

# Public Perception Towards Services Delivered Through E-Seva Maiyam in Erode District

Dr. M.Ragupathi

*Assistant Professor and Head, Department of Commerce, Chikkaiah Government Arts and Science College, Erode – 638004*

**Abstract**—E-Seva Maiyam is an e-governance service center established by the Government of Tamil Nadu to provide various government services to citizens through digital platforms. It helps improve accessibility, transparency, and efficiency in delivering public services to people. Public perception towards services delivered through E-Seva Maiyam in Erode District refers to the opinions and satisfaction level of citizens regarding the accessibility, efficiency, and quality of services provided through these centers. Although E-Seva Maiyam has been introduced to provide efficient and accessible government services to citizens, the level of public perception and satisfaction towards these services may vary among users. Therefore, it is necessary to examine how the public perception towards services delivered through E-Seva Maiyam in Erode District. The nature of this study is descriptive and it mainly adopts a quantitative research method. The methodological approach followed in this study is primarily quantitative, with a small qualitative component included through an open-ended question in the questionnaire. The study focuses on the public who utilize services through E-Seva Maiyam in the study area. A structured questionnaire using a five-point Likert scale was developed and distributed among the respondents to understand their perception towards E-Seva services. The random sampling method was used to select a sample size of 215 respondents. The collected data from the respondents were entered into MS-Excel software and analysed using statistical tools such as percentage analysis, mean score, standard deviation and ANOVA with the help of SPSS 26.0 software. In addition, hypotheses were framed to examine the significant difference in mean perception towards E-Seva services of the selected public with respect to selected variables. From the analysis, it is noticed that maximum level of perception towards e-seva services is obtained by the respondents who belong to male, age group of 31–40 years, using civil services, visit 1–2 times for a service and using services for above 5 years.

**Index Terms**—Public, Perception, E-Seva Maiyam, E-Governance, Digital Government Services, Satisfaction, Service Quality, Delivery, Tamil Nadu E-Governance.

## I. INTRODUCTION

E-Seva Maiyam is an important e-governance initiative introduced by the Government of Tamil Nadu to provide various government services to citizens through digital platforms. It functions as a Common Service Centre (CSC) where people can access several Government-to-Citizen (G2C) services in a simple and efficient manner. The main objective of E-Seva Maiyam is to improve transparency, reduce administrative delays, and make government services easily accessible to the public, especially in rural and semi-urban areas. Through E-Seva Maiyam, citizens can apply for services such as community certificates, income certificates, birth and death certificates, revenue department services, utility bill payments, and welfare scheme applications. These centers are operated under the supervision of the Tamil Nadu e-Governance Agency (TNeGA) and act as a bridge between the government and citizens. By using information and communication technology, E-Seva Maiyam has helped in reducing paperwork, saving time, and improving the efficiency of public service delivery across Tamilnadu. Public perception towards services delivered through E-Seva Maiyam refers to the opinions, attitudes and satisfaction levels of citizens regarding the quality and efficiency of services provided through these centers. The perception of public largely depends on factors such as service quality, waiting time, accessibility, staff behaviour, and the reliability of the digital system. E-Seva Maiyam plays a significant role in delivering various government services to the public in a

convenient and accessible manner. Many citizens view E-Seva Maiyam as a helpful platform that simplifies government procedures and reduces the need to visit multiple government offices. It helps in saving time, minimizing paperwork and improving transparency in public service delivery. However, the perception of the public may vary depending on their experience with the services, availability of infrastructure, and level of awareness about digital services.

## II. REVIEW OF LITERATURE

According to Aklya and Vadivel (2026) found that E-Governance has significantly improved administrative efficiency, transparency, and accountability in public administration in India. The adoption of digital platforms has made public service delivery faster and more accessible to citizens while reducing corruption and excessive paperwork in government processes. The study also observed that citizen satisfaction has increased due to improved accessibility and convenience of online services. However, challenges such as digital illiteracy, infrastructure gaps, and the digital divide still exist, and greater attention is required towards strengthening cyber security and digital infrastructure for the effective implementation of E-Governance. The study of Sylviya Johnsi Bai and Uma Maheswari (2025) depicted that Common Service Centres (CSCs) or E-Sevai Maiyam are widely used by citizens, particularly educated individuals and male users, in Tirunelveli district. It was found that government-run CSCs provide comparatively better service quality than privately operated centers. Citizens expressed satisfaction with aspects such as accessibility of the centers, office working time, staff approach, timely completion of work, and data security. However, several issues were reported in private CSCs, including higher service charges, delays in work completion, errors in data entry, and requests for unofficial payments. The author Thangavel (2024) observed that the increasing use of mobile technology has significantly improved the accessibility of e-government services in India. The Mobile Seva initiative provides a unified platform that enables government departments to deliver public services efficiently through mobile devices. With the rapid growth of mobile phone users in the country, citizens are able to access various government services such as health, education, agriculture, and social welfare more

