



Mobile Seva

Public Services Through Mobiles: National Strategy, Local Delivery

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05 Nov 2014



Agenda

- India: Diversity & development
- Evolution of e-Governance in India
- Why Mobile? – ICT connectivity in India
- Challenges to overcome
- Strategies adopted
- Project outcomes
- Evaluation of the project
- Critical success factors
- Way forward

India: Diversity and development



1.25 billion people

Per Capita GNI: US\$1570 (2013)

Per capita GNI (PPP): Int.\$5350 (2013)

Multi-lingual – 22 Official Languages

Multi religious

Multi-ethnic

Federal Structure

36 States & Union Territories

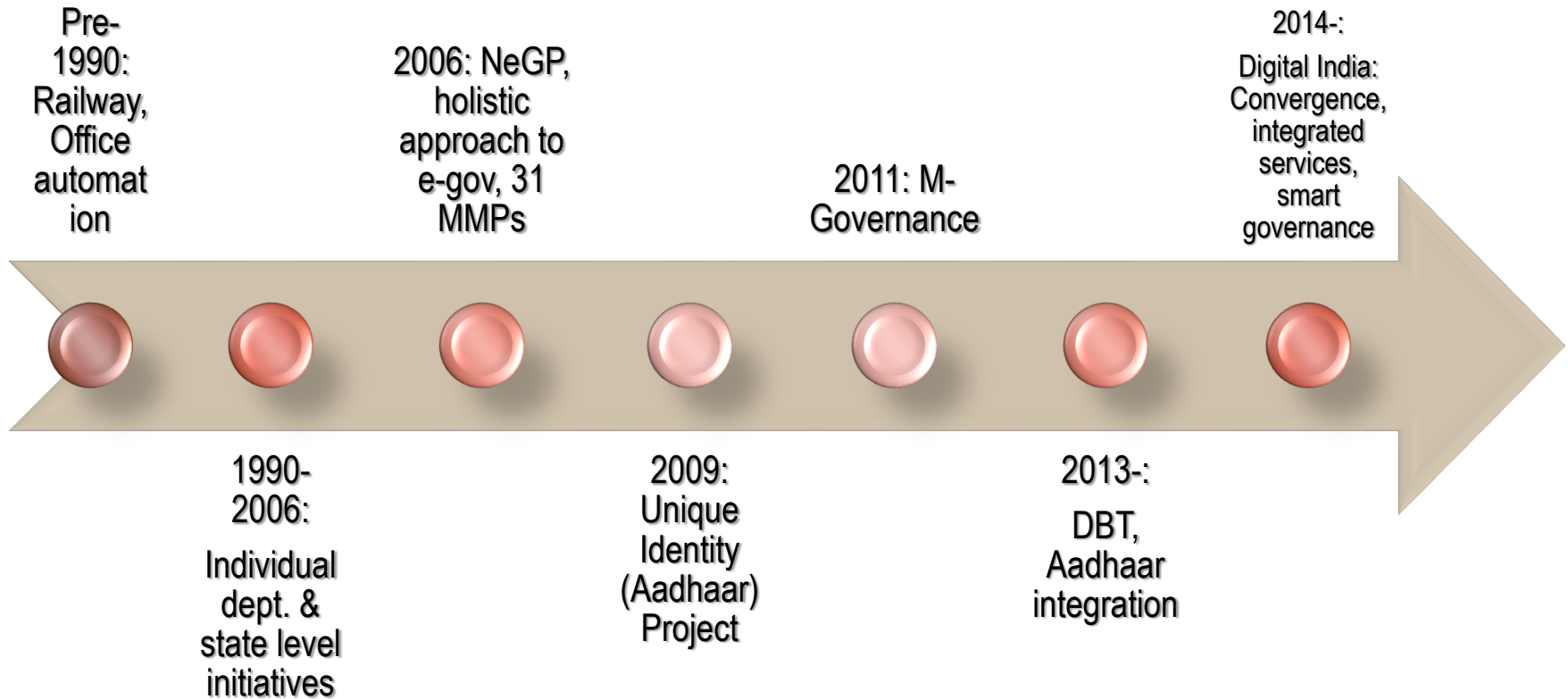
70% Rural, 600,000+ villages

Multi-party

Multi-tiered democracy

250,000+ Local Bodies

Evolution of e-Governance in India



Why Mobile? ICT connectivity in India

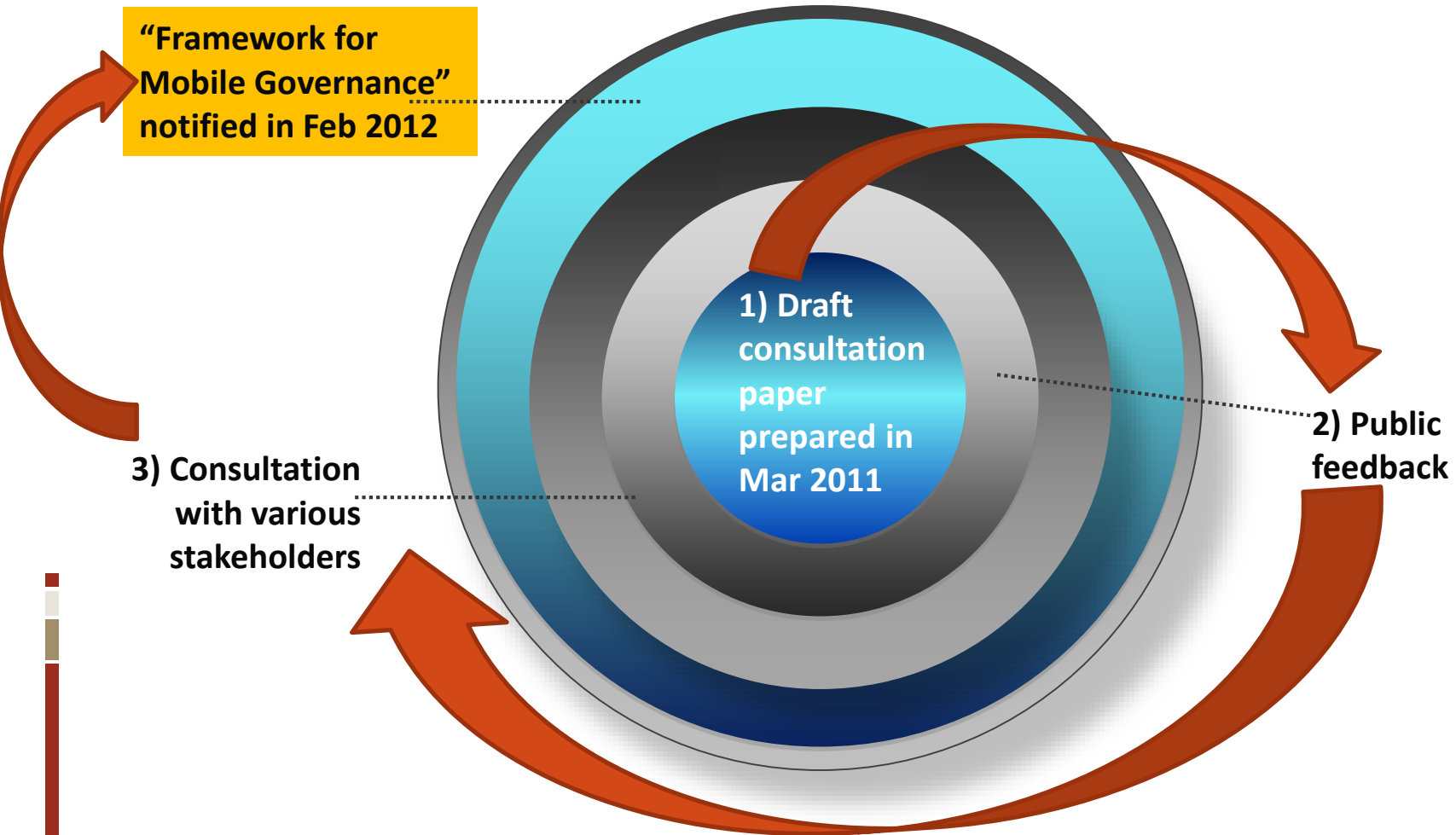
- Total population: >1.2 billion
- Total telecom subscribers: 946.4 million (July 2014)
 - Total wireless subscribers: 918.7 million
 - 41.1% rural
 - Overall wireless teledensity: 73.8%
 - Urban: 140.9%
 - Rural: 43.9%
- Total Internet Subscribers: ~243 million
 - ~76% access Internet through mobile devices

