



सत्यमेव जयते

सत्यमेव जयते

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

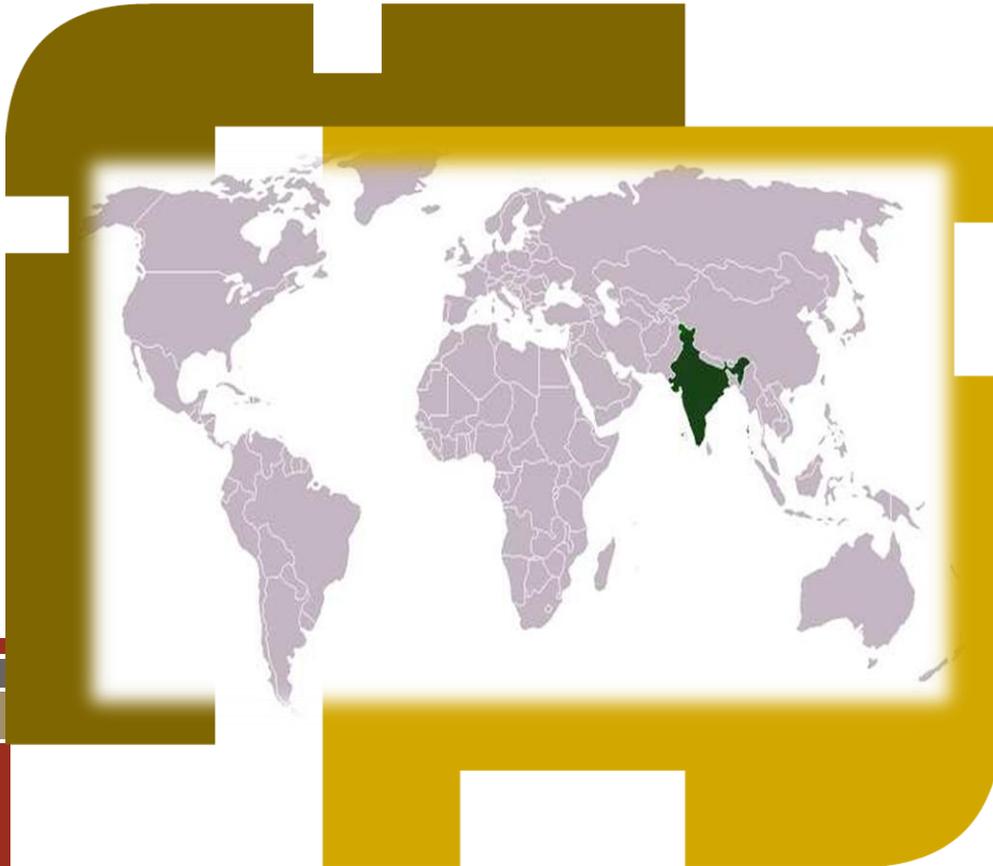
Joint Secretary, Department of Electronics & IT



