सत्यमेव जयते

Government of India

सेवोत्तम

Towards a Citizen Friendly Government

Sevottam is for you if . . . .

- You have a vision for improving your organization's service delivery and are trying to translate vision into action

OR

- You have taken initiatives to improve your organization's service delivery and are trying to align them for better results

OR

- You have achieved improved service delivery of your organization and are trying to sustain the results

OR

- You have sustained improvements in service delivery of your organization and are trying to replicate the experience

About Sevottam

Meaning

- The word **Sevottam** is a combination of two Hindi words: Seva (Service) and Uttam (Excellent). It means "Service Excellence", emphasizing the idea of "Service". It symbolizes the change in mindset within the Government, from administration and control to service and enablement. Today this mindset is the key to good governance.
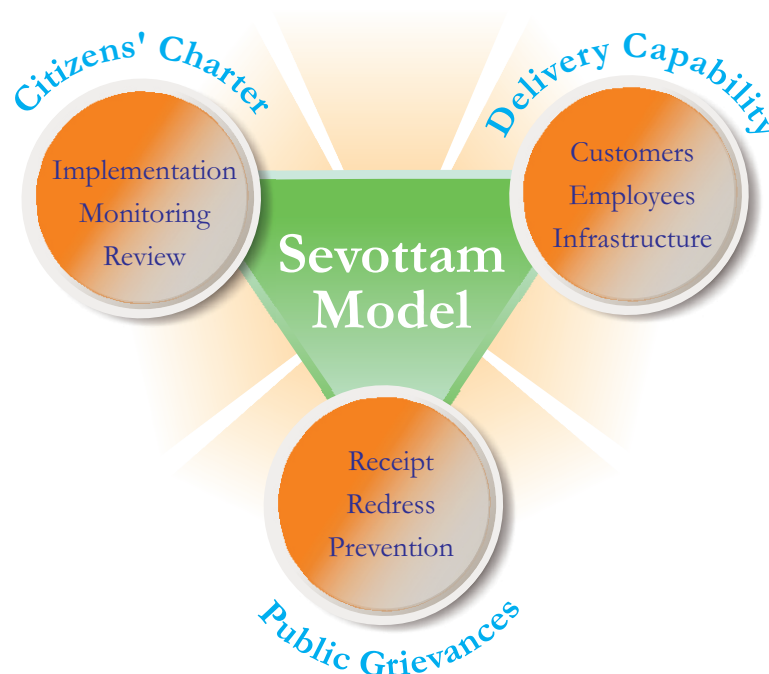
Description

- **Sevottam** is a Quality Management framework applicable to the activities of public service delivery organizations at the point of interface with service recipients. The framework is a tool in the hands of implementing organizations. It guides them through systematic initiatives for sustainable improvements in service delivery.

Benefits

- The **Sevottam** framework enables implementing organizations to undertake a systematic, credible and authenticated self-assessment (or 'gap analysis') for citizen-centric service delivery. Using this analysis, practical solutions are gradually and systematically incorporated into the organization's day-to-day routine thereby ensuring sustainable results.

Citizens' Charter

Implementation
Monitoring
Review

Delivery Capability

Customers
Employees
Infrastructure

Sevottam Model

Receipt
Redress
Prevention

Public Grievances

Seven Steps to Sevottam*

- **Define** your services and identify your clients

- **Set** standards and norms for each service

- **Develop** capability to meet the set standards

- **Perform** to achieve the standards

- **Monitor** performance against the set standards

- **Evaluate** impact through an independent mechanism

- **Continuous improvement** based on monitoring
  and evaluation

Details about Sevottam are available at

www.darpg.nic.in

News and views on Sevottam

*India has invented one (a standardized measure)for the public sector called **Sevottam.***

— The Economist,
March 29, 2008 Page 35

"The Commission has studied the Sevottam model and is of the view that it is a step in the right direction" .."The Union and State Governments should make the seven-step model…. mandatory for all organizations having public interface"

— Twelfth Report of the Second Administrative Reforms Commission
February 2009, Pages 51, 57

"The Sevottam model, for instance, has provision for third party feedback"

"As PRI (Performance Related Incentives) system progresses in maturity, minimum performance under Sevottam may be kept as a qualifier for PRI"

— Sixth Central Pay Commission Report
March 2008, Page 154, Annex Pages 80-83

Sevottam is supported by
a certifiable standard
IS 15700:2005

GPO New Delhi was awarded
the first Sevottam certification
in March 2008

If you are ready to embark upon the Sevottam journey
or need help to get started, please contact:

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