Unified Mobile Application for New-Age Governance

One Mobile App
For many Government Services
Project objective

Act as an enabler and facilitator in developing overall mobile based service delivery ecosystem in India

Provide easy access for citizens to various services via single Mobile Application

Provide easy discoverability of services, easy manageability and standardization of service delivery

Provide for quick mobile enablement of e-Gov applications/services of Government departments through easy and fast integration, on-boarding, mobile front-end rollout by bringing their services on this mobile application platform.

Provide multilingual support covering official Indian languages, in addition to English. Also, provide support for voice interaction in local languages.
# Problems to solve

<table>
<thead>
<tr>
<th>Many mobile apps</th>
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<tbody>
<tr>
<td>1. Users overwhelmed with hundreds of mobile apps one or many by each department</td>
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<tr>
<td>2. Limited storage on handsets. So, competing demand on mobile memory</td>
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<tr>
<td>3. Infrequent requirement of Govt. services. So, no motivation to keep the app. No continuous connect between dept and user.</td>
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<td>4. Difficulty in discovering relevant mobile apps for respective services</td>
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<td>5. Each app has different UI/UX/navigation. So, a lengthy learning curve</td>
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<td>6. Not all apps are multilingual as it requires a separate dedicated effort.</td>
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<tr>
<th>Aggregation (Power of togetherness)</th>
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<tr>
<td>2. Single App with low memory(18 Mb) footprint</td>
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<td>3. Many services at one place  Unified notification and transactions management</td>
</tr>
<tr>
<td>4. All apps/services at one place with intuitive search and discovery</td>
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<td>5. Standardized UI/UX  So, shorter learning curve</td>
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<tr>
<td>6. Single effort for Multilingual Support (13 languages)</td>
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# UMANG - Features and Benefits

<table>
<thead>
<tr>
<th>Front-End</th>
<th>Back-end</th>
<th>Customer Support</th>
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<tbody>
<tr>
<td><strong>Native App</strong>&lt;br&gt;Developed for all platforms - Android, iOS, Windows. Not a container app</td>
<td><strong>Deployed on Cloud infra:</strong>&lt;br&gt;Robust, Scalable and Secure&lt;br&gt;<strong>Performance and stress tested.</strong>&lt;br&gt;<strong>Support/advice provided to Departments scale-up to the increased load</strong>&lt;br&gt;<strong>Self-Care Portal:</strong> To manage and inform API level changes so that front-end is kept upto date</td>
<td>12x7 (8am - 8pm)&lt;br&gt;Live Chat&lt;br&gt;Click to Call&lt;br&gt;In-app feedbacks&lt;br&gt;Call Centre</td>
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<td><strong>Minimal</strong>&lt;br&gt;Only required functionalities and content. Unlike a website which has lots of additional resources</td>
<td><strong>Offline support</strong>&lt;br&gt;Forms can be filled in multiple sessions. Filled data available until submitted e.g. e-District Certificate services</td>
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<tr>
<td><strong>Mobile friendly</strong>&lt;br&gt;Especially designed multi-page forms, offline support</td>
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<tr>
<td><strong>Offline support</strong>&lt;br&gt;Forms can be filled in multiple sessions. Filled data available until submitted e.g. e-District Certificate services</td>
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<tr>
<td><strong>Autofill</strong>&lt;br&gt;Functionality to autofill forms using profile data</td>
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Stats
19.02.2019

Awards and Recognition
Best m-Government Service at 6th World Government Summit held at Dubai, UAE
IDC Digital Transformation Award under Omni-Experience Innovator Category
Digital India Award – Jury choice

Android
10.6 Mn+

iOS
553 K

Windows
45 K

Average Rating
4.45
Rated by ~ 50K+ users

Registered Users: 10 Mn+
Active Users: 3.7 Mn (3 months)
Transactions: 48.9 Mn
Payments: Rs. 6.6 Cr
Stats
19.02.2019

Depts/Apps
76
Including Central and States

Services
350
High impact G2C services

States
17
Other States in progress
UMANG Roadmap

- **300 services**
  - Aug, 2018

- **500 services**
  - Mar, 2019

- **800 services**
  - Dec, 2019

- **1200 services**
  - Dec, 2020
# Major Services - Snapshot

<table>
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<tr>
<th>Central</th>
<th>States</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education</strong> - CBSE, e-Paathshala (NCERT), AICTE, KVS, National Scholarship (NSP), National digital Library, Swayam Prabha</td>
<td><strong>Haryana</strong> - Revenue Department Services, PHED</td>
</tr>
<tr>
<td><strong>Agriculture</strong> – AgriMarket, Crop Insurance, Soil Health Card, Kisan Suvidha (Agro-advisories, Weather forecast), Buyer/Seller-mkisan, Farmer friend details, Equipment/Dealers info., m4Agri(AKPS)- Advisory services</td>
<td><strong>Gujarat</strong> - SSRD, Revenue Dept, OJAS, eDHARA</td>
</tr>
<tr>
<td><strong>Health</strong> – ORS, Pharma Sahi Daam, e-Raktkosh</td>
<td><strong>Delhi</strong> - NDMC, Pay tax- Commercial vehicles</td>
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<tr>
<td><strong>Skill</strong> – PMKVY, Digisevak, DAY-NULM</td>
<td><strong>Assam, Mizoram</strong> - e-District Apply, Track certificates</td>
</tr>
<tr>
<td><strong>Transport</strong> – eRahi, VAHAN</td>
<td><strong>Jharkhand, UP</strong> - Pay tax- Commercial vehicles</td>
</tr>
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</table>

