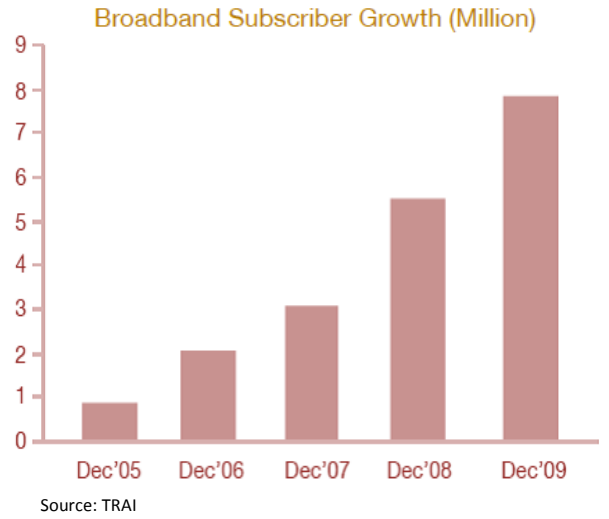

Mobile Governance
Roadmap for India

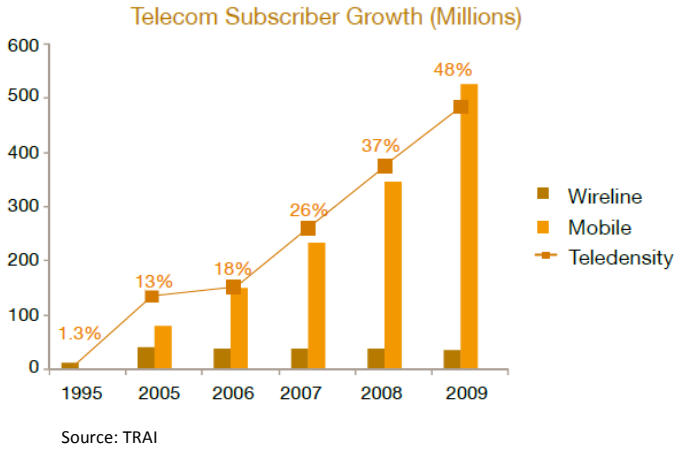
Revisiting NeGP

- National e-Governance Plan (NeGP),
  - has brought the government services closer to the citizens
  - has put the focus on right governance and institutional mechanism for the services to be provided to the common population.
- However
  - There is limited internet penetration in India
  - There is high Mobile penetration in India



Source: TRAI

- Total Broadband subscribers in India stood at 8 Mn as of Dec 2009, far less than targeted 20 Mn set by Govt. of India
- India Continues to be one of the least broadband penetrated market with current penetration of less than 1%



Source: TRAI

NeGP 1.0

Technology: web-sites, email, SMS, simple online feedback (but which don't enable adding additional functionalities)

'Black-box' and government-centric model:

- ICT in government now mainstream….but
  - Expensive
  - Citizen take-up stalling at low usage of e-Governance services
  - Many successes but also many (costly) failures
  - Organisations and mindsets hardly changed
  - A ceiling being reached in type and scale of impact?

Lessons Learned (India and Global)