# 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**

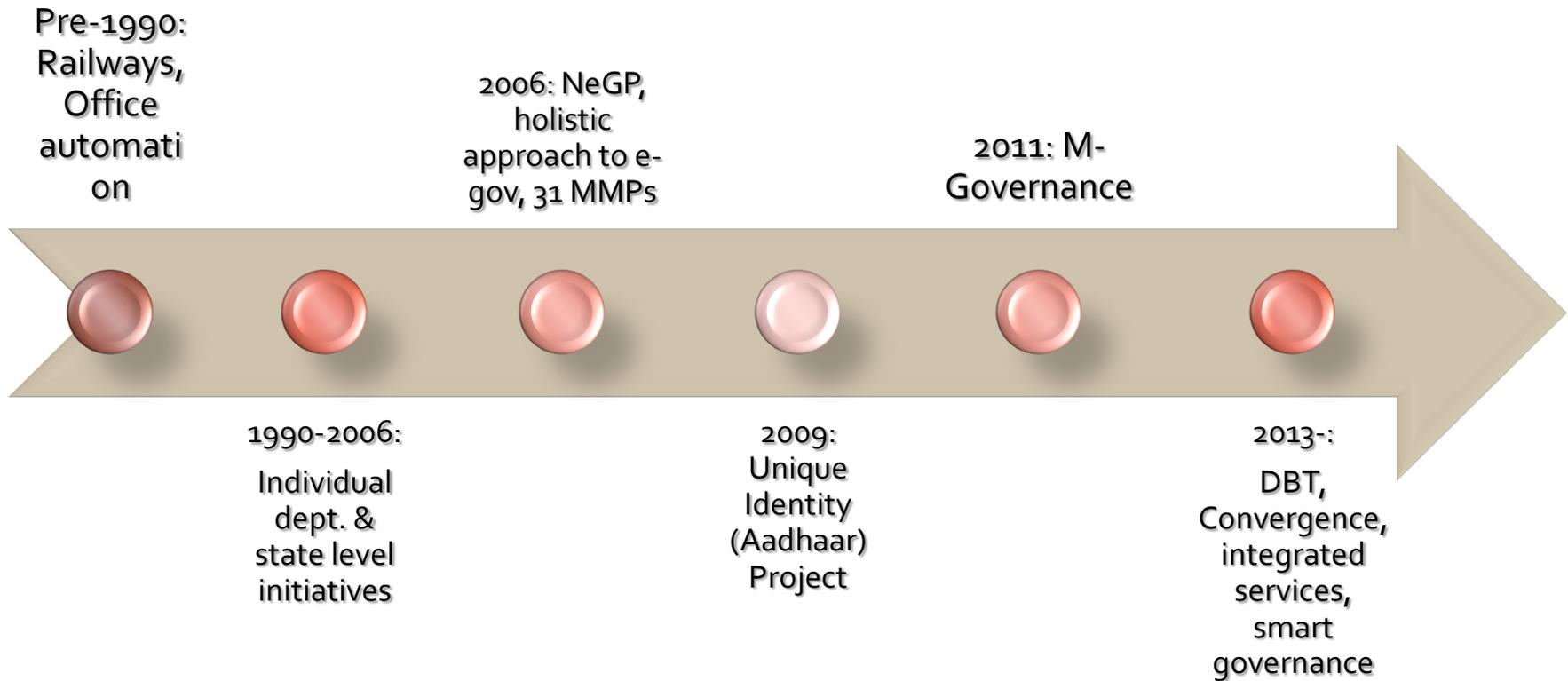
**70% Rural, 600,000+ villages**

**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, 1<sup>st</sup> 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

