



सत्यमेव जयते

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DEPARTMENT OF ELECTRONICS AND INFORMATION TECHNOLOGY
Ministry of Communications & Information Technology, Government of India

Mobile Seva
(Mobile Governance)
(W O R L D C O N N E C T I O N)

सी डैक
CDAC

TOWARDS SMART GOVERNANCE: MOBILE GOVERNANCE IN INDIA

23.10.2013

Dr. Rajendra Kumar, IAS

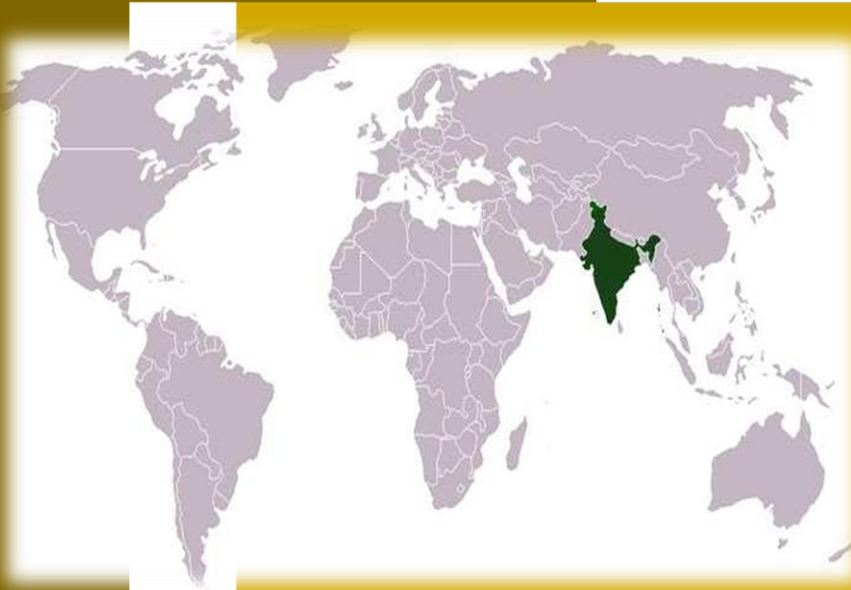
Joint Secretary, Department of Electronics & IT



Agenda

- India: Diversity & Development
 - Evolution of e-Government in India
 - Why Mobile? – ICT Connectivity in India
 - Mobile Seva - Introduction
 - Policy Directions
 - Architecture
 - Operational Channels
 - Evaluation and Feedback
 - Way Forward
- 

India: diversity & development



1.2 billion people

Per Capita GNI: US\$1530 (2012)

Per capita GNI (PPP): US\$3840 (2012)

