UMANG
Unified Mobile App for New Age Governance

A CASE STUDY

Contents

1. INTRODUCTION

UMANG, Unified Mobile Application for New Age Governance, is a single mobile app to access high impact 1200+ services of various Government organizations (Centre, States and Municipalities) through API based integration with about 200 consolidated back-end applications. **About 357 services from 72 Departments and 18 States, including utility payments, are already integrated as on March end 2019 and many more are in pipeline.** There is also a provision to provide directory services for other important services, which don't get integrated directly through APIs. In due course, UMANG is expected to become a one stop mobile app to quickly and intuitively search for any major Government service. UMANG supports federal structure through Central & State tabs any of which can be made default landing page by the citizens/users.

UMANG is centrally integrated with Aadhaar (authentication/authorization service), Payment Gateway (payment for services), SMS/e-mail gateway and Feedback Services facilitating quick integration with all types of services. Salient features of UMANG are – a) open source based stack, b) modular and loosely coupled architecture and c) hosted on cloud to cater on-demand scalability.

UMANG app occupies mobile memory equivalent to just one mobile app. It provides power and convenience at the fingertips of citizens & supports 13 languages including Hindi and English. Consistent user interface/experience, powerful and intuitive search make UMANG highly user friendly. It is available on all mobile platforms - Android, iOS, Windows and on all major web browsers.

UMANG provides 24x7 O&M support to on-boarded/integrated departments and 12x7 support in 13 languages to users/citizens. For support all major channels are available, i.e. IVR & call center support through toll-free number, in-app chat and email. A self-care portal has been developed and extended to departments for managing their services including user management, managing customer reported complaints, MIS/service statistics dashboard, API performance, keyword management, service & promotional in- app notifications etc. Data analytics and recommendations engine have been built-in and further being refined based on user profile and services statistics. There are also provisions for campaign management and for exposing various services/functionalities including the on-boarded services through API management layer.

UMANG was made beta-live on May 28, 2017 (Android), on June 20, 2017 (iOS) and formally dedicated to the nation by Hon'ble Prime Minister on November 23, 2017.

2. CONTEXT AND BACKGROUND

Of late, every Government Department, in Centre and State, has started coming-up with their individual mobile apps for their services. As a result, citizens are struggling to discover/ search the relevant mobile app for the services to be availed. The problem is compounded further because of the manifold fake apps imitating these. Majority of these services are either one-time use or used sporadically by citizens. In majority of the cases, target users/citizens are not aware of the existence of such mobile apps. Because of the lack of relevant IT skills with most of the Departments, time, effort and cost of development of independent mobile apps is quite high couple with huge awareness cost and/or lack of awareness among the target users.

This Case Study details a real life story wherein a 65 years old retired Government Accounts Officer – Mr. Manohar Madhusudanan, resident of a small town, Idukki in Kerala struggles to receive his pension. Also, he seeks to receive medication and preventive medical care for his arthritis ridden knees, at a nearby Government hospital. The Case Study entails how interaction with the UMANG app helps him solve both problems without depending upon anyone, as well as saving his precious time, money and energy.
In this case study, some names and identifying details have been changed to protect the privacy of individuals.

3. PROBLEM AT HAND

Mr. Manohar Madhusudanan had served a life of diligent duty as an Accounts Officer with the Kerala State Electricity Board. Hardworking, kind and ever-ready to help citizens in every way, Manohar was a well-known man in his office. When he retired, he imagined a life of peace and quiet back in his small home town of Idukki, living with his wife Savitri. His only daughter,was married and well-settled in Bengaluru. His pension, he thought would keep him financially independent, and he could now finally take care of his wife's

and his own health. His knees had been bothering for quite some time now, and he intended to make a much delayed visit to the Government hospital near his house in Idukki for a consultation. With these thoughts grazing through his mind, Manohar bid a teary-eyed adieu to his office and moved to Idukki.

