

# Continuous Feedback Process Implementation And Its Importance In India

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**Abstract:** Feedback plays a very important role in an Administration. A very good administration will have proper feedback mechanism from its stakeholder at appropriate time. Feedback helps administration to listen effectively, motivation, performance improvement and learning. "Continuous Feedback" is more powerful and vital. This paper is intended to put light on process of implementation and its importance of "Continuous Feedback Process" for Government at granular geographic level using voting method in India.

**Keywords:** Feedback, Voting, Gram Panchayat, Continuous, Government.

## I. INTRODUCTION

Feedback is information about reactions to the product or statement or performance exhibited by the entity. The entity may be single person, group of people or administrative authority. Feedback may be in the form of written, printed, verbal, sign based etc. Feedback can be provided by direct mode or indirect mode.

Gathering feedback is being vital process even followed in ancient days. During King's rule, king used to go to the public in disguise and used to get feedback from citizens about his administration.

Feedback methods are (a) open and (b) secret.

- ✓ Open method
  - Verbal - Feedback may be given verbal, in very short terms or lengthy terms.
  - Sign-based – Feedback may be given by making signs from hand or head or Yes/No boards.
- ✓ Secret method
  - Sending via sealed Postal Mail, email, mobile application or internet based portals with proper authentication.
  - Voting method feedback.

## II. DETAILS

Now a days Government Administration policy making process is more visible due to large communication channels like RTI (Right To Information Act), Radio, TV, Websites, Mobile Apps & Social Media.

Citizens want to present their opinion on the Government Authority decisions/policies and procedure under evaluation or executed. Citizens will opt different channels to present their opinions based on the feasibility.

- ✓ Social media literate citizen will use social media channels like Facebook, Twitter, WhatsApp and comments section on web portals.
- ✓ Literate will write letters to corresponding authority.
- ✓ Telephone/Mobile users will present their opinion on TV channels or Radio channels.
- ✓ Citizens who may not use all these channels, those will opt for mass opinion process like protest/support with holdings or man-chain.

Among all the above channels most powerful feedback mechanism is "Voting method". In all elections, Indians demonstrated the successful voting process by participating in large number and it is being appreciated worldwide since India is the largest democratic country in the world.

As this powerful voting process will happen once in 5-years, by that time Government/Authority will not be able to

rectify themselves and moreover they may not be able to meet public opinion.

There are many instances in which Government has took back the decision or modified the decision based on the reactions from public after announcement of the policy. These kinds of post decision events will leave Government under embarrassing situation.

Example: Recently, Government of India passed a policy to charge tax on provident fund withdrawal. This policy led to a bigger protest in all communication channels, finally Government withdrew the policy.

Here the public opinion matters in Administration, which generates at appropriate time. There is strong need of "Continuous Feedback Process" which is available for every common man at appropriate time.

#### CONTINUOUS FEEDBACK PROCESS (CFP)

In Continuous Feedback Process, authorities will get feedback from stakeholders for each decision at appropriate time. The decision may be in draft format or ordered format. In this process, system will record a feedback which will help authority to motivate, improve, and withdraw the decisions. It is always better to get a feedback before finalizing the decision.

#### FEEDBACK RECORD PROCESS

As specified above there are many ways to present the opinion by the public. The most powerful, simple and commonly used method is "Voting Method" using paper ballot or electronic ballot.

- Feedback by voting method is powerful as it can be
- ✓ Used by literate and illiterate.
  - ✓ Voting done under covered area which ensures the secrecy.
  - ✓ Voting process and information is preserved by affiliated authority.
  - ✓ Rigging of Voting is impossible as its voting action is recorded.
  - ✓ Reached the most granular geographic level.

#### III. IMPLEMENTATION

Continuous Feedback Process can be implemented using Voting method at each Gram Panchayat (lowest geographical division by Revenue Department).

- ✓ Each gram panchayat will have a dedicated office and staff.
- ✓ Voting machine having standard information and signs will be kept at each gram panchayat level office.
- ✓ Statement or Question can be displayed or explained to the voter before he/she goes for voting.
- ✓ Each vote casted can be recorded against electoral list.
- ✓ Statement or Question can have validity of specified days.
- ✓ Voting results can be directly collected by Government authority and counted at Taluk level.

As on 2013, Number of

Gram Panchayat: 238,617

Panchayat Ghar: 180,032

Voting System can be implemented at each Panchayat Ghar, covers 75%.

#### IV. ADVANTAGES

- For Government Authority, it helps in
- ✓ Direct interaction with public, no third party intervention to pass information and to get feedback.
  - ✓ Immediate feedback process helps to fine tune the policy under review.
  - ✓ Authority can get pulse of the public before implementation of any policy.
  - ✓ Authority's policy intention can be easily reached at the most granular level mainly villages.
  - ✓ Authority can review its policy before it makes issue/displeasure in public.
  - ✓ Authority can directly interact with public without mass media channel.
  - ✓ No mall function/bias in the information collected.
  - ✓ voting process is well known to every citizen and strongly proven
- For Pubic, it helps
- ✓ This voting system will be available for everybody across the country.
  - ✓ Every village person will get information about the Government Authority policies and decisions.
  - ✓ No need rely on additional communication channels like News Paper, Radio, TV, Mobile, Internet etc.
  - ✓ Individuals will have awareness on the Government policies and processes.
  - ✓ Everyone can present their opinions to Government Authority directly.
  - ✓ Citizens will make habit of voting and participate with more enthusiasm in general elections.
  - ✓ Citizens will feel better as they are part system on regular basis otherwise citizen voice will listen once in five years.

#### V. CONCLUSION

"Continuous Feedback Process" is powerful and powered by voting mechanism. This provides feedback from bottom-up approach. As this can be implemented at most granular geographic level and it can reach every citizen. This will help the Government Authority to communicate on Policy, benefits and decisions to citizen. This will mainly help Government to get the Feedback on time.

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