Multi-lingual – 22 Official Languages

Multi religious

Multi-ethnic

Federal Structure

35 States & Union Territories

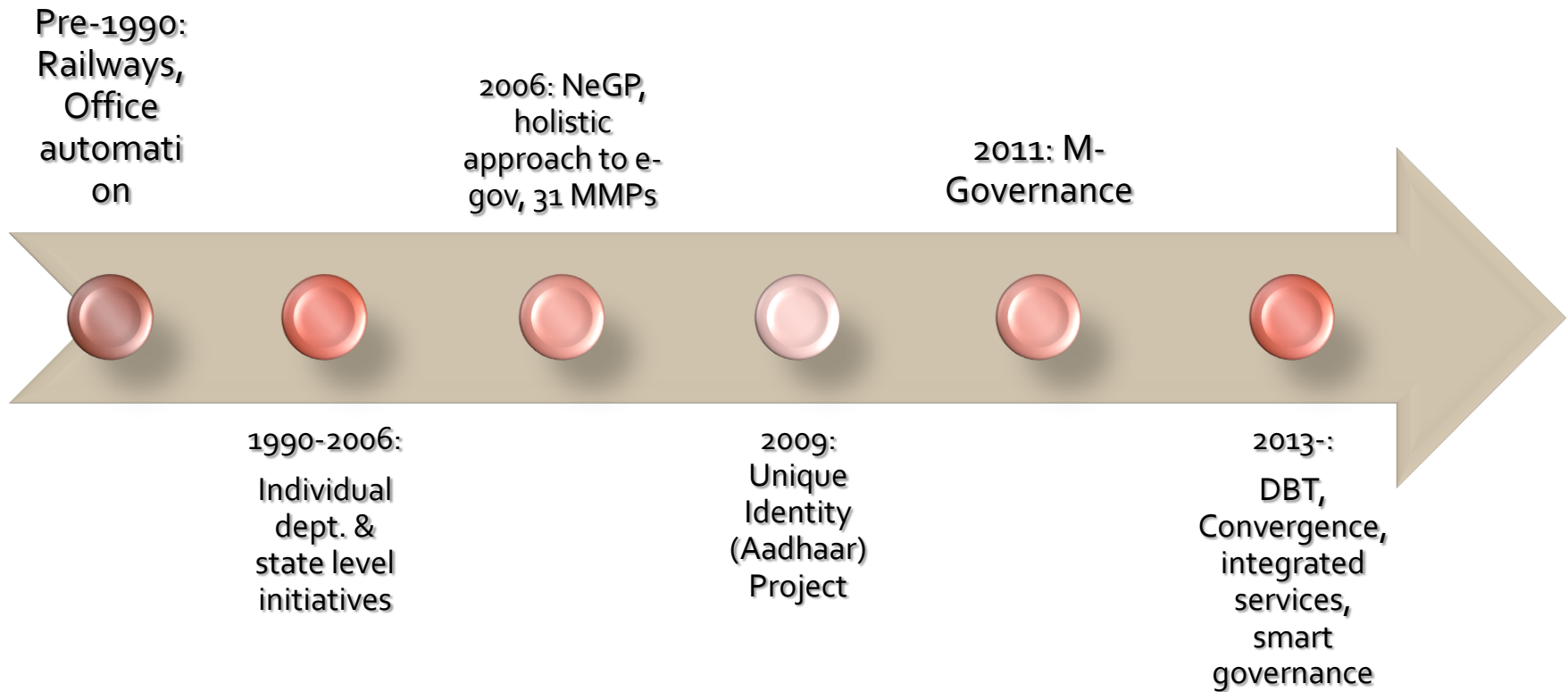
70% Rural, 600,000+ villages

Multi-party

Multi-tiered democracy

250,000+ Local Bodies

Evolution of e-Government in India



Why Mobile? ICT connectivity in India

- Total population: 1.2 billion (2011)
- Total telecom subscribers: 903.1 million (June 2013)
 - Total wireless subscribers: 873.4 million
 - 40.2% rural
 - Overall teledensity: 71.1%
 - Urban: 139.2%
 - Rural: 41.1%
- Total Internet Subscribers: 164.8 million (March 2013)
 - 143.2 million through wireless
- 8 Wireline Telecom Service Providers and 13 Wireless TSPs

Source: Telecom Regulatory Authority of India (2013)

Mobile Seva

Centralized **Mobile Service Delivery Gateway** (MSDG) for all Govt. Depts:

- ❑ to deliver public services over mobile devices through SMS, USSD, Voice/ IVR, m-apps
- ❑ for integration with common e-gov infra

Unique, 1st nationwide m-initiative

1-stop shop for all mobile services

Centrally hosted core infra on cloud

Depts. need not invest in own m-platform

Depts. can onboard very quickly

Policy directions

“Public services under all projects would be delivered through mobile devices as well”