conveniently. The study also found that Mobile Seva helps in bridging the digital divide by extending digital governance services to both urban and rural populations. Regarding the study of Karuppasamy and Mahalakshmi (2023) revealed that there is a significant relationship between customer satisfaction towards e-services and selected demographic variables such as gender, occupation, type of service used, place of using services, and frequency of visits. Further, higher level of satisfaction towards e-services was observed among consumers who are above 40 years of age, male, and private employees. It was also identified that consumers who use welfare services, access services through banks, and visit the service centers 1–2 times for a particular service show higher satisfaction levels.

In view of Kumar (2023) indicated that e-governance initiatives perform a significant role in promoting good governance and improving administrative efficiency in Panchayat Raj Institutions. It highlights that citizen-centric administration and transparency are essential for meeting the increasing expectations of the public. The research also indicates that e-governance helps reduce red-tapism and enhances the delivery of public services in a more efficient and transparent manner. The researcher Raju (2022) displayed that E-Seva centers play an important role in delivering government services to citizens through the use of information and communication technology. It was observed that E-governance initiatives help improve public administration, strengthen the relationship between government and citizens, and enhance service accessibility. However, the study also identified several challenges in the effective implementation of E-Seva services, such as lack of awareness among citizens, limited internet access in rural areas, financial constraints, and lack of trust in digital systems. The study of Senthilnathan and Dhayalan (2019) illustrated that e-Seva centers play a significant role in improving public service delivery through the use of information and communication technology. The result confirmed that service reliability had a better positive impact on consumer satisfaction, while system stability and service quality showed comparatively lower positive influence. This indicates that although e-Seva services are beneficial to the public, improvements are required in technical stability and service quality to enhance overall

consumer satisfaction and effectiveness of e-governance services. According to Reddy and Jaju (2015) assessed that service quality is a key factor influencing satisfaction in public service delivery, especially in electronically delivered services. The research highlighted that traditional models such as SERVQUAL may not fully capture the complexity of quality assessment in public sector services. The findings also indicate that public service quality should consider multiple stakeholders including employees, delivery partners, and citizens. Based on the analysis, the study proposed a framework to evaluate the quality of e-enabled public services by focusing on design, service delivery processes, and outcomes.

### III. STATEMENT OF THE PROBLEM

The rapid advancement of information and communication technology has encouraged governments to adopt digital platforms to deliver public services efficiently. In Tamil Nadu, E-Seva Maiyam has been established to provide various government services such as welfare schemes, civil certificates, revenue services and utility payments in a convenient and transparent manner. These centres aim to reduce administrative delays, simplify procedures and improve accessibility for citizens in Erode district. However, the effectiveness of such digital service delivery systems largely depends on the perception and acceptance of the public. Despite the availability of e-seva services, many citizens still face challenges such as lack of awareness, technical difficulties, waiting time, service delays and limited digital literacy. Public satisfaction and perception towards these services may vary based on demographic factors, type of services used and frequency of usage. Understanding the perception of users is therefore essential to evaluate the efficiency and quality of services provided through E-Seva Maiyam. Hence, this study attempts to analyze the public perception towards services delivered through E-Seva Maiyam in Erode District and to identify the factors influencing their level of satisfaction and usage.

### IV. OBJECTIVES OF THE STUDY

- To identify the socio-economic profile of the selected public who using e-seva Maiyam in Erode district.
- To examine the perception towards e-seva services of the public in the study area.

### V. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean perception towards e-seva services of the public with respect to type of service using.
- There is no significant difference in mean perception towards e-seva services of the public with respect to frequency of visiting for a service.
- There is no significant difference in mean perception towards e-seva services of the public with respect to period of using services.

### VI. RESEARCH METHODS

The research design adopted in this study is descriptive research with the use of a field survey method. The study employed quantitative research methods by collecting data from the public through a structured questionnaire. The questionnaire was designed to understand the perception of the public towards E-Seva services using a five-point Likert scale technique. The collected data were carefully arranged, classified and tabulated according to the requirements of the study with the help of MS Excel software. The sample size consisted of 215 respondents who have utilized services through E-Seva Maiyam, selected using the random sampling method. The collected data were entered into MS Excel and further analysed using SPSS 26.0 software by applying statistical tools such as percentage analysis, mean score analysis, standard deviation and ANOVA.

### VII. RESULT AND DISCUSSION

#### 7.1 Socio-Economic Profile and Perception towards E-Seva Services

The following table presents the socio-economic profile of the respondents and their perception towards E-Seva services in Erode District. It explains the distribution of respondents based on gender, age, type

of service used, frequency of visiting and period of using E-Seva services along with their mean perception scores.

