Enabling government departments to bring public services closer home to citizens through mobiles
Why Mobile? ICT connectivity in India

- Total population: 1.2 billion (2011)
- Total telecom subscribers: 922.04 million (Jan 2014)
  - Total wireless subscribers: 893.31 million
    - 40.75% rural
  - Overall wireless teledensity: 72.18%
    - Urban: 139.42%
    - Rural: 42.43%
- Total Internet Subscribers: 238.71 million (Dec 2013)
  - ~90% access Internet through mobile devices
  - Mobile platform ideally suited for widening access to e-gov

Source: Telecom Regulatory Authority of India (2014)
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

In cognizance of massive reach of mobile phones

As an extn. of NeGP vision

The Framework for Mobile Governance

notified in

The Gazette of India,

February 2012

MSDG: key element under the framework
built around
Open stds.
Cloud-based solns.

MSDG architecture

Government Departments

Send / Receive Data
(Body of IIP/ IIS message)

MSDG

SMS Portal
SMS Gateway
USSD Gateway
IVRS
Payment Gateway

SMSPP
SS7/Sigtran
PRI line

Telcos

Mobile Seva Platform

Payment based Apps
eDistrict / SSDG based Apps
Other Applications
Apps on Mobile

Payment Gateway

GPRS / 3G / SMS

Authentication

e-Pramaan

NSD

NSDG / SSDG

Pilot

Scaled up for national demand

mGov Portal
Services Portal
mGov AppStore
Management / Reporting Server
MSDG – operational channels

SMS Gateway launched in Jul 2011
- **PUSH SMS**: 978+ Depts. integrated; 769 m+ transactions, 66 m+/month
- **PULL SMS**: Short codes 166 & 51969; Long Code 9223166166; 296+ services operational
- **Leading integrators**: Min. of Agriculture, AP, MP, Maharashtra

Mobile **AppStore** launched Jan ‘12
- 295+ live m-apps developed & hosted; >162,933 downloads
- Most popular apps: RTI-Directory, India Post Status, ECI Polling Station Location, Ministry Directory,
  ➔ [http://apps.mgov.gov.in](http://apps.mgov.gov.in)

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](https://twitter.com/mgovindia))

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

**USSD & IVRS Services** operational
Fast Onboarding: self-registration for govt. depts.

Create account at [http://services.mgov.gov.in](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))

**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 SMS Integration: Current Status

- 978 Departments/Agencies are using push SMS service.
- Approximately 769155407 SMSes have been pushed so far by the integrated Departments.

Pull SMS Integration: Current Status

- 296 Services are available on: 166 / 51969 / 9223166166.
- Approximately 20,63,652 SMSes have been pulled so far by the integrated Departments.

m-App Development: Current Status

- 295 Live mobile applications (m-Apps) with 162933 downloads are hosted currently on the m-App Store.
AppStore (apps.mgov.gov.in)
Massive and Growing Impact!

- ECI: mapped over 913,000 polling stns out of 926,000; Tracks EVMs more effectively
- Keyboards in 12 Indian languages: Boost for use of Indian languages on mobile devices
- Massive adoption in Andhra Pradesh, Madhya Pradesh, Maharashtra, Rajasthan

- >241 m transactions between AP State Depts. and citizens
- m-enablement of e-District and SSDG services for true and widest impact
- >253 m transactions between M/o Agriculture and farmers; Over 21m between UIDAI and citizens

- National to Local level services being m-enabled through complete handholding by DeitY
- >156,000 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

"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

"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

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

- Citizen "Kshem Kapoor" on Facebook
"...After having used MSDG platform for last 8-10 months, UIDAI, as end user, is satisfied with the pull services and will be open to deploy more such services through it. ... As a special mention, we are very much pleased with the enthusiasm and commitment of the support team which is very responsive, communicates well and always available."

– Rakesh Ranjan, Product Manager, UIDAI

"We are using DeitY Mobile Seva Services for sending advisories to farmers. We have started sending introductory and welcome messages to farmers and I must say their services are helping us to great extent in reaching farmers with the help of SMSs. Thanks for your support."

– Shilpa Mehta, Dept of Agriculture & Cooperation

"nice concept of using android app for submission of EVM machine in warehouse. very good app."

- Citizen’s comment on m-app store for ECI EVM Tracking app

"very good application, very simple and good application for submitting poling station location. And very nice GUI, user friendly app."

- Citizen’s Comment on m-app store for ECI Polling Station Location app
"It's a new process, we didn’t have any alternate for communication before. It has helped..."

"We have 225 gram panchayats under us, and thus scores of people that we need to communicate to. Instead of sending letters that used to get lost, we are able to send a message to all of them quickly."

"Benefits of this service are multipurpose, every department should definitely use it."

- Shri Rajesh Mangal, Zila Panchayat, Sheopur

"This initiative is a futuristic initiative and needs no recommendation. All departments should fall in line automatically. They should not wait for anyone to recommend. ...Good initiative."

- Dr Randhir Singh, DIRECTORATE OF WHEAT RESEARCH

"Revenue collection has improved as payments happen on time due to reminders we send. Also, number of complaints have reduced drastically because we are able to send information about shut downs in a timely fashion"

- Shri Sanjiv Saksena, MPMKVVCL Bhopal

"All kinds of appreciation not only from candidates but also from participating departments."

- Shri Akhilesh Mittal, Rajasthan Public Service Commission, Ajmer
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
Thank You!
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USSD & IVRS Services

- **Unstructured Supplementary Service Data (USSD)**
  - Own USSD gateway
  - TATA & BSNL West Zone users can access USSD on 166
  - Working PoC with Maharashtra for three services
    - Sugar Application
    - Common Service Centre Verification
    - RTO Complaints Lodge Application

- **Interactive Voice Response (IVRS)**
  - IVRS system running on 022-26209367
  - MTNL and TATA users can access through 166 Short Code
    - IVRS system supports 60 simultaneous calls
  - Operational Services
    - Aadhaar status Services
    - Push IVRS service in pilot stage with mother and child care service
    - Working PoC with Dept. of IT, Maharashtra Services