-Prime Minister's Committee on NeGP, chaired by the PM, 23.11.2011

The Framework for Mobile Governance

notified in

The Gazette of India,
February 2012

← In cognizance of massive reach of mobile phones

← As an extn. of NeGP vision

MSDG: key element
under the framework

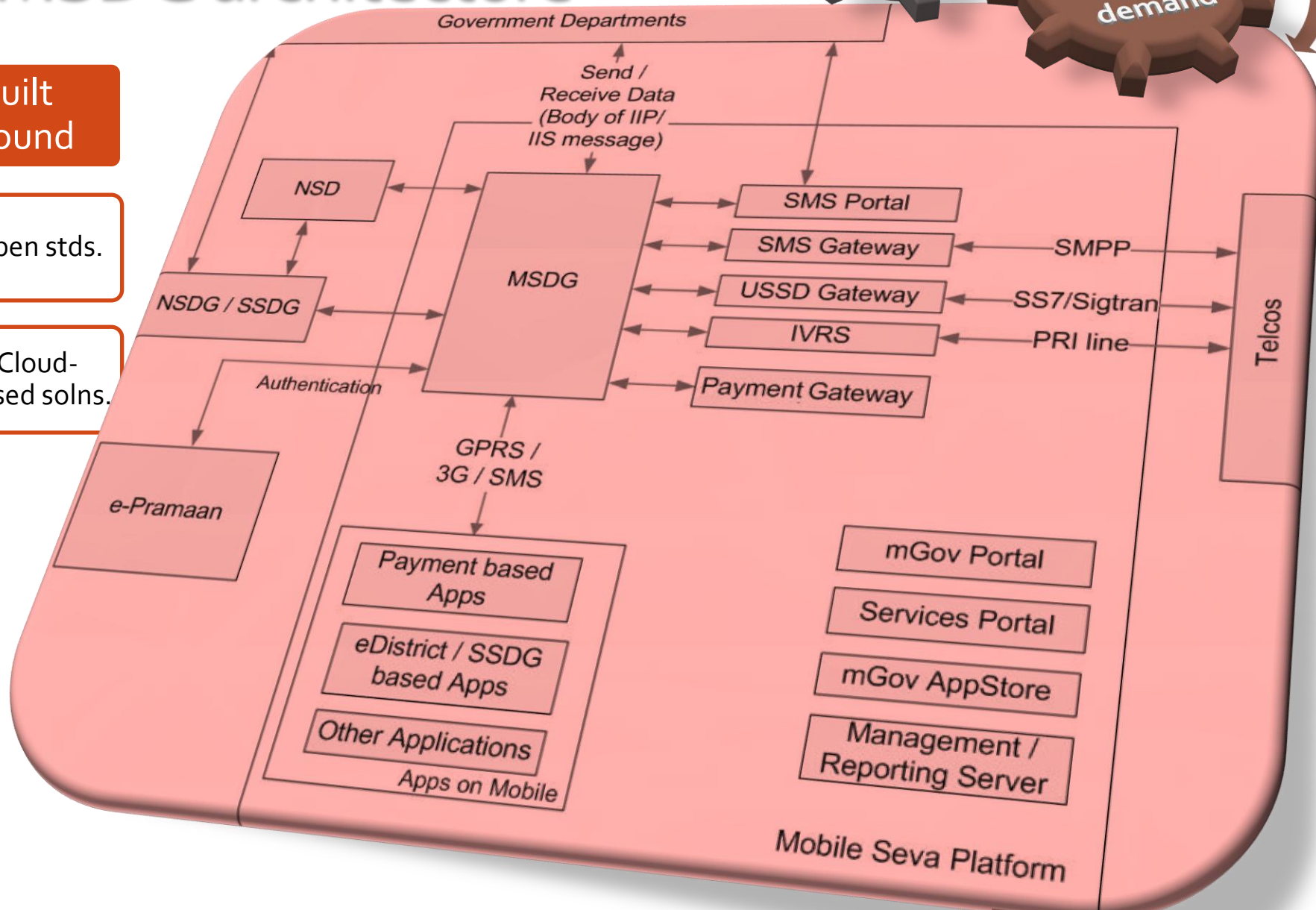
MSDG architecture



built
around

Open stds.

Cloud-
based solns.



