjan, Sc. C/Deputy Director, MSD, BIS, may be contacted at msd@bis.gov.in for any queries on the research project.