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**THE ROLE OF E-GOVERNMENT IN SOCIAL SERVICES’ DEVELOPMENT**

"E-government" is a mechanism for the functioning of state bodies, based on the widespread use of information technologies and focused as much as possible on the provision of services to citizens and organizations, including through the Internet.

The main means of communication in the interaction of state bodies with the population and organizations is the Internet, as the most accessible means of electronic interaction for people.

The introduction of "e-government" technologies in public administration will accelerate the growth of the country's economy, reduce the cost of bureaucratic procedures, increase the efficiency and productivity of state institutions, expand the opportunities for public participation in the formation of civil society through free access to various types of information, create more transparent work of state bodies, reduce bureaucratic barriers, reduce corruption.

"E-government" provides an opportunity to conduct a direct and open dialogue of citizens with the state authorities, various social services, and ultimately with each specific head in a state body of any rank and status, which will make "e-government" not only accessible, but also interactive.

In fact, the creation of an "electronic government" is a way to bring a civil servant closer to a citizen, while reducing the influence of a subjective factor. Depersonalized communication between an official and a citizen through electronic interaction, while being put under control and allowing the citizen to track the process of solving their own requests, is the ultimate goal of creating an "electronic government" and the dream of citizens and business structures.

Back in September 2003, the European Commission, noting the importance of e-government, defined it as follows: "E-government is a means of improving effective public services for citizens and businesses. It simplifies the implementation of public policy and helps the public sector to cope with conflicting requirements: on the one hand, to expand the volume of services and improve their quality, and on the other - to save resources."

This is achieved through the introduction of information and telecommunications technologies in State bodies, preceded by organizational changes and the acquisition of new skills aimed at improving public services and democratic processes.

That is, it should be taken into account that simple automation of the current activities of state structures will not be able to ensure effective public administration. The problems of duplication of information flows, poor performance of a number of state functions, and maintaining a large staff of state staff will not be solved in this case. In order to "create a compact professional state apparatus" (from the President's Address), the introduction of information technologies must necessarily be considered through the prism of administrative reform - changes in the existing administrative processes of the state apparatus, ensuring a reduction in the cost of maintaining state institutions, effective use of material and labor resources through the use of information technologies.

"Administrative reform in the framework of e-government is an effective redefinition of public administration mechanisms based on information and communication technologies, with the aim of moving from administrative management methods based on rules and instructions to organizational management methods based on the process regulation of public functions, public services and interdepartmental interaction. The goal of the administrative and information reform in the framework of the development of "e-government" is to create information and technological tools and methodologies for the implementation of the process approach in state bodies, corporate management of state resources, and to get rid of" paper"paperwork where appropriate."

The introduction of "e-government" helps to reduce such a harmful phenomenon for the state as corruption, increases the openness of state structures and provides easy and inexpensive access to state bodies.

Corruption offenses, especially for the post-Soviet countries, in modern conditions are the main problem of the effectiveness of public administration and the economic development of the country as a whole. Ensuring the conditions for electronic interaction between state structures and civil society will eliminate the possibility of collusion of unscrupulous parties, eliminate the methods and methods of extortion of "not clean" civil servants and, as a result, will prevent the adoption of illegal decisions.

In the relations of the state with citizens and business structures, there are usually multiple points of contact, and the implementation of the accepted accounting procedures is the responsibility of the latter.

It often happens that to get one document, you need to collect a whole package of other documents, the information in which is duplicated. Each document is issued by a separate government agency and you have to stand in long queues, wasting precious working time. A person simply gets lost in the complex hierarchical structure of the state apparatus and the competence of state institutions on any issues. In this connection, one of the important reasons for the creation of "e-government" is the introduction of the principle of "one window" by integrating all the information resources available to the state into a single whole with the differentiation of access rights to a specific part of it. The population will not need to understand the complex internal structure of the state apparatus, repeatedly provide personal data, stand in line for the registration of the necessary documents. The public service will be available 24 hours a day, 7 days a week.