MSDG – operational channels

SMS Gateway launched in Jul 2011

- **PUSH SMS:** 615+ Depts. integrated; 380 m+ transactions, 75m+/month
- **PULL SMS:** Short codes 166 & 51969; 237 services integrated!
- **Leading integrators:** Agriculture, AP, UIDAI

Real-time status 24x7 on mgov portal (www.mgov.gov.in) & regular posts on social media (www.facebook.com/DIT.MGOV , @mgovindia)

Mobile AppStore launched Jan '12

- 215 live m-apps developed & hosted; >89,000 downloads
- Most popular apps: Aadhaar-Enrollment Status, RTI-Directory, EVM-Tracking

➔ <http://apps.mgov.gov.in>

M-payment solutions available through credit/debit/cash cards, mobile wallets, net-banking & IMPS

USSD & IVRS Services in Pilot Stage

Fast Onboarding: self-registration for govt depts

Create account at

<http://services.mgov.gov.in>

(Expedited vetting follows)

PULL SMSes

(i) Provide API for MSDG to send messages

(ii) Define keywords, sub-keywords, responses

e.g.: SMS "GOA RATIONC
XXXX" to 51969

PUSH SMSes:

(i) through dashboard from the account

(ii) through programmatic interface

(msdgweb.mgov.gov.in)

Home :: Mobile Seva - Mozilla Firefox

Home :: Mobile Seva x M-Governance AppStore

mgov.gov.in/home.jsp

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Mobile Seva
(Mobile Governance)

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Home About Us Citizen Services Department Services Resources Training Contact Us Tender

हिंदी / English

Dept. / Agencies Integrated **617** No. of Push SMS Transactions
Till Date: **38,00,45,275** October 2013: **5,79,70,850**

Visitor Count
2317526
As on 22/10/2013 6:53 PM

What's New

NEW Mobile Application

AWARDS & RECOGNITION

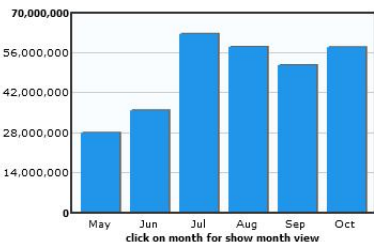
100th
award south asia

Important Links

Notified FRAMEWORK For MOBILE GOVERNANCE

Mobile Seva App store


m-Gov SMS Gateway (TOTAL PUSH SMSes)



| Month | Total Push SMSes |
|-------|------------------|
| May | ~28,000,000 |
| Jun | ~35,000,000 |
| Jul | ~58,000,000 |
| Aug | ~55,000,000 |
| Sep | ~48,000,000 |
| Oct | ~55,000,000 |

click on month for show month view

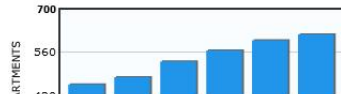
Mobile Seva Gallery



Presentation of Mobile Seva to Mr. Kapil Sibal Hon'ble Minister of MCIT

1 2 3 4 5 6 7 8 9 10 11 12

m-Gov SMS Gateway (TOTAL PUSH DEPARTMENTS CUMULATIVE TILL DATE)



| Month | Total Push Departments |
|-------|------------------------|
| May | ~400 |
| Jun | ~450 |
| Jul | ~500 |
| Aug | ~550 |
| Sep | ~600 |
| Oct | ~650 |

m-Gov SMS Gateway (TOTAL PULL Request CUMULATIVE TILL DATE)



| Month | Total Pull Request |
|-------|--------------------|
| May | ~800,000 |
| Jun | ~900,000 |
| Jul | ~1,000,000 |
| Aug | ~1,100,000 |
| Sep | ~1,200,000 |
| Oct | ~1,250,000 |

M-Governance AppStore - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Home :: Mobile Seva
M-Governance AppStore

apps.mgov.gov.in/home.jsp
Google



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Mobile Seva

(Mobile Governance)