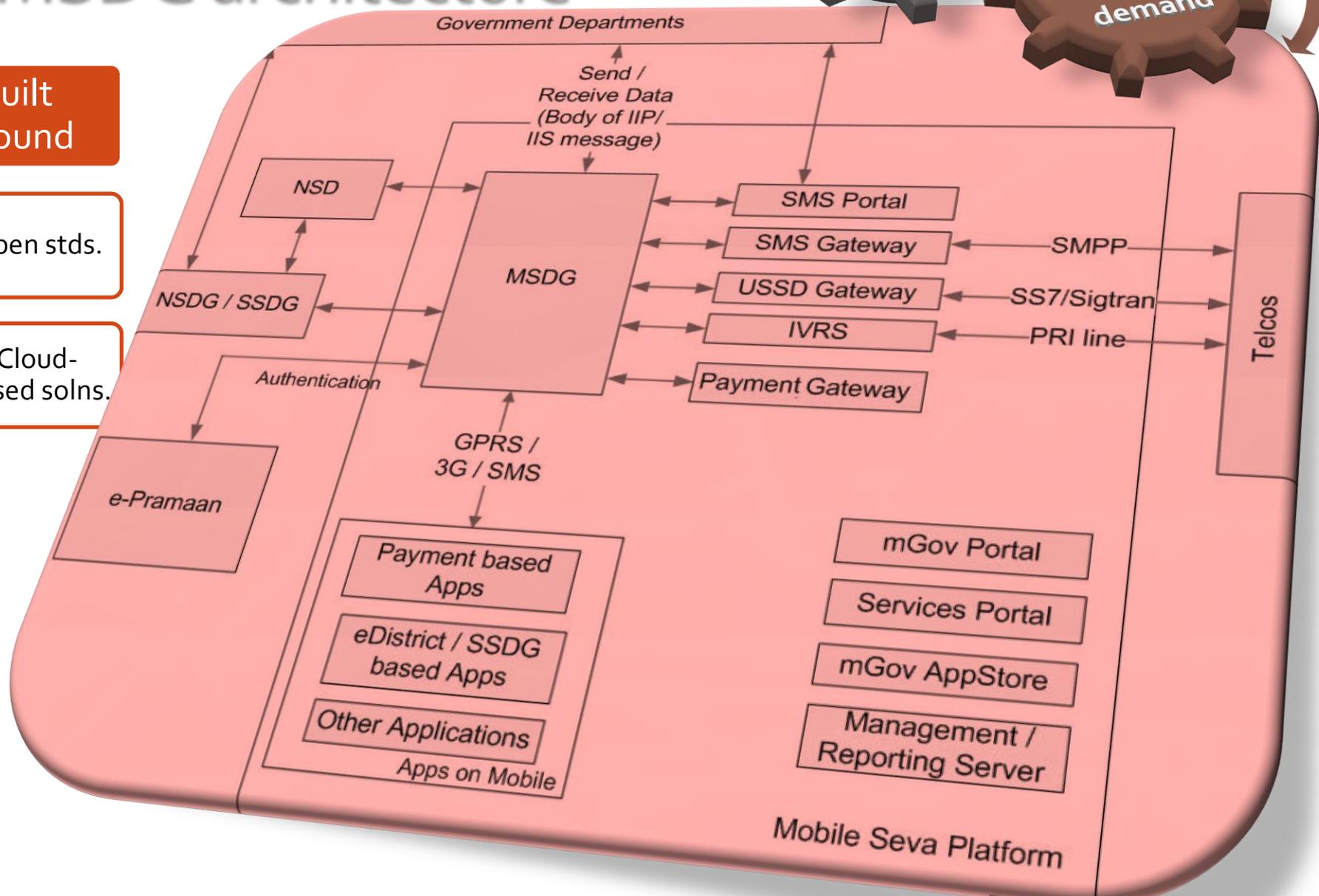
# MSDGG architecture



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](http://www.mgov.gov.in)) & regular posts on social media ([www.facebook.com/DIT.MGOV](http://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

## PULL SMSes

- (i) Provide API for MSDG to send messages
  - (ii) Define keywords, sub-keywords, responses
- e.g.: SMS "GOA RATIONC  
XXXX" to 51969

## Create account at

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

(Expedited vetting follows)

## PUSH SMSes:

- (i) through dashboard from the account
- (ii) through programmatic interface  
([msdgweb.mgov.gov.in](http://msdgweb.mgov.gov.in))

24x7 portal (mgov.gov.in)

Home :: Mobile Seva - Mozilla Firefox

Home :: Mobile Seva x M-Governance AppStore

mgov.gov.in/home.jsp

Skip to main content | Sitemap



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

# Mobile Seva

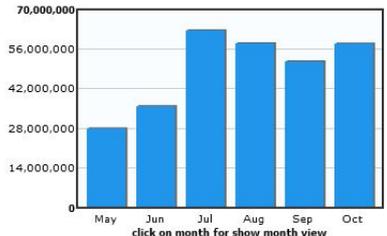
(Mobile Governance)



[Home](#) | [About Us](#) | [Citizen Services](#) | [Department Services](#) | [Resources](#) | [Training](#) | [Contact Us](#) | [Tender](#)

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

**m-Gov SMS Gateway (TOTAL PUSH SMSes)**



Month	Total Push SMSes
May	28,00,000
Jun	35,00,000
Jul	65,00,000
Aug	58,00,000
Sep	50,00,000
Oct	55,00,000

click on month for show month view

**Mobile Seva Gallery**



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

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#)

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



DEPARTMENTS

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



हिंदी / English

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

AppStore (apps.mgov.gov.in)

M-Governance AppStore - Mozilla Firefox

apps.mgov.gov.in/home.jsp



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

# Mobile Seva

(Mobile Governance)



## AppStore

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

PLATFORMS	LIVE APPLICATIONS	DEMO APPLICATIONS	POPULAR APPS	VISITOR COUNTER
<ul style="list-style-type: none"> <li>Android - Live</li> <li>Android - Demo</li> <li>JavaME - Live</li> <li>JavaME - Demo</li> </ul>	<p>Government Application</p> <p>&lt;&lt; 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 &gt;&gt;</p>			<p><b>185406</b></p> <p>As on 22/10/2013 6:55 PM</p>
<p><b>CATEGORIES</b></p> <ul style="list-style-type: none"> <li>AADHAAR</li> <li>Electoral</li> <li>Health</li> <li>Indian Post</li> <li>Judiciary</li> <li>Language</li> </ul>	<p><b>WHAT'S NEW</b></p> <p>No. of Live Application - 215 No of Demo Application - 61</p> <p> Mobile Application Contest result declared</p>			<p><b>IMPORTANT LINKS</b></p> <p></p> <p></p> <p></p>
<p><b>STATE</b></p>	<p><b>Mobile Application</b></p>			
	<p><b>RTI info</b></p> <p>Right to Information ... Department: ministry Version: Android 2.2 - Froyo Downloads: 2272</p> <p>Price: <b>Free</b></p> <p><a href="#">Details</a> <a href="#">Download</a></p>			
	<p><b>Ministry Directory</b></p> <p>Ministry Directory Department: Ministry Version: Android 2.2 - Froyo Downloads: 2220</p> <p>Price: <b>Free</b></p> <p><a href="#">Details</a> <a href="#">Download</a></p>			
	<p><b>ECI EVM Tracking</b></p> <p>ECI EVM Tracking Department: Electoral Version: Android 2.2 - Froyo Downloads: 1871</p> <p>Price: <b>Free</b></p> <p><a href="#">Details</a> <a href="#">Download</a></p>			
	<p><b>ECI Polling Station Lo...</b></p> <p>ECI Polling Station Lo... Department: Electoral Version: Android 2.3 - Gingerbread Downloads: 2365</p>			
	<p><b>ECI Electoral Officers...</b></p> <p>ECI Electoral Officers... Department: Electoral Version: Android 2.3 - Gingerbread Downloads: 764</p>			
	<p><b>High Court of Rajasth...</b></p> <p>High Court of Rajasth... Department: Judiciary Version: Android 2.3 - Gingerbread Downloads: 58</p>			