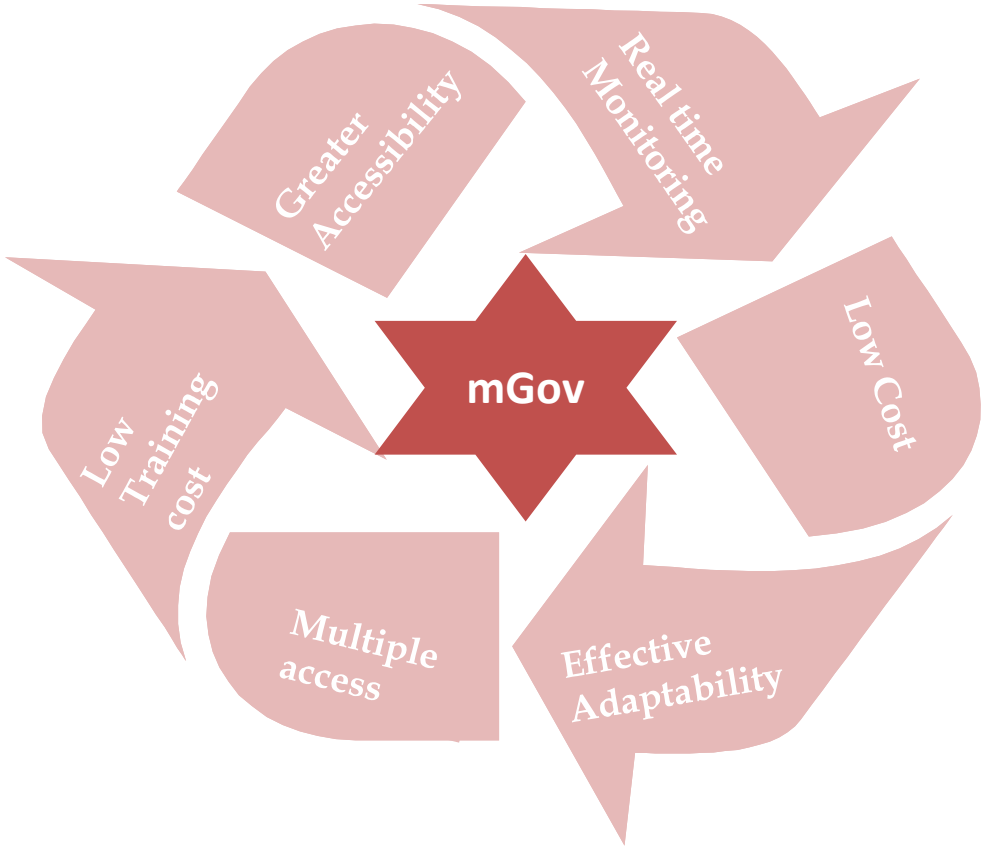
- **Most Citizens are not using e-Government services**
  - flatlining of citizen usage of e-Government services witnessed in Europe between 2004 and 2009. In this timeframe, there was an increase from only 28% to 33% in the most advanced eGovernment countries (EU15), with the figure actually falling from 35% in 2007
  - The recent McKinsey (2009) report on e-Government 2.0 - *"However, despite the continued allocation of enormous resources, progress on the e-government front appears to have plateaued over the past few years"*
  - Current e-Government services tend to deliver large scale administrative services designed to make existing government functions work more efficiently and effectively, such as tax and procurement systems, automation of registrations, permits and licenses, etc., rather than really thinking about what citizens need in their everyday lives. It is clear that most current e-Government services are simply existing services put online which are still basically silo-centric, top-down, with little service innovation, expensive, and with just as many failures as successes. In other words, their main focus remains first and foremost to serve the needs of government.

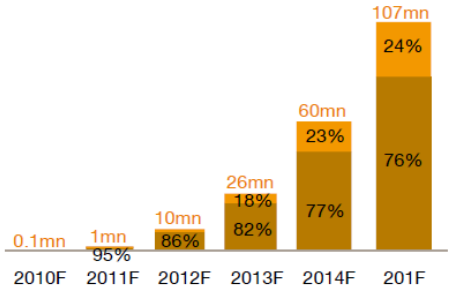
The promise NeGP 2.0

Technology: social professional and policy networking, social software (active groups form disperse at zero cost, wikis, blogs, etc.), mobile, mashing up content and services, policy modelling, GRID, cloud and ubiquitous computing, semantic web of data, etc.