Mobile platform ideally suited for widening access to e-Gov

Challenges to overcome

- Low access to electronic public services, especially in rural areas
- No institutional and policy driver for mobile-enablement
- High investment requirements for depts. for m-enablement
- Lack of capacity and skilled personnel
- No convenience of a single number
- No “single window” solution

Strategy 1: Open consultations



KEY FINDINGS FROM THE CONSULTATION PROCESS:

- Mobile platform ideal for increasing access to Govt services
- A wide range of central and state level services could be easily enabled through mobiles

Strategy 2: National Mobile Governance Initiative launched



मोबाइल सेवा
Mobile Seva



In cognizance of massive reach of mobile phones in India

Strategy 3: 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

“All ministries and departments both at the central and state levels to integrate their services with the Mobile Seva platform for delivery through mobile devices. ”

-Prime Minister's Committee on
NeGP, 01.07.2013

Strategy 4: **Mobile Services Delivery Gateway**

Mobile Seva's **MSDG** provides integrated centrally-available **platform** to all govt. depts. for integration with common e-Gov infrastructure in the country

Unique, 1st nationwide m-initiative

Centrally hosted core infra on cloud

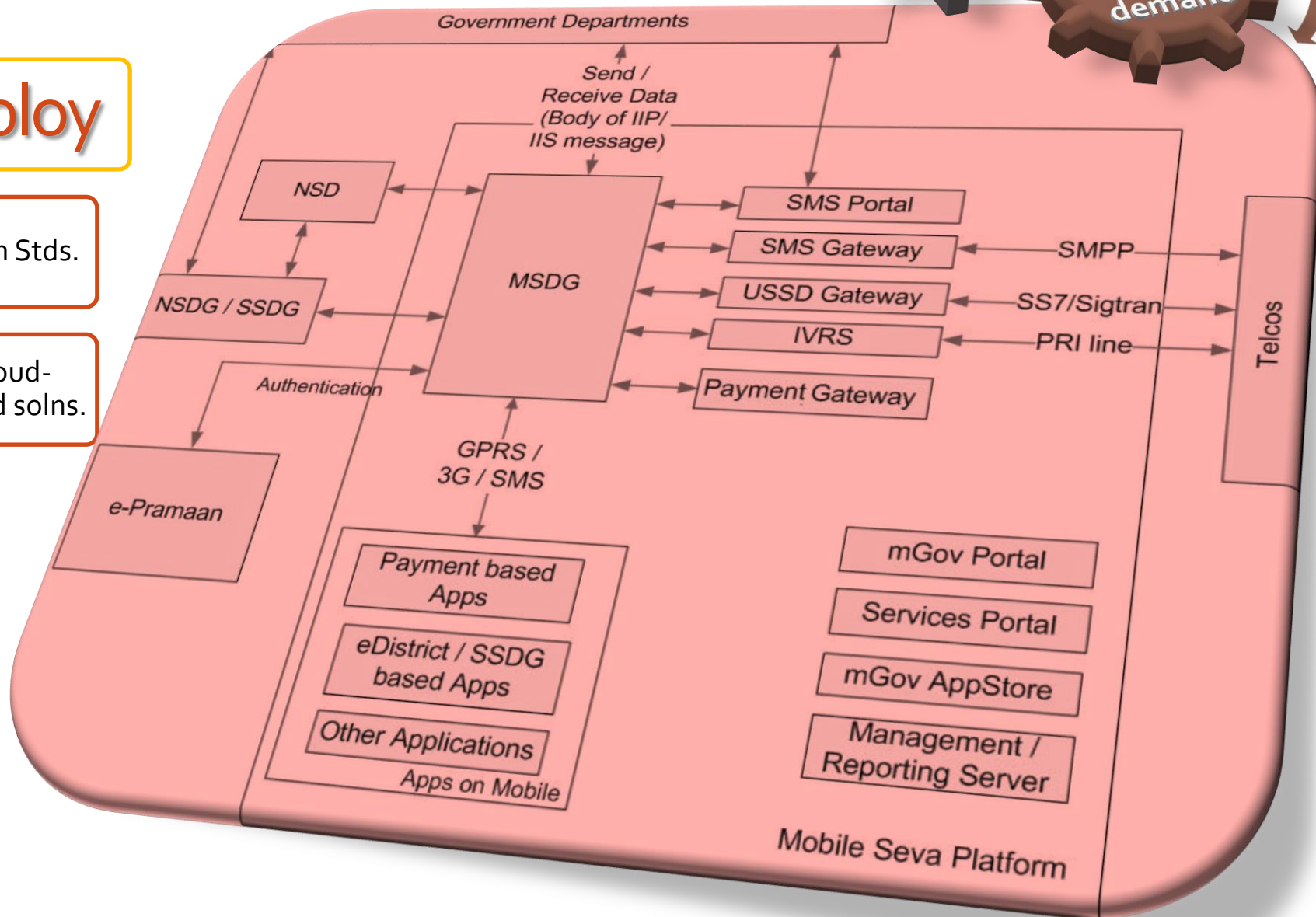
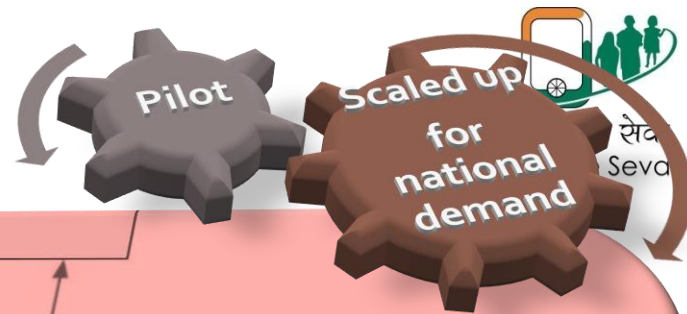
Mobile Seva's MSDG: key element under notified framework