Table 1: Socio-Economic Profile and Perception towards E-Seva Services

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Gender				
	• Male	121	56.3	3.89	0.46
	• Female	94	43.7	3.87	0.48
	Total		100.0		
2	Age				
	• Upto 30 years	47	21.9	3.75	0.50
	• 31-40 years	79	36.7	4.00	0.46
	• 41-50 years	55	25.6	3.86	0.37
	• Above 50 years	34	15.8	3.84	0.52
	Total	215	100.0		
3	Type of Service Using				
	• Welfare	68	31.6	3.76	0.50
	• Civil	53	24.7	4.07	0.41
	• TNEB	28	13.0	3.83	0.42
	• Revenue	46	21.4	4.01	0.45
	• Others	20	9.3	3.85	0.46
	Total	215	100.0		
4	Frequency of Visiting for a Service				
	• 1-2 times	42	19.5	4.07	0.48
	• 3-4 times	60	27.9	3.70	0.49
	• 5-6 times	89	41.4	3.84	0.41
	• Above 6 times	24	11.2	3.86	0.45
	Total	215	100.0		
5	Period of Using Services				
	• Upto 1 year	30	14.0	3.82	0.57
	• 1-3 years	63	29.3	3.81	0.38
	• 3-5 years	79	36.7	3.90	0.42
	• Above 5 years	43	20.0	3.98	0.53
	Total	215	100.0		

- From the above analysis, it is mentioned that 56.3% of the respondents are male and 43.7% of the respondents are female.
- It is observed from the analysis that 21.9% of the respondents who belong to the age group upto 30 years, 36.7% of the respondents belong to 31–40 years, 25.6% of the respondents belong to 41–50 years and 15.8% of the respondents belong to above 50 years.
- It is justified from the analysis that 31.6% of the respondents use welfare services in e-seva maiyam, 24.7% of the respondents utilize civil services, 13.0% of the respondents use TNEB services, 21.4% of the respondents use revenue services and 9.3% of the respondents use other services.
- From the above analysis, it is inferred that 19.5% of the respondents visit E-Seva maiyam 1–2 times

for a service, 27.9% of the respondents visit 3–4 times, 41.4% of the respondents visit 5–6 times and 11.2% visit above 6 times for availing services.

- It is noticed from the analysis that 14.0% of the respondents have been using e-seva services upto 1 year, 29.3% of the respondents have been utilizing for 1–3 years, 36.7% of the respondents have been using for 3–5 years and 20.0% of the respondents for above 5 years.

7.2 Perception towards E-Seva Services

This section has explored the perception towards e-seva services of the selected public in Erode district. Public perception towards services delivered through e-seva maiyam refers to the opinions, satisfaction and experiences of citizens regarding the accessibility, efficiency and quality of government services provided through E-Seva centers. For this study, the researchers have developed eight statements related to the perception towards e-seva services of the public.

Table 2: Perception towards E-Seva Services

S. No	Factors	Mean Score	SD
1	Trust the transparency of services provided through e-Seva Maiyam	3.66	1.09
2	Procedures for applying in e-Seva Maiyam are simple and user-friendly	3.97	1.12
3	E-Seva Maiyam provides adequate guidance regarding government schemes	3.96	1.16
4	The processing time for welfare scheme applications at e-Seva Maiyam is satisfactory	3.84	1.15
5	Easily accessible of the welfare schemes delivered through e-Seva Maiyam	4.12	1.10
6	Using e-Seva Maiyam has reduced the need to visit multiple government offices	3.88	1.18
7	The service charges collected at e-Seva Maiyam are reasonable	3.77	1.40
8	I feel confident that my application for services is handled securely at e-Seva Maiyam	3.86	1.25

The above analysis revealed that the Cronbach Alpha value for the statements of perception towards e-seva services of the public is 0.913. This study observes that the reliability of the perception towards e-seva services of the public is good and fit for further analysis. It is mentioned that most of the respondents reported ‘easily accessible of the welfare schemes delivered through e-seva maiyam’ with the mean score and standard deviation of 4.12 and 1.10 respectively followed by ‘procedures for applying in e-seva maiyam are simple and user-friendly’ with the mean score and standard deviation of 3.97 and 1.12 respectively.

Testing of Hypothesis (ANOVA)

7.3 Relationship between Socio-Economic Profile and Perception towards E-Seva Services

This section has examined that the relationship between the socio-economic profile and perception towards e-seva services of the public. In order to analyses the relationship between selected independent variables of the respondents and perception towards e-seva services, a hypothesis has been framed and tested through ANOVA.