# Massive and Growing **Impact!**

ECI: 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

# || User feedback

"...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 done .....looking forward for more apps on M-gov"

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

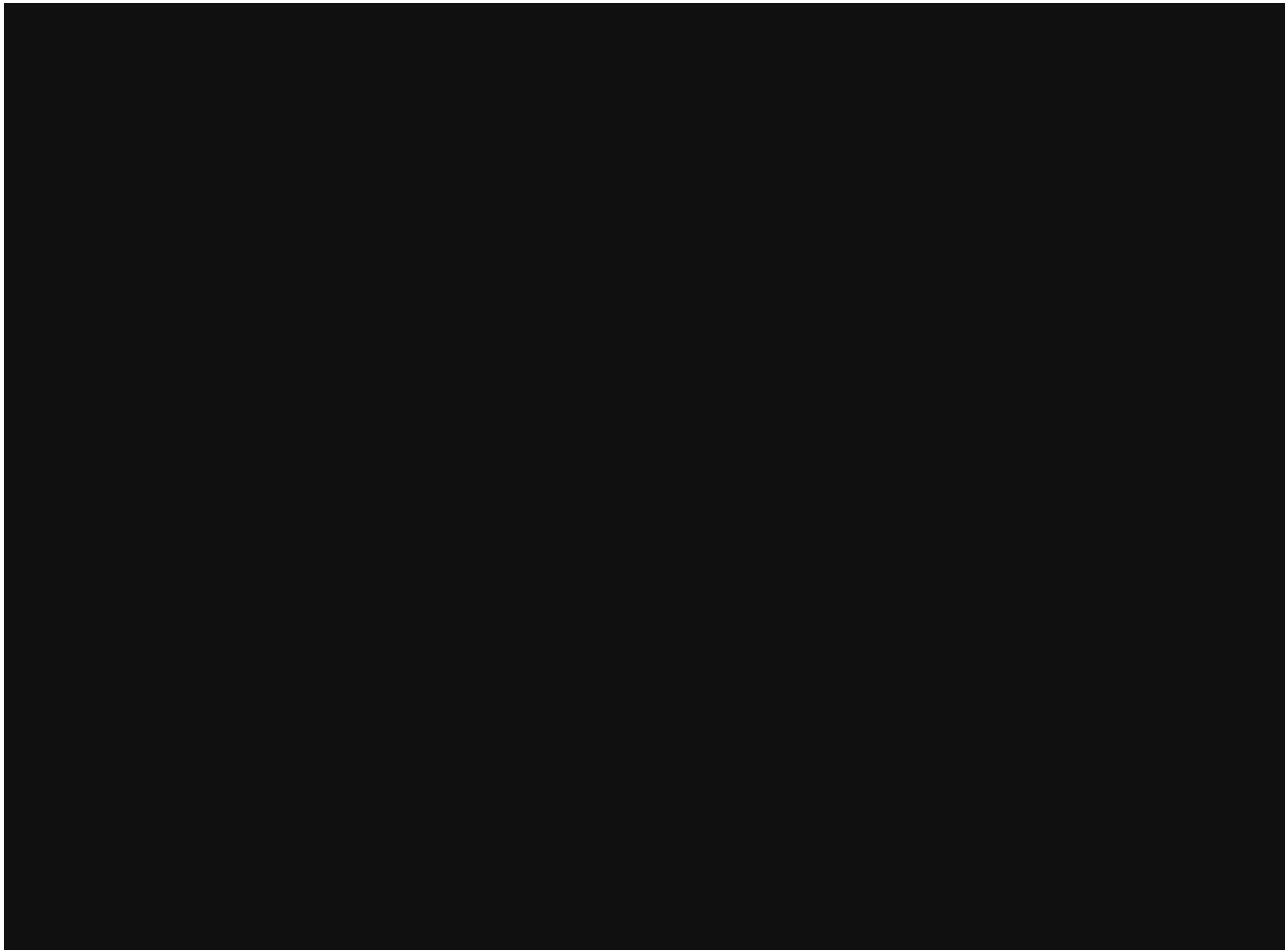
Available online @ <http://mgov.gov.in> &