Once back home, Manohar was in for a rude shock. Upon multiple brief interactions with his neighbours and relatives, he observed that most citizens in the town were either unable to or were struggling to access Government services. In this day and age of digital penetration, he was surprised that Government services, even though available online, especially, through mobile were still difficult to use, because of some of the below stated key challenges:

1. Different mobile app for every department/ service
2. Lack of awareness regarding existence of mobile apps for different government services
3. Difficulty in searching and identifying relevant Government apps for different services
4. Menace of fake mobile apps is adding to the challenges
5. Lack of motivation to download a mobile app for just one time use or sporadic use as every mobile app occupies mobile memory of about 18-20 MB
6. Definite learning curve to get acquainted with the layout, navigation and usage of different mobile apps – inconsistent UI/UX
7. Need for registration and sharing personal details in many mobile apps
8. In many cases, coming across outdated mobile apps
9. Lack of support on mobile apps and/or services delivered through these
10. Most of the mobile apps are either in English or Hindi – most of the mobile app were not multilingual

He spoke to a few of his friends who had served long stints across different Government Departments in the State. They told him that even the Government Departments were struggling to get their services online, particularly on mobile, because of some of the following key challenges:

1. Lack of required IT skills
2. Involved procedure of DPR preparation, budget approval, fund allocation, RFP preparation and evaluation, vendor management etc.
3. Increased cost of development and maintenance because of the one-off requirements
4. Difficulty in ensuring quality, good UI/UX and implementation of best industry practice in such mobile apps
5. Difficulty and huge cost of promotions to reach out to the target users

4. SOLUTION THROUGH UMANG – BROAD OVERVIEW

In the context set in the above paragraphs and challenges being faced by different stakeholders, viz. citizens, the end user and the Government Departments, responsible for services delivery, Mr. Manohar Madhusudanan was deeply disheartened at the plight of the situation around him. He was saddened by the situation he found his friends in, and even saw his future plans difficult to fulfil. One morning, sitting in his verandah, sipping on his morning tea, he was reading the local daily newspaper, when he stumbled upon a huge advertisement for a mobile app called UMANG – Unified Mobile App for New Age Governance. The app was conceived by NeGD (National e-Governance Department) under MeitY (Ministry of Electronics & Information Technology), Government of India with an objective to address major problems/ challenges in delivery & consumption of citizen centric services by way of unifying the major citizen centric services from various Government Departments of Centre and States in a single unified mobile app wherein the integration with the back-ends of all such Departments is done through UMANG Platform on APIs.

The advertisement went on to state that UMANG app addressed almost all the key challenges faced by end-users and the Government Departments in a very structured manner. Salient solution aspects highlighted in the advertisement are as below:

I. From Citizen's/End-User's Perspective

1. Single unified mobile app for hundreds of major citizen centric government services – already 350+ integrated and further in progress
2. One time and unified effort to promote UMANG for creating awareness among target users
3. Easy to locate and identify UMANG on Play Store (Android), App Store (iOS), Microsoft Store and Web; being a single mobile app, UMANG team can monitor for fake apps and remove these (as they appear) quickly
4. Easy and intuitive search of services within UMANG through keywords (search bar), filter and categories, 'New & Updated', 'Trending' etc.
5. Once discovered/identified or used, it can be marked as favorite by just clicking on the heart icon on services tab adding the relevant/preferred services in the 'Favorite Tab'; Last 5 services used are visible on the home page as 'Recently Viewed'
6. Because of many services, covering all major categories and widely used services of Centre and States, it now offers huge motivation to download and retain that is on its way to become almost a 'Single Stop Solution' in hand for major Government services
7. Because of the consistent UI/UX across all integrated services on UMANG, learning curve is drastically shortened and it is one time only; after first use of any service rest services can be used in the same manner
8. Simple registration with just mobile number and OTP. Other profile details are optional and can be furnished later as the user uses it over a period
9. As UMANG is backed by 24x7 O&M support, it is always updated
10. UMANG provides 12x7 (8 am to 8 pm, all days) customer support through toll-free IVR that can be connected to Customer Service Executive, in-app live chat and email for any kind of support a user may need
11. UMANG is multilingual and supports 11 regional languages in addition to English and Hindi

