



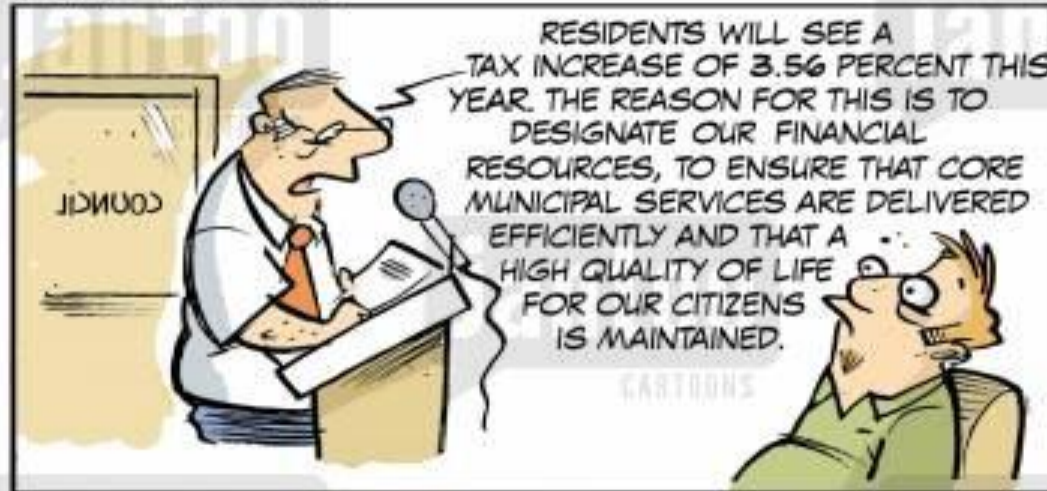
MULTICHANNEL DELIVERY OF PUBLIC SERVICES

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Is the government citizen interface working?

WHAT THEY SAY.



WHAT WE HEAR.

Search: 09034554

The mai-baap approach?



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OK - so the wallpaper doesn't match the curtains - but it's US supposed to be giving YOU the advice!



Can governments provide
citizens:

(i) what they want?

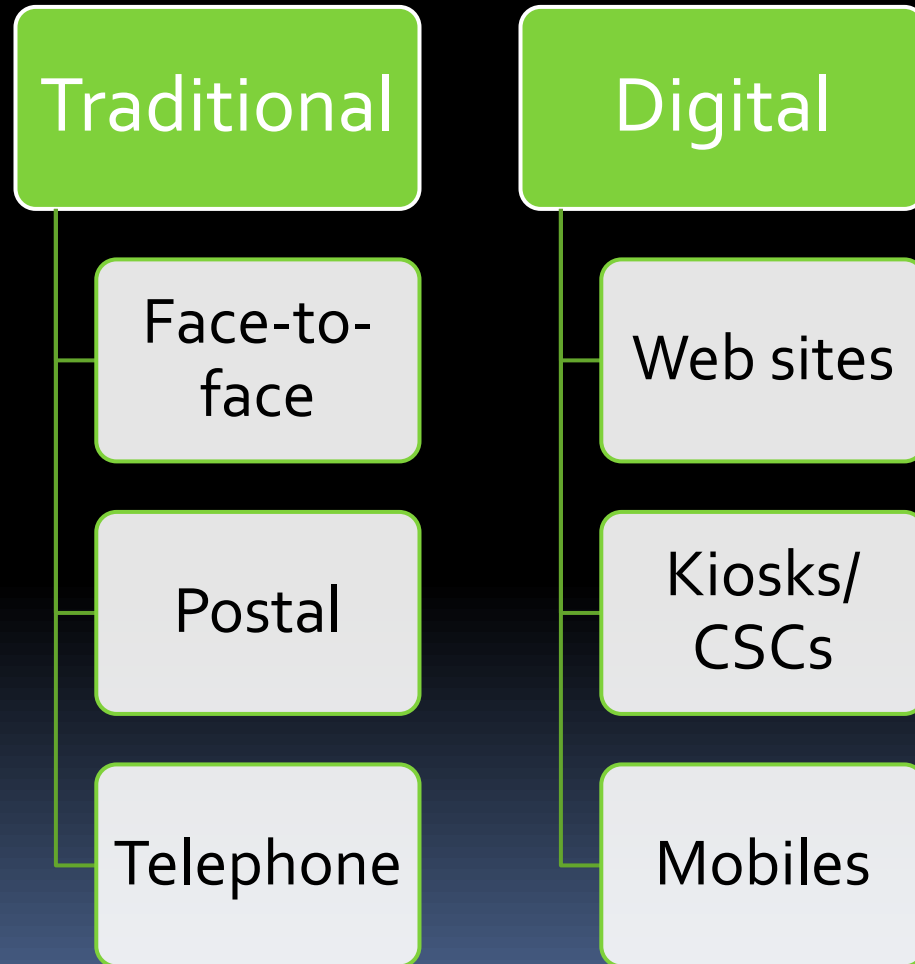
(ii) when they want?