Type of Service Using and Perception towards E-Seva Services

H<sub>0</sub>: There is no significant difference in mean perception towards e-seva services of the public with respect to type of service using.

Table 3: Type of Service Using and Perception towards E-Seva Services

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	3.002	4	0.750	3.592	0.007*
Within Groups	43.869	210	0.209		
Total	46.870	214			

Note: \* – Significant at 1% level

From the analysis, it is displayed that the ‘p’ value is lesser than 0.05 thus the null hypothesis is rejected. Hence, there is a significant difference in mean perception towards e-seva services of the public with respect to type of service using.

Frequency of Visiting for a Service and Perception towards E-Seva Services

H<sub>0</sub>: There is no significant difference in mean perception towards e-seva services of the public with respect to frequency of visiting for a service.

Table 4: Frequency of Visiting for a Service and Perception towards E-Seva Services

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	3.704	3	1.235	6.035	0.001*
Within Groups	43.167	21	0.205		
Total	46.870	24			

Note: \* – Significant at 1% level

It is evinced from the analysis that the ‘p’ value is lesser than 0.05 consequently the null hypothesis is rejected. Therefore, there is a significant difference in mean perception towards e-seva services of the public with respect to frequency of visiting for a service.

Period of Using Services and Perception towards E-Seva Services

H<sub>0</sub>: There is no significant difference in mean perception towards e-seva services of the public with respect to period of using services.

Table 5: Period of Using Services and Perception towards E-Seva Services

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	1.203	3	0.401	1.853	0.139 <sup>NS</sup>
Within Groups	45.667	211	0.216		
Total	46.870	214			

Note: NS – Not Significant

From the analysis, it is depicted that the ‘p’ value is greater than 0.05 then the null hypothesis is accepted. So, there is no significant difference in mean perception towards e-seva services of the public with respect to period of using services.

### VIII. FINDINGS

- It is indicated that most (56.3%) of the respondents are male. From the analysis, it is illustrated that male respondents have maximum level of perception towards e-seva services compared to female respondents.
- The analysis measured that most (36.7%) of the respondents belong to the age group of 31–40 years. From the analysis, it is observed that respondents in the age group of 31–40 years show the highest level of perception towards E-Seva services.
- From the analysis, it is obtained that most (31.6%) of the respondents use welfare services through e-seva maiyam. From the analysis, it is observed that respondents using civil services have highest level of perception towards e-seva services.
- The analysis showed that most of the respondents visit 5–6 times for a service. From the analysis, it is observed that respondents who visit 1–2 times for a service show the highest level of perception towards e-seva services.
- The analysis evaluated that most (36.7%) of the respondents have been using e-seva services for 3–5 years. It is proved that respondents who have been using services for above 5 years have highest level of perception towards e-seva services.
- It is noticed from the mean score test that most of the respondents reported ‘easily accessible of the welfare schemes delivered through e-seva maiyam’ followed by ‘procedures for applying in e-seva maiyam are simple and user-friendly’ with the mean score of 4.12 and 3.97 respectively.
- From the ANOVA, it is obtained that there is a significant difference in mean perception towards e-seva services of the public with respect to type of service using.
- It is depicted from the ‘F’ test that there is a significant difference in mean perception towards e-seva services of the public with respect to frequency of visiting for a service.

- The ANOVA revealed that there is no significant difference in mean perception towards e-seva services of the public with respect to period of using services.

#### IX. SUGGESTIONS

- Since male respondents have maximum level perception towards E-Seva services, special awareness and support programs may be organized to encourage more female users to utilize the services effectively.
- As respondents in the age group of 31–40 years show the highest perception, awareness campaigns and digital guidance programs may be conducted to improve the perception among younger and older age groups.
- Since most respondents use welfare services through E-Seva Maiyam, the government may further strengthen and expand welfare-related services to improve accessibility and public satisfaction.
- As respondents who visit 1–2 times show higher perception levels, efforts should be made to simplify procedures and reduce repeated visits by providing faster and more efficient service delivery.
- Since respondents using services for more than five years show higher perception, continuous improvement in service quality and user-friendly digital platforms should be maintained to retain long-term users and attract new users.

#### X. CONCLUSION

This research aimed to examine the public perception towards services delivered through E-Seva Maiyam in Erode district. Public has a positive perception towards the services delivered through E-Seva Maiyam, indicating its effectiveness in providing accessible and efficient government services. This study justified that there is a significant difference in mean perception towards e-seva services of the public with respect to the selected variables namely type of service using and frequency of visiting for a service. Hence, it is suggested that the authorities of E-Seva Maiyam should improve service efficiency, create greater awareness and enhance user-friendly facilities

to strengthen public perception and encourage effective utilization of services.

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