II. From Department's Perspective

1. No additional IT skills are required at the department end, who just need to have a properly sized back-end IT infrastructure with digitized data and service flow implemented
2. No requirement of any DPR, budget, fund, RFP or any vendor for departments to get their services on mobile app

3. All technical work (including API development, if required) to on-board/integrate department's services is done by UMANG partner without any cost to the department as UMANG is funded by MeitY, Govt. of India

4. No O&M required for managing the front-end, the mobile app on all major platforms i.e. Android, iOS, Windows and Web as this is done by UMANG

5. UI/UX is of professional and industry grade and consistent across UMANG

6. Department and State lending page are customizable to their requirements and persona within the overall design guidelines of UMANG

7. No cost to the departments for promotions and creating awareness for their services on-boarded/integrated on UMANG; While promoting UMANG on different print, electronic and social media platforms different services integrated on it are highlighted in rotation

8. New services get identified by users through 'New Updated' section on the landing page where the latest 5 additions (services) and/or updates (in services) are presented; also, these can be discovered and searched through powerful and intuitive search

9. New Services are also highlighted through specific banners on the landing page and notified through in-app notifications to the registered users

10. Integrated departments are provided with 'Self-Care' Portal with detailed user/rights management giving detailed insight into their services such as user complaints, MIS and usage statistics, technical performance on APIs, updates to service/department information, changes in the logo or banner, sending notifications to users etc.

Mr. Madhusudanan was intrigued by the advertisement and decided to give the UMANG mobile app a try. He downloaded the mobile app on his Android phone and over a week of usage, he was especially pleased by the fact that in his small town of Idukki, **the mobile app performed optimally on available mobile data speed, was available in Malayalam, and specifically for him provided one-stop-access to his requirements of Pension and Health services both.**

EXHIBIT A.1: SERVICES FOR PENSIONERS UNDER UMANG

1. Pensioners Services – UMANG allows pensioners to create personalized pension roadmap, lodge a pension grievance, track status of the grievance, send reminders in case of no revert from the respective

authorities & share feedback accordingly etc. UMANG also allows users to calculate their Pension and Gratuity.

2. Jeevan Pramaan - Generating and viewing Life Certificate is also made easy via Jeevan Pramaan by just connecting an UIDAI approved biometric device to the mobile having UMANG app. No need to visit a bank or any other office, just give life certificate through UMANG by sitting at home.

EXHIBIT A.2: HEALTH RELATED SERVICES UNDER UMANG

1. On Line Registration (ORS) – ORS on UMANG app allows users to book/view/cancel appointment in Government hospitals as well as view medical reports.
2. Pharma SahiDaam from NPPA - Pharma SahiDaam on UMANG app allows users to check medicine prices instantly on the go and helps in searching medicine substitutes which are equivalent but cheaper.
3. e-Raktkosh - e-Raktkosh on UMANG lets user to find blood banks near an area as well as check blood availability of a blood group in such blood banks. This can be of great use in an emergency. In addition, the service on UMANG also enables user to volunteer for participating and donating blood in various blood donation camps.

Mr. Madhusudanan could not only easily book appointments at the nearby Government Hospital for his arthritis consultation, but could also create a personalized pension roadmap for himself, sitting at home, thereby securing his won and his wife's future. Impressed by the performance of the app and realizing its massive utility, he decided to take the app to his friends and relatives across the town.