**Pension** – NPS, DoPPW, Jeevan Pramaan

**LPG** – Bharat Gas, Indane, HPCL

**Housing** – PMAY, CLSS

**Income Tax** - PAN, Pay Income Tax (Challan 280)

**MEA** - eMigrate, MADAD, Passport

**BBPS**- Utility Bill Payment

**Digilocker** - RC, DL, Aadhaar Card, Gas Subscription

**Employees** - EPFO, ESIC

**Others** - Found (CISF), ESIC, TRAI, ChildLine, Khoya Paya (WCD), Consumer Affairs, Prasar Bharti (Doordarshan)

**Pay House Tax, Rent, Signboard License fee**

**Major Services - Snapshot**

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**States**

**Haryana** - Revenue Department Services, PHED

**Gujarat** - SSRD, Revenue Dept, OJAS, eDHARA

**Delhi** - NDMC, Pay tax- Commercial vehicles

**Assam, Mizoram** - e-District Apply, Track certificates

**Jharkhand, UP** - Pay tax- Commercial vehicles

**Uttarakhand** - e-District – Track, Download certificates

**Madhya Pradesh** - MPBSE, MSME, RCMS, Transport, MP ULB

**Rajasthan** - Track Status, Verify Certificate

**Chandigarh** - e Sampark, e-District(Track & verify certificate)

**Tamil Nadu, Himachal Pradesh, Chhattisgarh, Nagaland, Manipur** - (e-District Apply, Track certificate)

**Goa** - View and Edit Certificate (Birth & Death)
<table>
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<th></th>
<th>GPR/Value Addition in Specific Services</th>
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<tbody>
<tr>
<td>01</td>
<td>Punjab</td>
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<tr>
<td></td>
<td>• Self Declaration Process through signed paper done away with</td>
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<tr>
<td>02</td>
<td>Gas Booking</td>
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<tr>
<td></td>
<td>• Provided seamless access through registered mobile number</td>
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<tr>
<td>03</td>
<td>CISF</td>
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<tr>
<td></td>
<td>• Consultancy on existing processes through Online mode</td>
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<tr>
<td></td>
<td>• Lost items reporting services added on mobile platform</td>
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<tr>
<td>04</td>
<td>Soil health Card</td>
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<tr>
<td></td>
<td>• View Soil health card via phone number - No need to remember any Sample/tracking number</td>
</tr>
<tr>
<td>05</td>
<td>Tamil Nadu – workflow process</td>
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<tr>
<td></td>
<td>• Suggested Payment be delinked with the Application submission to enhance the user experience and avoid repetition of form filling on payment failure</td>
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<tr>
<td>06</td>
<td>Haryana</td>
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<tr>
<td></td>
<td>• Patwaris not issuing certificates to state residents. Relentlessly followed up with Haryana Government and all patwaris were distributed Tablets to verify application and issue certificate</td>
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Impact -
Synergy in Government Delivery of Services

● EPFO
  ○ Has done away with it’s Mobile App
  ○ Their major services are delivered through UMANG only
  ○ Advertised by department on Radio/Television etc.

● Many departments have shelved their initiative for developing new mobile apps
  ○ ESIC
  ○ CISF
  ○ CRPF
  ○ PMAY
  ○ Buyer/Seller - mKisan
  ○ ePashuhaat
Testimonials

1. My employer and contractor were cutting my PF amount from my salary but were not crediting to my EPF account. I raised a public grievance addressing to labor ministry through CPGRAMS using UMANG since. Within a week’s time my complete PF amount was credited to my account. Thanks to UMANG APP😊. Thanks to labor ministry for such fast action. -A Google user, September 9, 2018

2. ...He is bed ridden and. I requested three to four Jeevan Pramaan Centers to kindly come to my home and generate the digital life certificate of my father. But no one accepted my request even though I promised to pay their charges. I find this app., it solved my problem and successfully generated the life certificate of my father without the help of others. Thank you team Umang. -VENKATA SAIRAM KUMAR Vuriti, May 24, 2018

3. Installed the #umang app after reading that one can lodge consumer complaints. Was pleasantly surprised at the fairly good quality #UI. The government seems to have made a small services store inside the app. No idea if the services work as well. Update: I was really tickled to see everything from EPF, Passport, Cooking gas agency, Pensioner services, Income tax, Pan card, mKisan to CISF to child helpline services and cybercrime etc. in one place, and was about to change my opinion about the bureaucratic efficiency till I hit my state government page which was “Coming soon”. So, good. But still not as good as the private sector :) - Satyarth Priyadarshi, Dec 26, 18

4. One place for all government documents is such a huge relief. Please include a link to my income tax paid accounts OR enable me a section to print my ITR V forms- Gopal Krishna Tharoor, May 27, 20
Thank you.

Download Now

Missed Call: 97183-97183

UMANG Film: https://www.youtube.com/watch?v=XLYO0nnF__o

UMANG Inaugural by Hon’ble PM: https://www.youtube.com/watch?v=nwd07mc8NgA