Strategy 5: Open standards

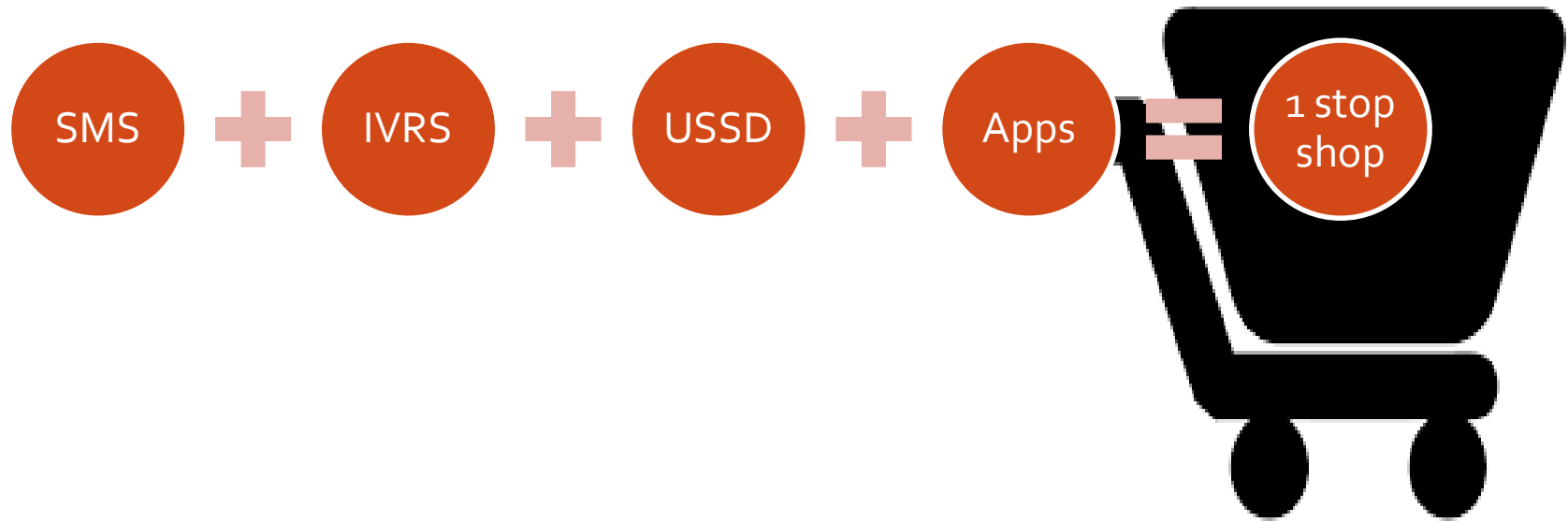
Deploy

Open Stds.

Cloud-based solns.



Strategy 6: One Stop Shop approach



✓ All m-enablement solutions under one roof

✓ No need for govt. depts. to create their own mobile platforms

Strategy 7: Universal access

Natioanl Platform
Connected with all
telcos

Natioanlly avaiable
number for all non-
emergency public
services



51969

Opened by all telcos at
normal rates

166

Opened by most telcos
at normal rates

9223166166

Universally accessible
at p2p rates

Strategy 8: **Expeditious on boarding & handholding**



Mobile Seva : Ready & operational channels

(04-Nov-2014)

SMS Gateway launched in Jul 2011

- **PUSH SMS**: 1340+ Depts. integrated; 1.63 bn+ SMSs sent
- **PULL SMS**: 360+ services integrated

IVRS : Live: 198,378 transactions

M-payment solutions available through cards, net-banking & IMPS

USSD picking up

Mobile AppStore launched in Jan 2012

- 315 live mobile apps hosted
- ➔ <http://apps.mgov.gov.in>

Real-time status 24x7 on mgov portal (www.mgov.gov.in)

Regular posts on social media ([facebook.com/DIT.MGOV](https://www.facebook.com/DIT.MGOV) , @mgovindia, goo.gl/nCpTUP)



022-67870166

24x7 portal (mgov.gov.in)

Mobile Seva

https://mgov.gov.in

Google

हिंदी / English

NEW Helpline: 022-67870166 / 022-26201606

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Department of Electronics & Information Technology

सत्यमेव जयते
Ministry of Communication & Information Technology, Government of India

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Mobile Seva

सी डैक
CDAC

The National Mobile Governance Initiative

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Depts. / Agencies Integrated

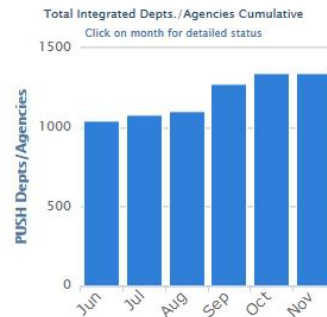
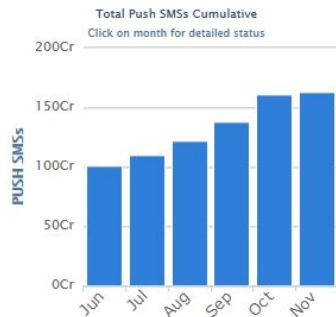
1,345

