



**Satisfaction of
Union Digital Center Clients of
Bogura District Towards Public Service Delivery**

**Md. Aminul Islam
Md. Abdul Majid Pramanik *PhD*
Noor Muhammad**



**Rural Development Academy (RDA), Bogura
Bangladesh**



Md. Aminul Islam was served as the Director General (Additional Secretary) of Rural Development Academy (RDA), Bogura from 06 February, 2019 to 11 July, 2020. He was born in 19 July, 1962 in Pabna district of Bangladesh. He obtained an M.Phil (Statistics) from the University of Rajshahi in 1991. Before that he also completed M.Sc and B.Sc (Hons.) in Statistics from the same university. He stood first position in both degrees.

Before joining at Rural Development Academy (RDA), Bogura He served as the Additional Divisional Commissioner (General) and Director (Local Government) of Rajshahi division, the Deputy Commissioner of Sirajganj district and the Upazila Nirbahi Officer of Natore Sadar, Natore. He joined in Bangladesh Civil Service as an Assistant Commissioner in 20 December, 1989. He died at Rajshahi Medical College Hospital on 11 July, 2020 due to affected by COVID-19.



Dr. Md. Abdul Majid Pramanik was born on October, 1978 in Bogura district of Bangladesh. He has been awarded the Doctor of Philosophy (PhD) degree in Agricultural Economics with specialization in Economics and Management from the College of Economics & Management, Northwest A&F University, China. While studying at the University, as recognition of his academic achievement he was granted for "Outstanding Paper Award in 2012" and "Outstanding Foreign Student Award in 2013" from the same University. Before awarding PhD degree, he completed his Masters and Undergraduate program from Bangladesh Agricultural University in 2004 and 2002 respectively. He was recruited as an Assistant Director at Rural Development Academy, Bogura in 2004. Subsequently, he was promoted as Deputy Director in 2013; promoted as Joint Director in 2019 and presently working for the same post. He is also in-charge of RDA Demonstration Farm. He has 17 years of working experience here conducting training, research and action research in the field of rural development, agricultural development and economics related issues. As a research professional, he has published 21 journal articles in national and international reputed journals and attended several conferences and workshops in different countries including China, India, Pakistan, Nepal and Bangladesh.



Noor Muhammad is one of the assistant directors serving under the Agricultural Sciences Division at Rural Development Academy (RDA), Bogura Since October 23, 2017. He has completed B.Sc Ag. (Hons.) and MS in Agricultural Extension degree in 2011 and 2014 respectively from Hajee Mohammad Danesh Science and Technology University, Dinajpur securing first position in both. He has awarded the prestigious University Grant Commission (UGC) Merit Scholarship for academic excellence in 2012. He has also awarded National Science and Technology (NST) Fellowship from the Ministry of Science and Technology in 2013. Further, he has awarded Dean's Merit Scholarship during undergraduate study for academic excellence in 2009 and 2010.

before joining at RDA, Mr. Noor has working experience for two years as Research Associate in Department of Agricultural Extension of Hajee Mohammad Danesh Science and Technology University, Dinajpur where He has involved in training, action research, project design and planning, and scientific report writing. He has published 11 international and 7 national scientific research papers. His interested areas are communication and extension services, livelihood development, ICT in agriculture and sustainable agricultural development.

Abstract

This study was conducted to determine and describe the selected characteristics of the clients, ascertain the perception of clients about UDCs, measure the extent of clients satisfaction from UDCs in public service delivery, explore the relationship between selected characteristics of the clients with their satisfaction from UDCs in public service delivery and identify the problems faced by the clients in receiving information from the UDCs and probable suggestions to overcome these problems suggested by them. The study was conducted in three unions namely Garidaha, Khamarkandi and Khanpur of Sherpur Upazila under Bogura district to determine clients' satisfaction from UDCs in public service delivery. A total number of 1,200 respondents (400 from each union) of three unions who are the clients of UDC were the population of the study. From the population 120 respondents (40 respondents from each) were selected by stratified random sampling technique to make the sample of the study. Various statistical measures such as number and percentage distribution, range, mean, standard deviation and persons' product moment correlation coefficient was used in describing the variables. Among the services provided from UDC 'birth registration' (CSI=83.30) ranked first followed by 'employment and job information' (CSI=80.43), 'internet browsing and e-mail service connectivity with information super high way' (CSI=77.93), and so on. The lowest satisfaction was observed on 'video conferencing' (CSI=15.80) among selected services provided from UDC. The highest proportion (62.5 percent) of the respondents had moderate satisfaction from UDC in receiving information compared to 15.8 percent had high satisfaction and 21.7 percent had low satisfaction. Educational qualification and perception about UDC showed positive relationship with the client satisfaction from UDC. In order to move towards a better future that ensures a competitive, socially responsible, vibrant, and dynamic UDC in Bangladesh, it needs to bridge the gap between the services promised and services offered. For this, it is necessary to have efficient collaboration of the e-service components i.e. the service providers, the channels of service delivery and the service receivers. UDC has the potential to become a business hub at union Parishad for which trained entrepreneurs are immensely necessary for the smooth functioning of UDC.