



18TH

**NATIONAL CONFERENCE
ON e-GOVERNANCE**

30TH & 31ST JANUARY 2015

VENUE MAHATMA MANDIR, GANDHINAGAR, GUJARAT

*Accountable governance through
Social Media and Citizen Engagement*

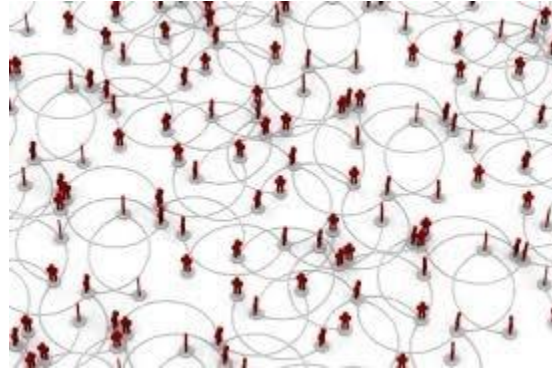
Surge of Social Media

- × 25% of Indian social media users reside in towns with population < 200,000
- × Mobile broadband data traffic/user/month to rise from 475 MB in 2012 to ~ 900 MB by 2017
- × Gol active user of social media tools & platforms



Social Media Features

COMMUNITY



COLLABORATION



CONNECTEDNESS



Embracing Social Media for Accountable Governance



Election – transparency around democracy



ENGAGING
ELECTORATE



Disaster Management



EARLY WARNING



LIVE PROCESSING

COMMUNITY
MAPPING



SOCIAL MEDIA & CITIZEN ENGAGEMENT



ISSUE BASED
CONSULTATION



PUBLIC GRIEVANCES
REDRESSAL



COMMUNITY
DEVELOPMENT

Google™

SECURITY



MAINTENANCE
OF LAW & ORDER



AID TO LAW ENFORCEMENT



PUBLIC AWARENESS

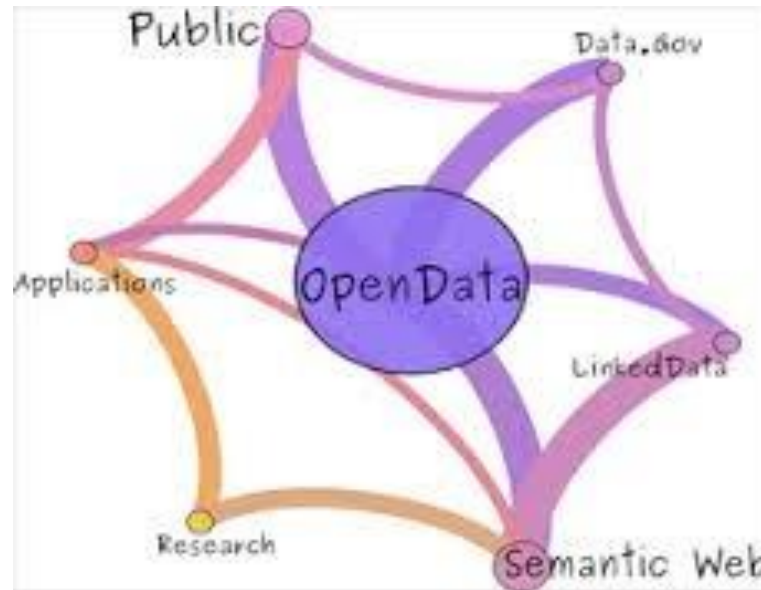
Potential Challenges & Opportunities



CAPACITY BUILDING



ENABLING LEGAL
FRAMEWORK





Thank You

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