No. of Push SMS Transaction

Till Date: 1,63,34,96,121 November 2014: 2,68,46,582

App Downloads

Till Date: 2,15,152



Current Status

Push SMS Integration

- > 1345 Depts. / Agencies are using push sms service.
- > Approximately 1633496121 SMSes have been pushed so far by integrating Departments.

What's New

NEW Commonwealth Association for Public Administration and Management has recognized Mobile Seva as a Finalist in the 2014 International Innovations

Govt. AppStore (apps.mgov.gov.in)



Mobile Seva Appstore

https://apps.mgov.gov.in/index.jsp

Google

NEW Helpline: 022-67870166 / 022-26201606

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AppStore

Categories

Platforms

Domains

State

Utility Apps

What's New

Current Status

Number of Downloads - 215157
No. of Live Applications - 315
No. of Demo Applications - 62

Live Apps

Popular Apps

Demo Apps

Apps by Citizens

Search

Government Applications

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Voter Information Sea...
Department: Electoral
Version: Android 2.2 - Froyo
Downloads: 4981

Price:Free

Details

Download

Voter Information Sea...
Department: Electoral
Version: Android 2.2 - Froyo
Downloads: 3543

Price:Free

Details

Download

ECI EVM Tracking
Department: Electoral
Version: Android 2.2 - Froyo
Downloads: 4336

Price:Free

Details

Download

ECI Polling Station Lo...
Department: Electoral
Version: Android 2.3 - Gingerbread
Downloads: 5874

Price:Free

Details

Download

My Clean India

NACO Blood Donor

Accessible Places

Ministry Directory

Waiting for apps.mgov.gov.in...

Fast Onboarding: Self-registration

Create account:

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

(Expedited vetting follows)

PULL SMS

- (i) Provide API to send messages
 - (ii) Define keywords, sub-keywords, responses
- e.g.: SMS "UID STATUS
XXXX" to 51969

PUSH SMS

- (i) through account dashboard
- (ii) through programmatic interface

Massive and growing **impact!**

ECI maps 913,000
polling stns;
tracks EVMs more
effectively

Keyboards in 11 Indian
languages: Boost to use
of Indian languages on
mobile devices

Andhra Pradesh,
Himachal Pradesh &
Maharashtra – States
with maximum
adoption

>210 mn notifications
between UIDAI and
citizens

m-enablement of
eDistrict and SSDG
services for true and
widest impact

>569 mn notifications
between M/o
Agriculture and farmers

>329 mn notifications
between depts in
Andhra Pradesh and
citizens

>211,000 downloads
from m-app store

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



Project Outcomes

- Savings in Costs, Efforts and Time for Depts. & Citizens
- Improved Access to all Depts.- No technical expertise needed
- Greater Transparency and Improved Interface with Citizens
- Simplified Procedures/Processes for Departments
- Increased Reach & Access to Government Services for Citizens



Evaluation of the project

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

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

Available online @ <http://youtu.be/PlepXLGzJOo>

User feedback (Video 1)



Pension Details.mp4

Available online @ <http://youtu.be/j1USN7t4u8Y>



United Nations Public Service (2014) Award for India's Mobile Seva



The only winner from India in 2014


“Promoting whole of government approaches in the information age”

