

NATIONAL CONFERENCE ON e-GOVERNANCE

30[™] & 31ST JANUARY 2015

VENUE MAHATMA MANDIR, GANDHINAGAR, GUJARAT

Accountable governance through Social Media and Citizen Engagement



Surge of Social Media

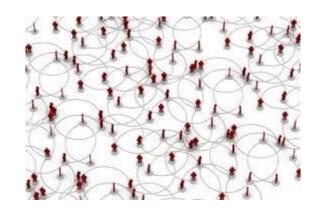
- ×25% of Indian social media users reside in towns with population < 200,000
- Mobile broadband data traffic/user/month to rise from 475 MB in 2012 to ~ 900 MB by 2017

×Gol active user of social media tools & platforms





Social Media Features



COMMUNITY

COLLABORATION



CONNECTEDNESS





Embracing Social Media for Accountable Governance

PEOPLES'S POWER HORIZONTAL CREATIVITY FEED OM PHINION DIALOGUE INDIGNADOS FREEDOM OF EXPRESSION BLOGSPHERE RIGHTS INCLUSION NETWORK INFORMATION AGE KNOWLEDGE SHARING VOICE DEBATE COMMUNICATION CITIZENSHIP EQUALITY INTERACTION USABILITY WIKI DIGITAL MEDIA ##

INTERPERSONAL COMMUNICATION ACCESSIBILITY TO MANY TAGE OF THE CONTROL OF THE CONT

VOTING USER-GENERATED CONTENT EMAIL

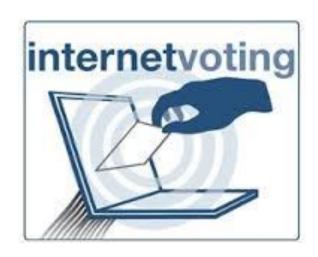
COLLABORATION
POLITICAL AUTONOMY
GOMMUNICATION POWER
GOMMUNICATION POWER
GOMMUNICATIVE AUTONOMY
HYPERMEDIA MASSIVE
TRENDING
TOPPE



Election – transparency around democracy

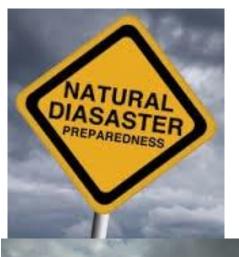


ENGAGING ELECTORATE





Disaster Management





LIVE PROCESSING











SOCIAL MEDIA & CITIZEN ENGAGEMENT





PUBLIC GRIEVANCES REDRESSAL



ISSUE BASED
CONSULTATION

COMMUNITY DEVELOPMENT



SECURITY









MAINTENANCE OF LAW & ORDER

AID TO LAW ENFORCEMENT

林林

PUBLIC AWARENESS



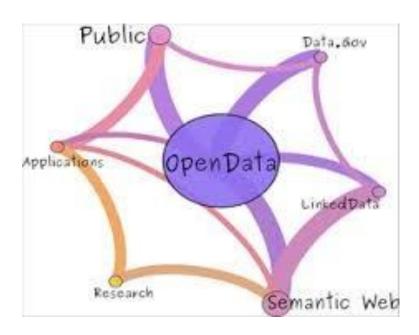
Potential Challenges & Opportunities



ENABLING LEGAL FRAMEWORK



CAPACITY BUILDING





Thank You

vineetadixit@google.com