(iii) how they want?



Welcome to multichannel
delivery!

Channels: broad classification





Why multichannel delivery?

- Increases reach and access: for the poor and disadvantaged
- Promotes inclusiveness in service delivery
 - e.g. CSCs in rural & remote areas, and mobiles!
- Promotes participation
- Promotes sustainability of services

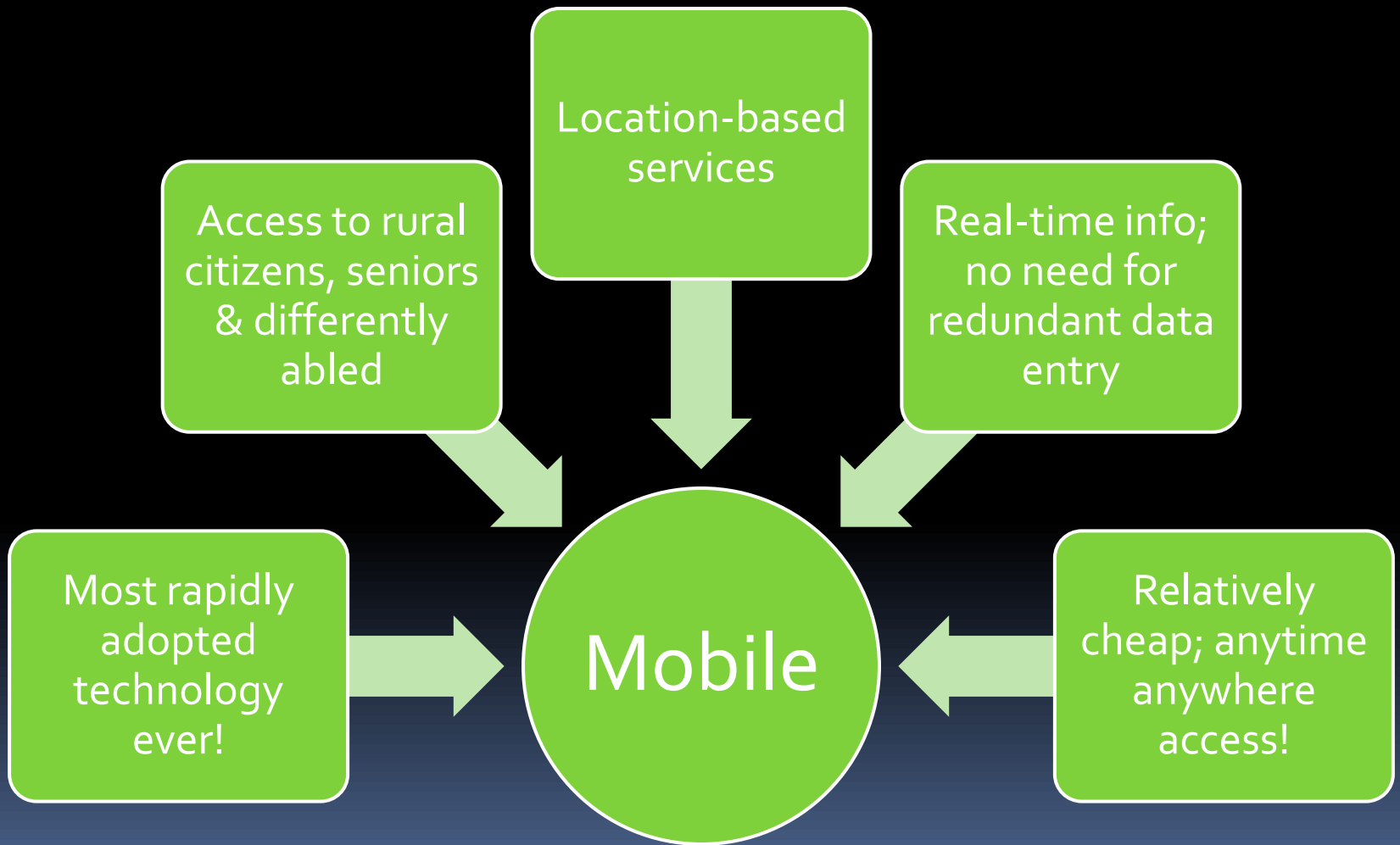
Multichannel delivery: Features

All channels are integrated, coordinated