In a week's time, he invited some friends, neighbours and relatives to his house over tiffin, and decided to introduce them to the features of UMANG app:

Key Features

1. Native App: Developed for all platforms, viz. Android, iOS, Windows & Web, natively and it is not a container app
2. Minimal: Only required functionalities & content are pushed and displayed to user unlike a website, which has lots of additional resources
3. Mobile friendly: Especially designed multi-page forms, which have been optimized for mobile
4. Offline support: Forms can be filled in multiple sessions; filled data available until submitted

5. Autofill: Functionality to autofill forms using profile data & past usage data
6. API based integration of UMANG platform with department application back-end
7. Cloud hosted, open source stack with loosely coupled, configurable architecture
8. Self-Care Portal: To manage & inform API level changes to keep front-end up-to-date

Mr. Madhusudanan also highlighted that UMANG was a unified mobile application from where multiple Central & State Government services can be accessed. It offered an array of Government services all at one place and on 24x7 basis. The most important and relevant sectors and services for citizens available on UMANG (apart from Pension and Health) included:

EDUCATION

1. CBSE - The service allows CBSE students to locate their respective exam centres of board as well as competitive exams. Students can also view their 10th, 12th and JEE exam results using the service on UMANG.
2. e-Pathshala (NCERT) – e-Pathshala allows students and teachers to download and access e-Books as well as educational audios and videos for students from primary to 12th standard.
3. All India Council for Technical Education (AICTE) - Using AICTE service on UMANG, students can view the list of AICTE affiliated Educational Institutes/Colleges. The service also allows students to view various courses available on AICTE as well as the faculty details.
4. National Scholarship Portal (NSP) - The NSP service on UMANG lets a student view the list of available scholarships. Students can check their eligibility for such scholarships and can track their application status on UMANG app.
5. Madhya Pradesh Board Results - Students from Madhya Pradesh Board can view their 10th and 12th results on UMANG app.

AGRICULTURE

1. Soil Health Card(SHC) – Soil Health Card carries crop-wise recommendations of nutrients and fertilizers required for a soil. Farmers can access their SHC from the UMANG app itself.
2. Buyer/Seller (mKisan) – Farmers can buy/sell their produces online via UMANG app using the mKisan service.
3. AgMarknet (DMI) – UMANG app can also be used to check the market price of various commodities in nearby Mandi.
4. Kisan Suvidha (agro-advisories, weather forecast, dealers' information) – Kisan Suvidha service enables farmers to check weather condition and agriculture advice for their area. Farmers can also check updated list of pesticides, seeds, fertilizers and farm machinery dealers using the service on UMANG app.
5. Crop Insurance - Using the Crop Insurance service on UMANG, farmers can calculate the premium of their insurances.
6. Extension Reforms – UMANG also lets user to locate a farmer friend (Krishi Mitra) in & around their respective geographic area.

EMPLOYMENT/YOUTH

1. Application of National Skill Development Corporation/Agency (NSDC/NSDA) - Pradhan Mantri Kaushal Vikas Yojna (PMKVY) - UMANG app allows users to register for several skilling courses, locate training centres for such courses in any geographical area as well as search for certified professionals of a area.
2. EPFO – Employees can check provident fund passbook balance at any time, raise claim, check claim status, search establishment, get EPFO office address and apply for Jeevan Pramaan certificate using the EPFO service on UMANG app. No need to visit EPFO office.
3. Employee State Industrial Corporation (ESIC) –Using this service a user can view the list of social security services like his participations (contributions made towards ESIC), welfare privileges (his entitlement for various benefits provided by ESIC), Claims (Status of claims raised with ESIC), Opinion (Feedback Service) Service. In addition, a user can find the ESIC hospitals details based upon his entered State and District parameters. A list will be displayed to user which will provide information regarding Hospitals names and addresses. Users can also lodge and track the Grievances. It is also possible for a user to search his Employer name to self-verify his enrolment status with both employer and ESIC.

OTHER IMPORTANT SERVICES

1. My PAN – Users can apply for new PAN card and apply for correction on existing PAN cards via UMANG app. The app also allows users to track application status as well as find a nearby PAN card office.

2. Passport Seva – Using the Passport Seva service via UMANG app one can locate a passport centre, track passport application status, find out the applicable fee as well as the required list of documents for passport application.

3. Bharat Bill Pay - UMANG comes integrated with Bharat Bill Pay service which can be used for paying bills for about 100 service providers for gas, electricity, water, DTH, telecom etc.