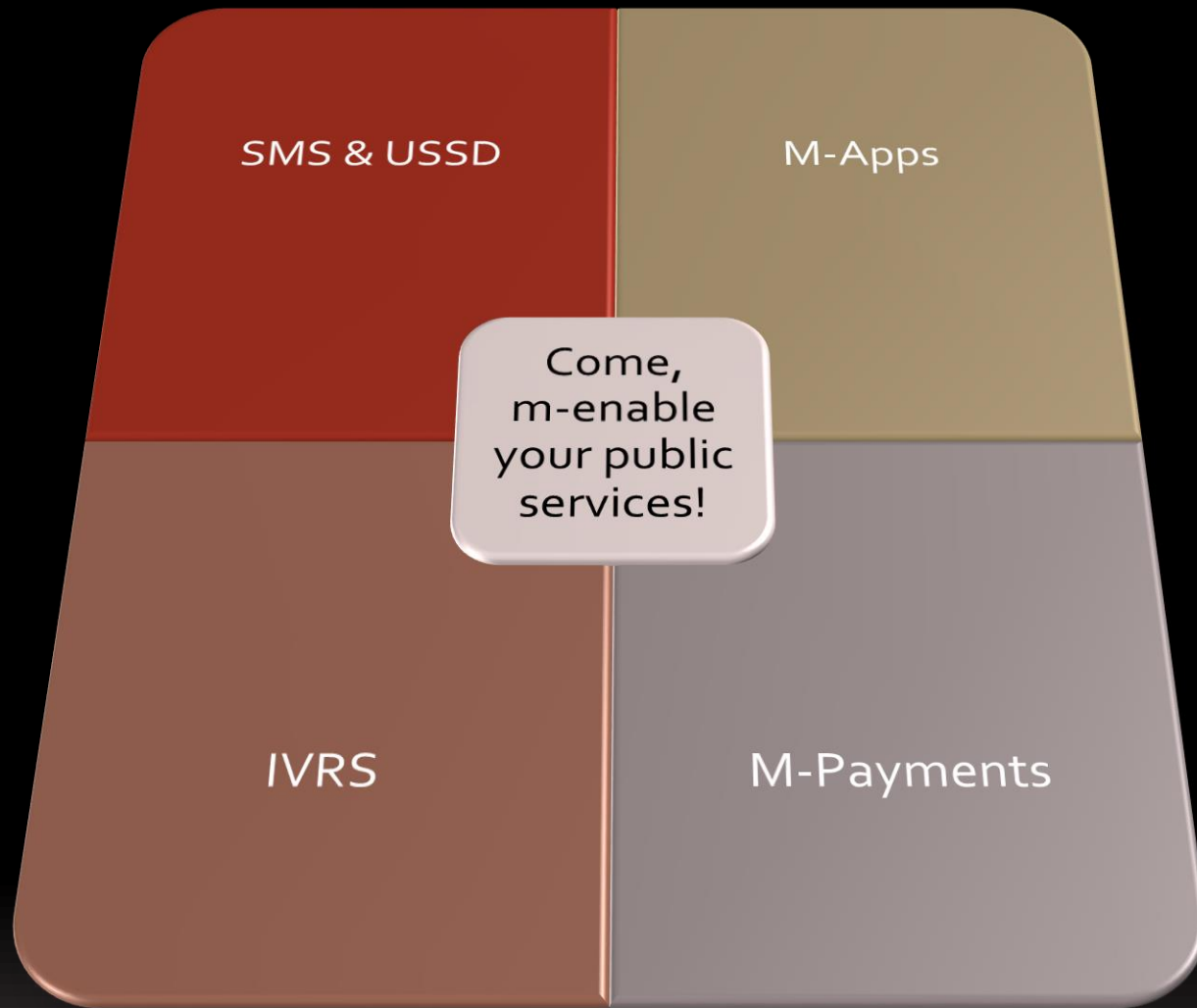
Critical success factors

- National policy framework on mobile governance
- Support from the highest decision making body on NeGP
- Ease of on boarding and implementation for the depts.
- Responsiveness of the implementing team
- Portal effectiveness
- Performance reliability
- Transparency and participatory design



Way forward

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



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