The results of the creation and implementation of "e-government" will be:

\* improving the quality of information services provided by public authorities;

\* reducing the time of servicing citizens and businesses; reducing administrative barriers; reducing administrative costs; expanding the range of public services;

\* improving the efficiency of government agencies;

\* improvement of the indicator of satisfaction of the population with the work of the state apparatus;

\* openness and transparency of the activities of public authorities;

\* increased involvement of citizens in democratic processes;

\* increasing the effectiveness and efficiency of the policy;

\* improving the competitiveness of the economy.

"With the introduction of e-government, there is a transition from the departmental orientation of the state's activities to the orientation to the needs and tasks of the population and business structures."

In trying to quantify the real costs and benefits of implementing information and communication technologies, States inevitably face the same problems that make it difficult to assess the impact of information and communication technologies on the productivity of individual companies. These challenges relate, first, to the need to reach the minimum threshold for information and communication technologies before they have a tangible impact on productivity, and, second, to the time gap between investing in information and communication technologies and generating returns. Another major challenge is the need to separate the impact of information and communication technologies from other factors that also affect productivity and efficiency.

However, the most important problem with such an assessment is that, unlike private companies, public authorities do not operate in competitive markets where prices are the most important factor for survival. In most types of public services, there is no competition, and the cost of providing services is not necessarily related to costs. In addition, government agencies are not subject to financial market mechanisms that require continuous monitoring of costs, efficiency and effectiveness of the work performed. Therefore, state institutions do not always show interest in assessing the cost of individual services. As a result, most of them do not have appropriate management and accounting systems that provide data on the cost of each individual service, key processes, or information and communication technologies used.

A number of other methods have been developed for this purpose in recent years. Here are some of them.

In Australia, the Information Management Office published the E-Government Benefits Study in 2003, which provides a classification of the benefits that government clients receive as a result of the transition to e-government technologies.

In the same year, the US General Services Administration released a report on the return on investment in e-government ("High Payoffin Electronic Government"), in which the advantages of switching to electronic systems include reducing the cost of serving the population, improving the quality of services, stimulating economic development, reducing duplication of costs for informatization of government agencies and strengthening democratic principles.

In 2003, the European Commission, within the framework of the IDA program (the predecessor of the current 1DABC), introduced a methodology for assessing the social impact of investments in e-government (Value of Investment, VOI), which focuses not only on the traditional analysis of the Return on Investment (ROI), but also on the assessment of qualitative benefits, such as increased accessibility, improved quality of services, staff training, improved decision-making processes and increased public satisfaction with the quality of services provided.

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**Abstract**

In given article there were considered the development way of electronic government and its role in social services. Nowadays, during the pandemic period all over the world, the relevance of electronic government became more and more popular. The reason could be defined by speed of work, economy of time and ability to stay at home and do all paper works in distance. Therefore the novelty of electronic government is really significant for all society members future development of digitalization process in our country.

**Аннотация**

В данной статье рассмотрены пути развития электронного правительства и его роль в социальных услугах. В настоящее время, в период пандемии во всем мире, актуальность электронного правительства становится все более популярной. Причина могла быть определена скоростью работы, экономией времени и возможностью оставаться дома и делать все бумажные работы на расстоянии. Поэтому новизна электронного правительства действительно значима для всех членов общества будущего развития процесса цифровизации в нашей стране.

**Түйіндеме**

Бұл мақалада электрондық үкіметті дамыту жолдары және оның әлеуметтік қызметтердегі рөлі қарастырылған. Қазіргі уақытта, бүкіл әлемде пандемия кезеңінде электрондық үкіметтің өзектілігі барған сайын танымал бола түсуде. Мұның себебін жұмыс жылдамдығымен, уақытты үнемдеумен және үйде болу және барлық қағаз жұмыстарын қашықтықта жасау мүмкіндігімен анықтауға болады. Сондықтан электрондық үкіметтің жаңалығы біздің еліміздегі цифрландыру процесінің болашақ даму қоғамының барлық мүшелері үшін өте маңызды.