4. MADAD - MADAD service on UMANG app enables users to find an Indian Mission/Post abroad. The service also enables online logging and tracking of grievances. This may be useful if a citizen is stuck up in a far-flung country and needs to get contact details of Indian mission.

5. eMigrate – Using this, users who want to travel abroad can do registration for travelling to ECNR countries and can also track their application status. UMANG also enables travellers to check for their emigration clearance status via eMigrate service.

6. Gas Booking (BPCL, HP, IOCL) – Refilling and booking a cylinder for all 3 gas agencies is possible with just a click. In addition, viewing history, locating distributor, requesting for mechanic service and bank account seeding etc. for BPCL, HP and IOCL can be done through UMANG app.

7. Vahan – Paying Road Tax (for commercial vehicles) for States is easy on UMANG app. This service is available for many States and will soon be made available for remaining States. For latest status please check list on UMANG whether this service is available for your State.

8. New Delhi Municipal Corporation (NDMC) – Users can book Barat Ghar, book appointment for Yellow Fever vaccination and download birth and death certificates using the NDMC service on UMANG app.

9. Income tax - Tax payers can pay taxes like Advance Tax, Self-Assessment Tax and other taxes, using challan 280 service as well as track their challan status Via UMANG app.

10. National Pension System (NPS) – NPS subscribers can access latest account details using PRAN and password using the UMANG app. Subscribers can also browse through the account information, change scheme preference, change address etc. on UMANG app itself.

11. Lost and Found or CISF – The CISF service on UMANG enables users to lodge complaints against the misplaced baggage at the airport/metro

stations and other places covered by CISF. The service can also be used to track the unattended items found at any airport.

12. CENTRALIZED PUBLIC GRIEVANCE REDRESS AND MONITORING SYSTEM (CPGRAMS)–This service enables submission of grievances of the aggrieved citizens to Ministries/Departments/Organizations who scrutinize and act for speedy and favourable redress of these grievances. Tracking grievances is also facilitated on this through the registration number.

13. Consumer Complaint – This service will soon be made available on UMANG. This service from Ministry of Consumer Affairs will allow consumers to make complaint through UMANG about any consumer related issue.

After hearing Mr. Madhusudanan's experience of using the UMANG app, some of his friends and relatives went back home and downloaded the app for a trial. On the Android Play Store, they even came across some Testimonials that corroborated what Manohar had told them about the app. They found a lot of positive reviews about the app:

TESTIMONIALS

Sai Teja Nov 6, 2018 at 5:16 PM 2   1

★ ★ ★ ★ ★

This really makes India " DIGITAL INDIA" Such a wonderful app.It helped me a lot when I need these services without going here and there by just checking , knowing everything from home....Thank you for such a great app ...

Shrinidhi Hosamane Dec 1, 2018 at 10:53 AM 0   0

★ ★ ★ ★ ★

Most underrated app in India I believe. One app for all government related services and the idea itself deserves an applause. Implementation too is good. I could get rid of multiple apps like hp gas, digilocker, enps and so on as this does it all.

VENKATA SAIRAM KUMAR Vuriti May 24, 2018 at 5:10 PM 👍 8 👎 1

★ ★ ★ ★ ★

Show history (2 items)

Reviews may be different by different users of this app. I'm really thankful to the developers of this app. It helped me a lot which I didn't even expect from an app on play store. Jeevan pramaan in Umang is very helpful in generating the digital life certificate for pensioners. Service Pension to my father is suspended since April 2018 as the life certificate is not submitted. He is bed ridden and it's a big task for me to take him to a jeevanpraman centre. I requested three to four Jeevan pramaan centres to kindly come.to my home and generate the digital life certificate of my father. But no one accepted my request even thind.this ough I promised to pay their charges. I was worried and eventually I find this app. To my surprise it solved my problem and successfully generated the life certificate of my father without the help of others. The same has just been confirmed by the pension disbursing officer as well. This review may be lengthy but everyone should know how useful this app is. Thank you team

In a month's time, the app was a hit among the citizens of Idukki. Across all age groups, the citizens were utilizing the app for various Government services ranging from access to the National Scholarship portal, gas booking, crop insurance to lodging and tracking grievances.

