AWARDS SCHEME FOR EXEMPLARY IMPLEMENTATION OF e-GOVERNANCE INITIATIVES

NAME OF CATEGORY- 'INNOVATIVE USE OF MOBILE TECHNOLOGY IN e-GOVERNANCE'

1.   **Coverage – Geographical and Demographic** :-

(i) Comprehensiveness of reach of delivery centres,

Throughout the State over web based application

(ii) Number of delivery centres

2200

(iii) Geographical

(a)National level – Number of State covered

(b) State/UT level- Number of District covered

18

(c) District level- Number of Blocks covered

341

Please give specific details:-

(iv) Demographic spread (percentage of population covered)

2.   Situation Before the Initiative (Bottlenecks, Challenges, constraints etc with specific details as to what triggered the Organization to conceptualize this project) :

Before undertaking the initiative there was lack of proper information regarding paddy purchase camps held , farmers benefited and thereby paddy purchase camps could not be organized effectively.

3.   **Scope of Services** (Relevance of application for e-governance, Extent to which service is delivered through mobile #)

Paddy are procured by the Rice Mills and by CMR (Custom Milled Rice) agencies such as BENFED, CONFED, NAFED, WBECSC, NCCF, NACOF for distribution of food grain through PDS. To complete the procurement in right time and in right quantity, a sound monitoring is essential. For effective monitoring, an SMS based system has been developed. Both pre-defined syntax based text message form of SMS and some form based application in the mobile handset for collection of data has been developed.
This mobile based application can be downloaded from our website and can

be activated from registered (Registration can be done at District Controller of Food and Supplies or CMR Agencies end) mobile phone . After registration, registered agency (Rice mill in case of Levy and Co Operative Society in case of CMR agencies) have to put procurement related data like quantity of paddy procured , number of farmers involved etc. The information is captured with date and time stamping and at the time of generation of the SMS, the latitude and longitude of the place from where the SMS is generated is to be captured through the in-built GPS of the mobile device.

Necessary MIS are generated for proper monitoring and also for taking policy decision.   Position of paddy purchase camp along with procurement details (Quantity of paddy, involved agency) in map is also visible in our website in real time.

After successful transmission of data the sender will get one return message regarding successful uploading of the data . Similarly at the instance of failure of message due to syntax error or whatsoever one error message will be sent to the sender.

The system offers G2G and G2B services by customizing and porting data captured through SMS and converting the text SMS in to data compatible with the database maintained in a central location for processing the same and generating useful management information.

 Data so received from the agencies or other service providers are to be stored in a database and is to be displayed in a website on real time basis. At the end of each day, selected officers of the Department or any other recipient will get collated data based on the level of operation of the recipient. For example, Facility level recipients get collated data   for the facility , District Level Officials will get district level collated data and State Level Officials are able to get State Level collated data.   The Government officials have been provided with facility to generate Standard reports and all possible queries out of the gathered information

Alert messages are generated and sent to the defaulters if the message is not received upto a certain point of time.

The dashboard and general features of the software can be viewed through the website www.procurement.wbfood.in

4. Strategy Adopted

(i) The details of base line study done,

(ii) Problems identified,

(iii) Roll out/implementation model,

The mobile based apps can be downloaded from our website www.procurement.wbfood.in or from Google Play store. User manual is also available at website . If any stake holder faced problem he can approach our toll free call centre for help.

(iv) Communication and dissemination strategy and approach used.):

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5. **Technology Platform used-**
   (i) Description,

   Mobile based application runs on Android 2.3 and higher

   (ii) Interoperability

   The system is highly interportable. The application can be used in any Android mobile phone runs on Android 2.3 and higher.

   (iii) Security concerns

   Normal security threats which are envisaged for web based application.

   (iv) Any issue with the technology used

   In some remote places mobile network is not available. In such cases SMS's are automatically triggered by application whenever the Mobile phone comes under network coverage but data updation process delays.

(v) Service level Agreements(SLAs) (Give details about presence of SLA, whether documented, whether referred etc. #)

> There is an SLA with the service provider regarding maintenance of server and change/modification.