- Visible aspects: social, professional and policy networking
- Invisible aspects: mashing-up content and services
- Fully 'open' and user-driven: contents, services and policies, for those who CAN
- Services which are (partially) self-designed, self-created, self-directed
- Still user-centric, responsive and personalised for those who CAN'T

Advantages of m-Gov





Source: PwC Analysis

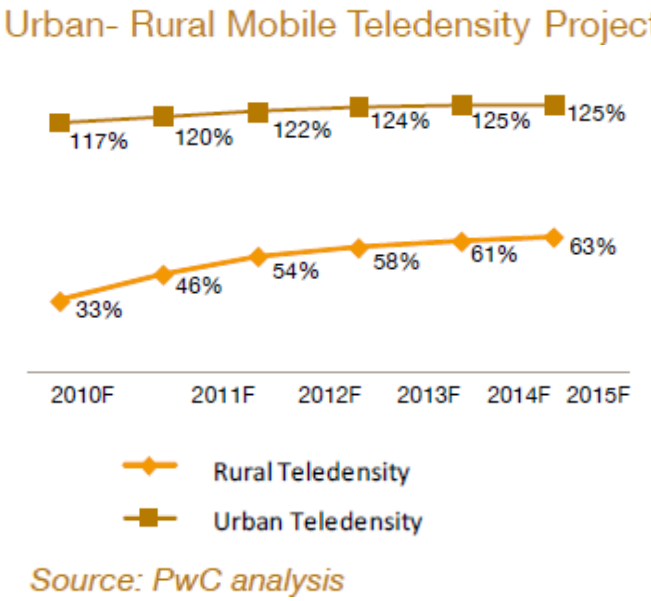
Year	2010F	2011F	2012F	2013F	2014F	2015F
3G Penetration (%)	0.01	0.1	0.8	2.1	4.7	8.3

Source: PwC Analysis

3G Subscriber Projections (Million)

- High Availability of low cost Handsets
- Flourishing Market for Second Hand handsets
- Introduction of new Technologies like 3G
- Amongst the cheapest mobile service charges in the world

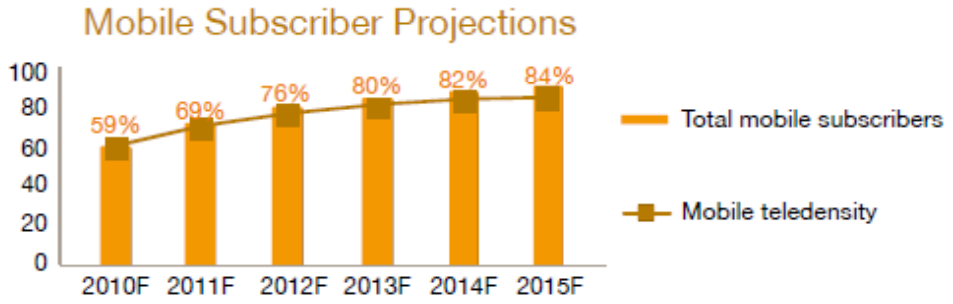
Potential of m-Gov



Source: PwC analysis

600 million + subscribers: India has the highest number of net mobile subscriber additions in the world.

- > 600 million mobile phone users in India
- > 100 million rural mobile subscribers
- Mobile subscription and usage is cheaper than the internet
- Mobile phones are the most comfortable mode to access services while on the move