5. IMPACT

For organization

Through this project, NeGD (MeitY) is able to meet one of its objective of fast tracking Mobile Governance in country by supporting Central/State Government Departments, Municipalities and their agencies in quickly providing their services through mobile

For citizen

1. Need to just download a single mobile app. instead of downloading mobile app. of each department.
2. Uniform/easy experience across Govt. Services including payments based transactions because of consistent UI/UX..
3. Availability of many services on a unified App brings more utility for a citizen.

4. Difficulty in discovering relevant mobile apps & dealing with menace of fake apps while doing so
5. Infrequent and sporadic use of individual govt. services; no motivation to download separate app for such services
6. Inconsistent UI/UX/navigation – lengthy learning curve
7. Most mobile apps are single or dual language only
8. Grievances and complaints on services

Other stakeholders (Integrating Departments)
1. Enables integrating departments to readily have a Mobile app.
2. No need for DPR, tenders and evaluations for developing a mobile app thus saving on time, efforts and resources/ specific capacities
3. No additional cost to the Departments/ States, thus savings from the needs for additional budgets & funds
4. No need for separate promotions/ awareness creation, a huge saving to the Department/State and the nation as a whole
5. Departments can focus on their core activities or service delivery
6. Departments are educated about the increased responsibilities in the social media dominated era of delivering services though mobile; an MoU is signed with each Department outlining broad responsibilities to avoid confusion while providing services

COMPARISON WITH EARLIER WAYS of ACCESSING CITIZEN-CENTRIC SERVICES

Earlier system, which is coexisting with UMANG, as intent of UMANG is to consolidate the services on independent mobile apps/ website into one unified app for the user convenience while the existing arrangement can continue till the user gets fully aware about UMANG and starts preferring it over other channels. However, below is the combined list of all such experiences, leanings, GPR, benefit etc.
1. Invariably, UMANG team proposes enhancements/ improvements in the service flow as well as the application forms and/or input parameters to make them relevant for the mobile platform, remove redundancies and make it crisp & clear from the user perspectives

2. The objective is user should only be asked for inputs/parameters that goes into the decision making for service delivery in any manner else need to reviewed and avoided
3. Service flows are optimized/modified, wherever applicable, to ensure that inputs/parameters that decides on the type of service or service eligibility are asked first before proceeding with further form filling

7. UMANG – THE DIFFERENTIATING FACTOR

UMANG is a completely online platform with presence on all major mobile OS i.e. Android, iOS, Windows as well as on Web (all major browsers). Below are the key features establishing 100% e-inclusion:

1. Mobile platform in the hands of users/citizens, anytime anywhere and no need for any travel
2. Supports 11 regional languages in addition to Hindi & English; all Central Government services are provided in 13 languages and State services in Hindi, English plus relevant regional language
3. Services can be intuitively discovered and easily searched (using keywords & category) and availed completely online including document uploads, payments, authentication/ authorisation, wherever needed, and delivery of services
4. Basic accessibility features are already there such as selection/adjustment of font size, use of standard icons/images etc.
5. Already 357 services from 72 applications/departments of Central Government and 18 State Governments have been integrated covering major domains such as education, health, agriculture, employment, skill etc. Expansion in ongoing and further ~1200+ services from ~200 departments/applications from Central & all State Governments is planned in next 2-3 years.
6. Coverage is PAN India for entire population of the country subject to access to smart mobile phones and/or internet/web.
7. UMANG team acts as an entity to safeguard citizen's interest and intervenes with the respective Departments in case of non-delivery of services at a large scale.

8. WAY FORWARD

UMANG, with its scale and reach, is first of a kind aggregator platform for service delivery, both in public as well as private domain. The very idea is innovative and keeps the user at the centre of its design and implementation. Not only vast number of Government services are made available to citizens on click of a button, they have converged to a single point for the citizen, making his/her life simpler.