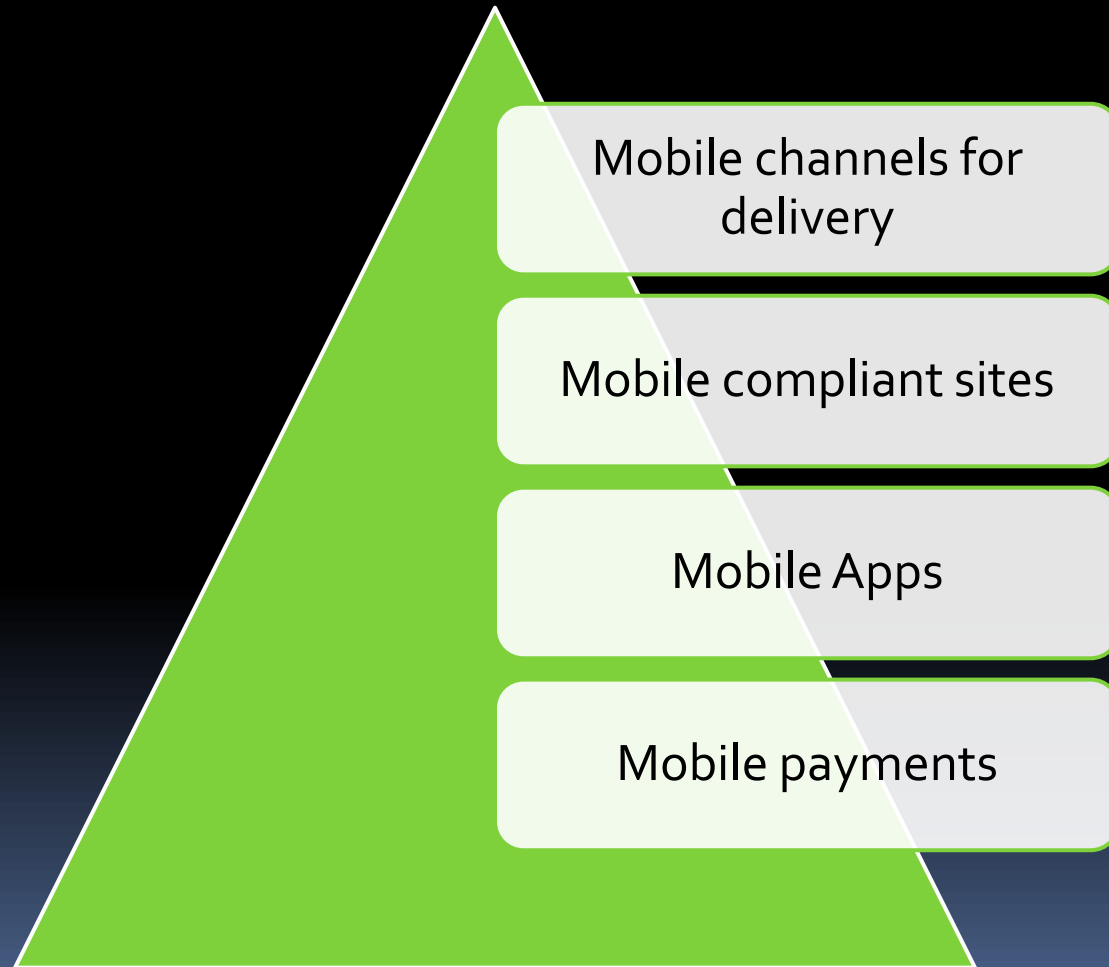
Frontend applications talk to each other; reference the same database (data is collected only once)

Citizens select the most suited channel; get the same response regardless of channel selected (seamless experience)

The most promising channel



Effective M-Governance



National Mobile Seva Project (mgov.gov.in)

Provides an integrated, centrally-hosted **Mobile Services Delivery Gateway (MSDG)** to all Govt. Depts.:

- ❑ for integration with common egov infrastructure in the country
- ❑ to deliver public services to citizens over mobile devices through SMS, USSD, Voice/ IVR, m-apps & other channels

Unique, 1st nationwide m-initiative

1-stop shop for mobile enablement

Centrally hosted core infra

Depts. need not invest in own m-platform

Depts. can onboard very quickly

Mobile Seva: National Rollout



Ready channels

- 870+ depts using sms push
- 60 crore+ sms transactions
- 270 services on sms pull through shortcode 166, 51969 & longcode 9223166166
- 240+ m-Apps on m-AppStore
- www.mgov.gov.in : the 24X7 portal

Mobile Seva: Live Status of Services & Transactions

Mobile Seva Portal
(http://mgov.gov.in)

The screenshot shows the homepage of the Mobile Seva portal. At the top, there is a navigation bar with links for Home, About Us, Citizen Services, Department Services, Resources, Training, Contact Us, and Tender. Below this is a banner for the Department of Electronics and Information Technology, Ministry of Communications & Information Technology, Government of India. The main content area features a dashboard with the following data:

Dept./Agencies Integrated	No. of Push SMS Transactions
872	Till Date: 62,40,14,923 January 2014: 5,34,39,384

Below the dashboard, there is a bar chart titled "m-Gov SMS Gateway (TOTAL PUSH SMSes)" showing the number of transactions for each month from August to January. The chart shows a peak in November and December.

Month	Approximate Transactions
Aug	55,000,000
Sep	45,000,000
Oct	85,000,000
Nov	90,000,000
Dec	70,000,000
Jan	45,000,000

There is also a "Mobile Seva Gallery" section with a photo of the presentation of Mobile Seva to Mr. Kapil Sibal, Hon'ble Minister of MCIT.

On the right side of the page, there is a "Visitor Count" section showing 265917 visitors as on 28/1/2014 11:13 PM. Below that is a "What's New" section with news about a mobile application contest and an award for the year 2013. At the bottom right, there is an "AWARDS & RECOGNITION" section featuring the mBillionth award logo.

Mobile Seva Appstore
(http://apps.mgov.gov.in)

Mobile Seva: AppStore

M-Governance AppStore - Mozilla Firefox

Home :: Mobile Seva | M-Governance AppStore

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

DEPARTMENT OF ELECTRONICS and INFORMATION TECHNOLOGY
MINISTRY OF COMMUNICATIONS & INFORMATION TECHNOLOGY, GOVERNMENT OF INDIA

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- JavaME - Live
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- AADHAAR

LIVE APPLICATIONS DEMO APPLICATIONS POPULAR APPS

Government Application

 Right to Information ... Department: ministry Version: Android 2.2 - Froyo Downloads: 4403 Price: Free Details Download	 Ministry Directory Department: Ministry Version: Android 2.2 - Froyo Downloads: 3237 Price: Free Details Download	 ECI EVM Tracking Department: Electoral Version: Android 2.2 - Froyo Downloads: 2682 Price: Free Details Download
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Transferring data from apps.mgov.gov.in...

VISITOR COUNTER
214337
As on 28/1/2014 11:14 PM

WHAT'S NEW
Number of App Downloads - 138122
No. of Live Application - 244
No of. Demo Application - 61
Mobile Application Contest result declared

HELPLINE

Multichannel delivery: challenges & opportunities



Strengthening delivery frameworks

Responding to technology changes

Partnerships to expand delivery

Outreach, localisation & marketing



THANK YOU!

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Strengthening delivery frameworks

- Choose the channels with the best fitment
- Introduce new channels only under integration with overall strategy
- Ensure all channels talk to each other
- Ensure competent resource allocation
- Encourage competition for cost effectiveness



Responding to technology changes

- Be aware of availability and bandwidth requirements of channels and devices
- Design new channels/ content keeping in mind limitations of mobile devices (e.g. vis-à-vis desktop-type browsing)
- Make mobile sites available



Expanding delivery options through partnerships

- Given that disadvantaged groups maintain strong preference for face-to-face channels, consider revitalizing traditional channels (through PPPs)
- Strive for strong policy leadership and political support to bring in the desired levels of coordination



Outreach, localisation & marketing

- Change management activities to motivate users to give up traditional channels where necessary
- Awareness activities to influence citizen perception in favour of newer more-efficient channels
- Ensure localisation
- Capacity building of users