AppStore

HOME
Sign up | Login | Contact us
Search Apps... Search

PLATFORMS
Android - Live
Android - Demo
JavaME - Live
JavaME - Demo

CATEGORIES
AADHAAR
Electoral
Health
Indian Post
Judiciary
Language
STATE

LIVE APPLICATIONS
DEMO APPLICATIONS
POPULAR APPS

Government Application

<< Prev | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | Next >>



Right to Information ...
Department: ministry
Version: Android 2.2 - Froyo
Downloads: 2272

Price: **Free**

Details Download



Ministry Directory
Department: Ministry
Version: Android 2.2 - Froyo
Downloads: 2220

Price: **Free**

Details Download



ECI EVM Tracking
Department: Electoral
Version: Android 2.2 - Froyo
Downloads: 1871

Price: **Free**

Details Download



ECI Polling Station Lo...
Department: Electoral
Version: Android 2.3 - Gingerbread
Downloads: 2395



ECI Electoral Officers...
Department: Electoral
Version: Android 2.3 - Gingerbread
Downloads: 764



High Court of Rajasth...
Department: Judiciary
Version: Android 2.3 - Gingerbread
Downloads: 58

VISITOR COUNTER
185406
As on 22/10/2013 6:55 PM

WHAT'S NEW
No. of Live Application - 215
No. of Demo Application - 61
Mobile Application Contest result declared

IMPORTANT LINKS
Mobile Seva (Mobile Governance)
eSAS
india.gov.in

Massive and Growing **Impact!**

ECl: mapped over
730,000 polling stns;
Tracks EVMs more
effectively

Keyboards in 9 Indian
languages: Boost to use
of Indian languages on
mobile devices

Massive adoption in
Andhra Pradesh,
Himachal Pradesh,
Maharashtra, Rajasthan

>21 m transactions
between UIDAI and
citizens

m-enablement of e-
District and SSDG
services for true and
widest impact

>100 m transactions
between M/o
Agriculture and farmers

National to Local level
services being m-
enabled through
complete handholding
by DeitY

>89,000 downloads
from m-app store

Unique partnership
among all stakeholders:
telcos, govt. depts.,
citizens, mobile industry
& civil society



m-Governance



Mobile Seva [India]

Undertaken in June 2013 by Narsee Monjee Institute of Management Studies (NMIMS), Mumbai

Main findings from the survey of 60 government depts.:

- ✓ For 78% respondents, Mobile-Seva has brought in efficiency
- ✓ For 90% respondents, Mobile-Seva has led to better citizen interface
- ✓ For 90% respondents, Mobile-Seva has simplified their procedures
- ✓ For 78% respondents, Mobile-Seva has resulted in cost savings
- ✓ Mobile-Seva's participatory-design, performance & reliability, and team's responsiveness have been highly appreciated

Userfeedback

"...greatly helped us in the recent Assembly elections. We have been able to map and track valuable and critical equipment (EVM) and the voters have benefited from the accurate mapping of polling station locations made possible ..."

-IT Team, **Election Commission** of India,
Nirvachan Sadan

"We have been able to reach a vast cross section of citizens using the PUSH SMS channel of MSDG, and also, citizens have been able to reach us quickly using the PULL SMS channel of MSDG."

-Sarita Kaushal, IT Dept., Govt. of **Himachal Pradesh**

"I appreciate DIT in its wonderful initiative!"

- **Citizen** "Unique Pandian" on Facebook

"Great Work..... Hats off to you all.... Keep It up...."

- **Citizen** "Mohammed Shadaab Shaikh" on Facebook

"Great work donelooking forward for more apps on M-gov"