Source: PwC analysis

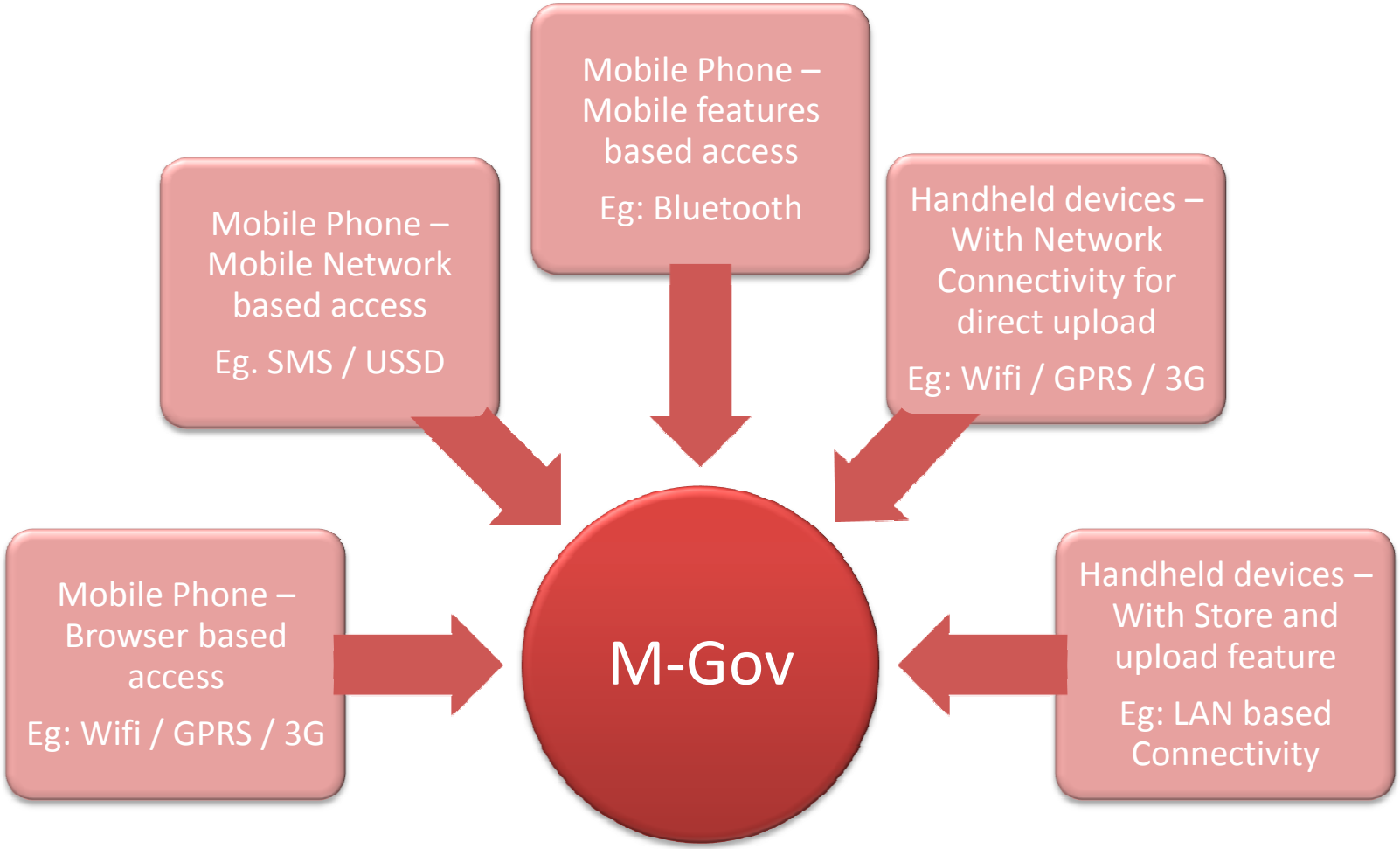
Internet Penetration in India is less than **7%**

Internet < 10m Subscribers

Mobile > 635m Subscribers

Mobile Penetration in India is more than **50%**

m-Gov Access Modes



Some Developments in India...

- **SMS Service for Agriculture Related Problems, Haryana**
  - Immediate redressal of agri related issued of farmers in the state.
  - Introduced by Haryana Agriculture Department, early 2007
- **Mobile Phones to boost fishing industry, Kerala**
  - Used for comparison of price and demand of Fish across the area
  - Resulted in elimination of wasted catch and reduction in consumer price
  - 8% increase in fishermen profit
- **Dr. SMS – an SMS based Health Information System, Kozhikode, Kerala**
  - Aimed at improved access to health care services by common citizens
  - Introduced by Kerala State IT Mission, May 2008
- **SMS Integrated Public Grievances Redressal system, Mysore City Corporation**
  - Citizens can SMS problems for various categories like Water, Road damage, Garbage, illegal activity etc.
  - Designated officers are bound to respond/take action in stipulated timeframe.
- **SMS to Aid Police, Maharashtra**
  - Complainant receives a verification code of any complaint registered with the police dept. in real time
  - Introduced by Maharashtra Police, for tracking of complaints by Police Dept., Home Ministry and complainant

m-Gov Roadmap