Is the government citizen interface working?

WHAT THEY SAY.

RESIDENTS WILL SEE A TAX INCREASE OF 3.56 PERCENT THIS YEAR. THE REASON FOR THIS IS TO DESIGNATE OUR FINANCIAL RESOURCES, TO ENSURE THAT CORE MUNICIPAL SERVICES ARE DELIVERED EFFICIENTLY AND THAT A HIGH QUALITY OF LIFE FOR OUR CITIZENS IS MAINTAINED.

WHAT WE HEAR.

BLAH BLAH BLAH BLAH BLAH TAX INCREASE
BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH.
The mai-baap approach?

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

Traditional
- Face-to-face
- Postal
- Telephone

Digital
- Web sites
- Kiosks/CSCs
- Mobiles
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

Mobile

- Most rapidly adopted technology ever!
- Access to rural citizens, seniors & differently abled
- Location-based services
- Real-time info; no need for redundant data entry
- Relatively cheap; anytime anywhere access!
Effective M-Governance

- Mobile channels for delivery
- Mobile compliant sites
- Mobile Apps
- Mobile payments
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

[Website Image]

Dept./Agencies Integrated

<table>
<thead>
<tr>
<th>Dept./Agencies</th>
<th>No. of Push SMS Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>872</td>
<td>Till Date: 62,40,14,923</td>
</tr>
<tr>
<td></td>
<td>January 2014: 5,34,39,384</td>
</tr>
</tbody>
</table>

[Statistical Graph]

Mobile Seva Gallery

Presentation of Mobile Seva to Mr. Kapil Sibal, Hon'ble Minister of MICT

[Website Links]

http://mgov.gov.in
Mobile Seva: AppStore

[Image of Mobile Seva AppStore website]

- **Platform**
  - Android - Live
  - Android - Demo
  - JavaME - Live
  - JavaME - Demo
  - iOS

- **Categories**
  - AADHAAR

- **Applications**
  - **Government Application**
    - **RTI info**
      - Department: Ministry
        - Version: Android 2.2 - Froyo
        - Downloads: 4403
      - Price: Free
      - Details
      - Download
    - **Ministry Directory**
      - Department: Ministry
        - Version: Android 2.2 - Froyo
        - Downloads: 2327
      - Price: Free
      - Details
      - Download
    - **ECI EVM Tracking**
      - Department: Electoral
        - Version: Android 2.2 - Froyo
        - Downloads: 2682
      - Price: Free
      - Details
      - Download

- **Visitor Counter**
  - 214337
  - As on 28/1/2014 11:14 PM
  - Number of App Downloads: 138122
  - No. of Live Application: 244
  - No. of Demo Application: 61

- **What's New**
  - Mobile Application Contest result declared
Multichannel delivery: challenges & opportunities

- Strengthening delivery frameworks
- Responding to technology changes
- Partnerships to expand delivery
- Outreach, localisation & marketing
THANK YOU!

rajendra.ias@gov.in
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