- **Citizen** "Kshem Kapoor" on Facebook

Available online @ <http://mgov.gov.in> &

http://www.youtube.com/watch?feature=player_embedded&v=CJpABWjAdPU

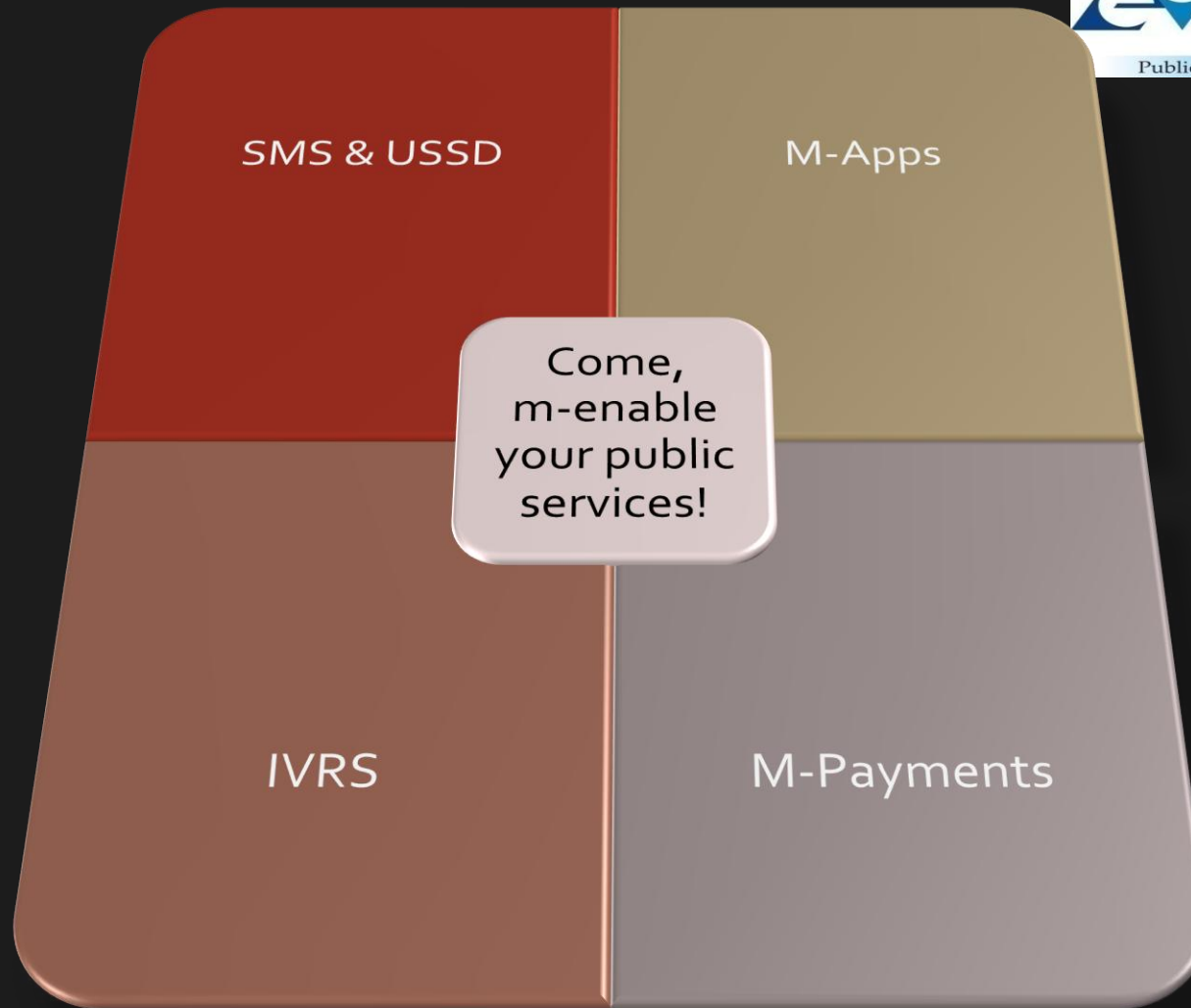
User feedback

(Video)



Way forward

- Develop ecosystem for smart m-governance
 - Device and OS agnostic apps: HTML5
 - Transactional and integrated services
 - Mobile based authentication
 - Location based services
 - Indian language based apps
- Integration with e-Gov Infrastructure
 - State Wide Area Networks, Data Centres, Service Delivery Gateways
- Additional channels
 - Cell broadcasting
 - Sim Tool Kit
 - MMS



Thank You!
Rajendra.ias@nic.in