Project Details: NAeG/14-15/00140

Project id -	NAeG/14-15/00140
Name of The Project	Mobile Seva (National Rollout of Mobile Services Delivery Gateway)
Category of Award Applying for	Innovative use of mobile technology in eGovernance
Date of Launch	27-11-2012

Summary/Objective of the project

(a) The project for National Rollout of Mobile Services Delivery Gateway was launched on 27-Nov-2012 as part of Mobile Seva, the first countrywide initiative on mobile governance by DeitY to provide public services to citizens through mobile phones and tablets. It provides a one-stop solution to all central and state Government departments and agencies across the nation for all their mobile service delivery needs through various mobile based channels such as Short Message Service (SMS), Unstructured Supplementary Service Data (USSD), Interactive Voice Response System (IVRS), mobile applications (m-Apps) and location based services. (b) Mobile Seva provides a centrally hosted cloud based mobile enablement (m-enablement) and mobile based delivery (m-delivery) infrastructure and platform that allows all Government departments and agencies to expeditiously start offering their services through mobile devices without having to invest heavily in creating their separate mobile platforms. The first phase of implementation of Mobile Seva was focused on developing a Proof of Concept (PoC) for a period of 12 months. The PoC was launched in July 2011 and was highly successful. Thereafter, a need was felt to scale up the infrastructure and provide a nationwide rollout. Subsequently, the National Rollout of Mobile Services Delivery Gateway project (nominated here) was approved in Nov 2012. As a part of this initiative, a centralized platform named Mobile Service Delivery Gateway (MSDG) has been created by DeitY through its technical development agency, Centre for Development of Advance Computing (C-DAC). MSDG has been developed around open standards, open source and cloud-based solutions and is a key implementation strategy under the Framework for Mobile Governance notified by DeitY in February 2012. (c) Mobile Seva also enables integration of mobile applications with the common e-governance infrastructure comprising State Data Centres (SDCs), State Wide Area Networks (SWANs), and National/State Service Delivery Gateways (NSDG/SSDGs) for delivery of public services to the citizens. Availability of Government wide shared infrastructure and services enables rapid development and reduced costs for the integrating departments. (d) Already mobile based services of over 1,100 Government departments and agencies across the country have been integrated with the Mobile Seva platform and more than 121 crore PUSH SMS transactions have been delivered to the citizens and businesses. For the PULL SMS services sought by citizens, short codes 51969 and 166 and long code 9223166166 have been obtained and over 340 services have been made live on these numbers through PULL SMS. A long term vision of the project is to offer all non-emergency public services in the nation to the citizens through a single 3-digit nationally available number for which, as noted above, short code 166 has already been operationalized. A Govt. Mobile AppStore (http://apps.mgov.gov.in) has also been created and made operational with over 305 live and fully integrated mobile apps developed in-house. These apps have been downloaded over 2.05 lakh times by the citizens. Mobile Seva has also integrated a mobile payment gateway that allows citizens to make electronic payments for various services through mobile phones through various modes such as IMPS, net banking, credit/debit cards, cash cards/mobile wallets, etc. USSD and IVRS based services have also been developed. Real-time status and information is available round-the-clock on the Mobile Seva portal http://mgov.gov.in. Updates and stakeholder engagement are also carried out through the social media page www.facebook.com/DIT.MGOV . (e) Mobile Seva won the United Nations Public Service Awards for 2014 under the category Promoting Whole-of-Government Approaches in the Information Age. Mobile Seva also won the mBillionth Award South Asia 2013 under the m-governance category.

Beneficiary of the project

(a) All the Government departments and agencies in the nation at central, state and local levels. (b) All the citizens, businesses and other stakeholders in India across the entire geographical length and breadth of the nation and across all demographic segments.

Details of Project Head

Name	Dr. Rajendra Kumar
Designation	Joint Secretary (eGov), DeitY
Gender	Male

Address	DeitY, 4th Floor, Electronics Niketan,
	6 CGO Complex, Lodhi Road, New Delhi
Pincode	110003
State	Delhi
Phone Number	1124363075
Mobile Number	9868162277
Email-ID	rajendra.ias@gov.in
Details of team members, if any, other than Project Head:-	
Name(1st team member)	Dr. Zia Saquib
Designation(1st team member)	Executive Director, C-DAC Mumbai
Name(2nd team member)	Ms. Kavita Bhatia
Designation(2nd team member)	Additional Director, DeitY
Name(3rd team member)	Mr. Deepinder Singh
Designation(3rd team member)	Senior Consultant, NeGD, DeitY
Name(4th team member)	Mr. Kapil Kant Kamal
Designation(4th team member)	Senior Technical Officer, C-DAC Mumbai
Name(5th team member)	Mr. Manish Kumar
Designation(5th team member)	Senior Technical Officer, C-DAC Mumbai
Name(6th team member)	
Designation(6th team member)	
Supporting documents:-	Award Specific Form
	Self Certification by the Project Head