

**A STUDY ON AWARENESS LEVEL OF CUSTOMERS REGARDING THE FUNCTIONING
OF AKSHAYA COMMON SERVICE CENTRES UNDER NATIONAL E-GOVERNANCE
PLAN IN MALAPPURAM DISTRICT**

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ABSTRACT

Common Service Centres (CSCs) are the friend end service delivery outlet proposed under National e-Governance Plan of India for delivering variety of government services and B2C services to the citizen of the country under e-governance platform. Akshaya Centres ply the role of Common Service Centres in Kerala for delivering various government services under e-governance. The research design is a descriptive one based on both primary and secondary data. The study was conducted in Malappuram district of Kerala state, India. The study aims at understanding the level of awareness of people regarding various aspects of Akshaya Common Service Centres in Malappuram district. Study also explores the important Medias which people depend for getting relevant information regarding the services of Akshaya Centres. The study reveals that respondents have low level of awareness regarding various dimensions of Akshaya CSC project and respondents mainly depends friends, relatives and akshaya Centres for information regarding its services.

KEYWORDS: Akshaya Centres, Common Service Centres, Digital India, E-Governance, National E-Governance Plan