Besides, aggregating such large number of services/ applications/ departments, UMANG has created a very unique and valuable digital infrastructure in terms of UMANG API Gateway (with many core integrations such as Aadhaar, Payment Gateway, Feedback System etc.) which can power one or more similar apps in future. Such is the magnitude of technical and integration work, that bigger things, like GPR, dashboards to monitor performance of applications (in turn departments), platform for customer feedbacks reaching departments and getting answered, getting notified by departments and overall citizen engagement, have come as by product of the initiative.

UMANG has power to, and it has, created peer performance pressures on the departments and help them take corrective actions to improve while constantly engaging with citizens.

To power mobility in the country, UMANG is also developed as an mBaaS (mobile Backend-as-a-Service) platform with capabilities to power, not only UMANG app, but other applications. For example bring up UMANG Voice Bot (planned) and other third party applications, if required, can be done with relative ease with UMANG. Its industry grade API Management Layer and APIs based on Open Standards along with documentation provides for interoperability, extensions, pluggability, scaling up, replication and universalization.

8. ANNEXURE: STAGES OF IMPLEMENTATION

Baseline Study/Problem Identification/Ideation
Initial study was done to find out number of Mobile apps from Government for citizen services on Mobile Seva and other channels...
1. Rate of increase of Mobile apps,
2. Popular channels of service delivery on Mobile,
3. Smart mobile phone penetration and rate of increase,
4. Availability of Mobile internet, factors in success of M commerce apps viz. Amazon, Flipkart, Snapdeal etc.,
5. Citizen pain points in accessing Government services from websites and -mobile apps and lack of awareness of various mobile apps

Implementation

Phase 1
An implementation Agency was engaged based on a bid process carried out by NeGD.

Prospective services applications and their services were identified during the first phase that could be on-boarded on UMANG. These services had to be impactful and with a wider reach. Department providing these services were consulted, various meetings were held with these departments and on mutual agreement a concurrence was sought for the number and type of service that could be brought on UMANG. Based on the initial work a process was defined to be followed by officials and developers engaged in such integration and was followed scrupulously. At the same time the product was designed with standard guidelines to be followed by developers and other implementers. Subsequently, depending on the load handling capacity of the resources deployed for the job as well as prioritization of the decision makes from NeGD and integrating/prospective departments the more services were integrated.

Concurrently, a QA partner was selected to test and audit the app/services/core platform.

Phase 2
The core platform with initial set of impactful service was developed based on the design and solution architecture. Further additional services were

now added into the pipeline for staggered delivery and incremental increase of services on the platform.

Phase 3

Testing of the core platform, mobile apps and department services were tested by QA partner and were made live.

Phase 4

Departments were delegated the power to manage and manage their services through a Self-care portal on UMANG and O&M UMANG started by the implementing partner.

Implementation is through an outsourced agency, Quality audit through another agency, whereas PMU of UMANG plans design, rollout strategy and monitors implementation apart from engaging with Central/State Government departments for on-boarding, GPR and to sort out the O&M issues

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9. Teaching Notes

Learning Objectives

— **Importance of innovation and technology to bring transparency and proper accountability in delivery of citizen-centric services**

— **Integration of multiple Government services across Centre and State through ICT interventions, thereby taking e-Governance from success to excellence**