6. **Citizen Centricity** (Give specific details on the following#)

(i) Impact on effort, time and cost incurred by user,

> Citizen can obtain procurement related information on real time and free of cost. Only cost for internet data is payble

(ii) Feedback/grievance redressal mechanism,

> Through 12x7 Toll free call centre. There is a Toll free helpline for lodging complain, getting information.

(iii) Audit Trails,

> Audit trails are implemented to capture and maintain insertion, modification so as to minimize the risk .

(iv) Interactive platform for service delivery,

>

(v) Stakeholder consultation

> Through Toll free call centre

7. **Demonstrate Innovation in use of Mobile Technology for e-governance** (Give details about the mobile technology used (platforms, SMS, Pull & Push, Apps, Mobile Payment,), innovation applied in use of mobile technology to deliver information or Services to target audience #)

> Application runs on Android 2.3 and higher and uses both pull and push SMS service.
>
> Application provides procurement information in real time giving location and time of the operation, thus helps in fast decision making for early intervention to stop distress sale by organizing camps.

8. **Adaptability and Scalability** (Give details about Local language support, ability to leverage shared Government infrastructure, Standardization of technology used (hardware, software, application etc. #)

Any GPS enabled mobile phone runs on Android 2.3 and higher.

9.   Adaptability Analysis

(i) Measures to ensure adaptability and scalability

It is based on open technology so can be adaptable in similar situation. Solution is based on scalable architechture.

(ii) Measures to ensure replicability

Processes are well documented so can be replicable.

(iii) Restrictions, if any, in replication and or scalability

There is no restriction.

(iv)   Risk Analysis

10.   **New Models of Service Delivery** (Give details about type of partnership model used, Links to/Supported by Public/Private Organization, Links provided to relevant websites etc. #)

11.   **Efficiency Enhancement** (Give specific details about the following #)

(i)   Volume of transactions processed,

Around 500 SMS containing procurement related data hits server everyday.

(ii) Coping with transaction volume growth

Programme is designed to cope with transaction volume.

(iii) Time taken to process transactions,

Avg. 1minute.

(iv)   Accuracy of output,

99%

(v) Number of delays in service delivery

Avg. 1 minute.

12.   **User convenience** (Give specific details about the followings #)

(i)   Service delivery channels (Web, email, SMS etc.)

> Web and SMS

(ii) Completeness of information provided to the users,

> Complete

(iii) Accessibility (Time Window),

> Always available.

(iv) Distance required to travel to Access Points

> For information the citizen only need a internet point of presence which is available in the CSC (Common Service Centre /Tathya Mitra Kendra) or cyber cafe.

(v) Facility for online/offline download and online submission of forms,

> No such form required.

(vi) status tracking

> Not applicable.

13. **Sustainability** (Give details about sustainability w.r.t. technology (technology used, user privacy, security of information shared – Digital Encryption etc. #), Organization (hiring trained staff, training etc. #), financial (Scope for revenue generation etc. #)

>

14. **Result Achieved/ Value Delivered** to the beneficiary of the project-(share the results, matrices, key learning's, feedback and stakeholders statements that show a positive difference is being made etc):

(i)   To organization

> The organization gets real time information regarding conduct of paddy purchase camps, quantum of paddy procured, farmers benefited. The areas where procurement operation is to be intensified can be identified and remedial measures can be taken immediately.

(ii)   To citizen

> The farmers are able to know about the location of paddy purchase camps and micro plan for organizing paddy purchase camps are known to them ahead. Due to planned procurement schedule, distress sale is eliminated.

(iii)   Other stakeholders

Other stakeholders are the Rice millers and procurement agencies. They can plan and disclose their levy obligation and progress of procurement on real time basis.

15.   Extent to which the Objective of the Project is fulfilled-(benefit to the target audience i.e.G2G, G2C, G2B, G2E or any other, size and category of population/stakeholder benefited etc):

As stated in the brief objective

16.   Comparative Analysis of earlier Vs new system with respect to the BPR, Change Management, Outcome/benefit, change in legal system, rules and regulations

17.   Other distinctive features/ accomplishments of the project:

1. Real time information

2. Reduces distress sale of paddy

3. Facilitates early intervention

This is just an indicative list of indicators. Applicant can add on more information based on suitability of the project nominated.