[http://www.youtube.com/watch?feature=player\\_embedded&v=CJpABWjAdPU](http://www.youtube.com/watch?feature=player_embedded&v=CJpABWjAdPU)



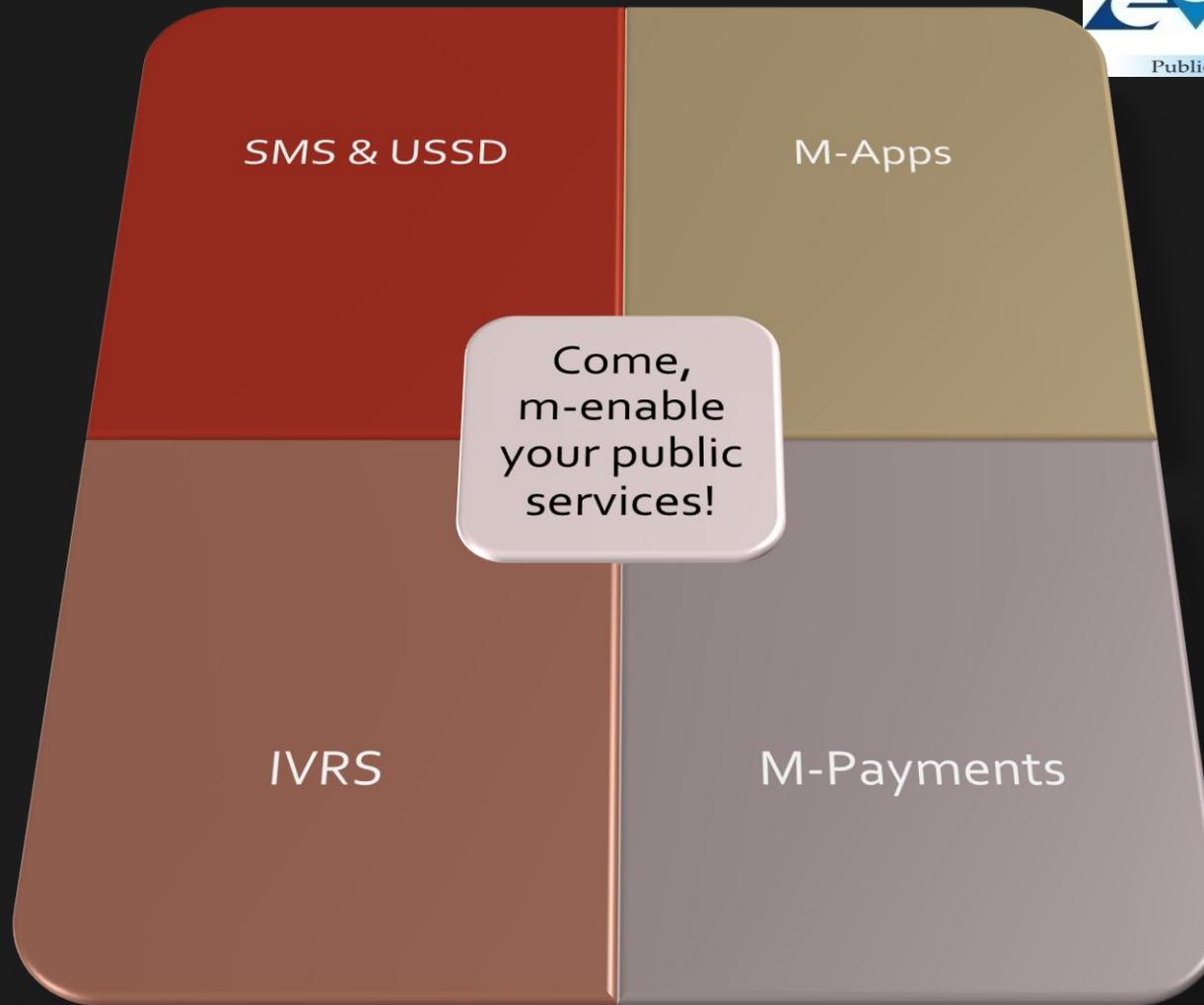
User feedback

(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](mailto:Rajendra.ias@nic.in)