Suggested Questions & Analysis

a) Below is a snapshot of the latest status of coverage of Services, Departments and States under the UMANG app (https://web.umang.gov.in/web/#/**).**
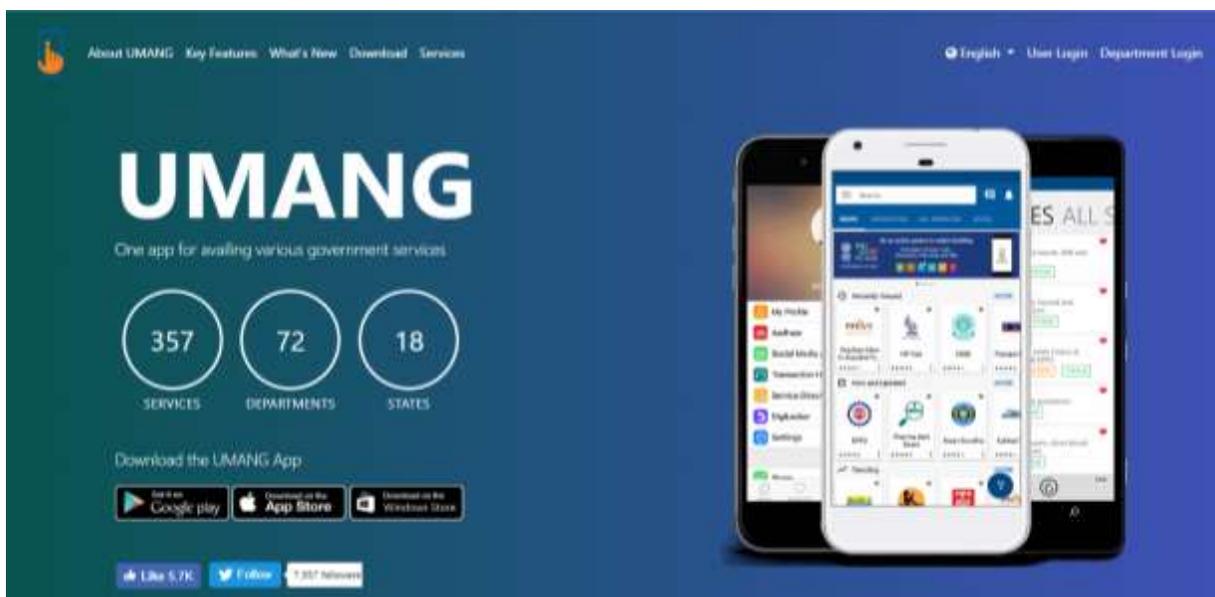
Prepare a 5 slider presentation showcasing a roadmap for scaling up the app across all three aspects.

(b) The 'Sarpanch' or 'Village/Town Head' of Idukki approached Mr. Manohar Madhusudanan to understand how he may train farmers to access various agricultural services such as the Soil Health Card, Crop Insurance etc. through the UMANG mobile app. Refer the Case Study and the portal https://web.umang.gov.in/web/#/ **to highlight the agricultural services available on UMANG and how they can be best made use of.**

Group Discussion and Role Play Activity

Divide the participants in groups of 4 -5 and discuss the case on following aspects. Each group should take one aspect:

Role Play Activity

Make two groups of 5-6 participants each

➢ The first group (Team Citizens) lead by Mr. Manohar Madhusudanan should highlight 3 flagship schemes and/or services they would like to have added to the mobile app.

➢ The second group (Team UMANG) should respond to the asks of Team Citizens and highlight other Departments/Services they intend to add, which they believe will benefit the citizens' regional requirements specifically (keep in mind the region's demography, population, climate, gender, income, occupation distribution etc.)

The objective of this exercise is to highlight expectations of stakeholders and the readiness of Government in meeting them. It is a role play type of exercise which offers plenty of flexibility in the way services can be further augmented.

Summary – Key lessons learnt (15 minutes). Each participant shall write down a summary in not more than 500 words highlighting key learnings from the case.

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List of Abbreviations

S.No	Abbreviation	Expanded Form
1.	MIS	Management Information System
2.	API	Application Programming Interface
3.	IVR	Interactive Voice Response
4.	O&M	Operation and Maintenance
5.	UI/UX	User Interface/User Experience
6.	UMANG	Unified Mobile Application for New Age Governance
7.	NeGD	National e-Governance Division
8.	OTP	One Time Password
9.	ORS	Online Registration Service
10.	SHC	Soil Health Card
11.	ESIC	Employees' State Insurance
12.	NPS	National Pension Scheme
13.	mBaaS	Mobile Backend as a Service