



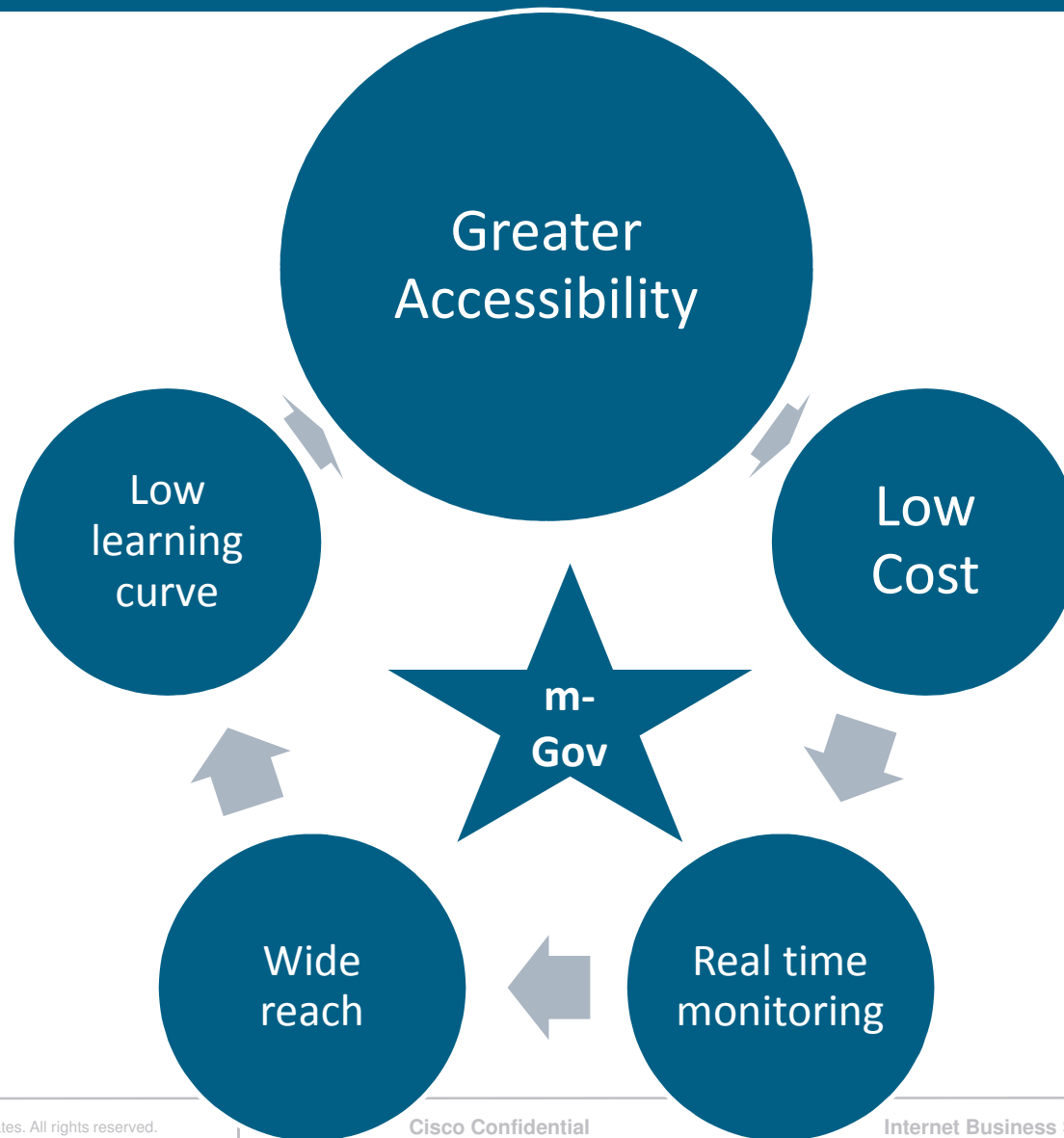
# Developing m-Government Applications Ecosystem in India



**Prakash Kumar**

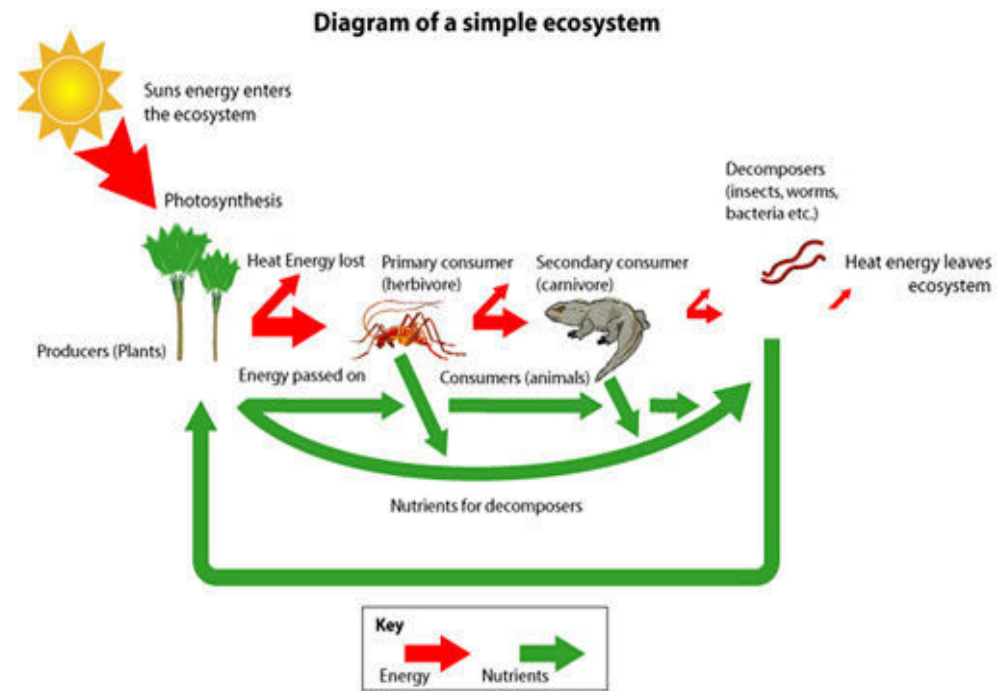
**20<sup>th</sup> Feb 2012**

# Socio Economic Drivers for m-Governance



# Ecosystem

- An *ecosystem* is a biological environment **consisting of all the organisms living in a particular area, as well as all the nonliving (abiotic)**, physical components of the environment with which the organisms interact such as air, soil, water and sunlight.



# Business Ecosystem

- The network of organizations
- including suppliers, distributors, customers, competitors, government agencies and so on
- involved in the delivery of a specific product or service through both **competition and cooperation**.
- The idea is that **each business in the “ecosystem” affects and is affected by the others**, creating a constantly evolving relationship in which each business must be flexible and adaptable in order to survive, as in a biological ecosystem.

# M-Gov Eco-System



# Critical Success Factors

- National Level Strategy and Policy on m-Government
- Right Content / Need for Content Development
- Choice of Technology Platform
- Public Private Partnership (PPP)
- Effective Demand for m-Government
- Transaction cost
- Communication and Change management (both for officials as well as for users)
- Support from the top

# Government Policy

- Framework for mobile governance notified
- Various components defined and implementation strategy charted out
  - One web approach, use of open standards
  - Use of Uniform/ single pre-designated numbers (long and short codes)
  - Creation of MSDG
    - End user interface
    - Content for mobile services
    - App store
    - APIs for VAS providers
    - Mobile based electronic authentication
    - Payment gateway
  - Various delivery channels

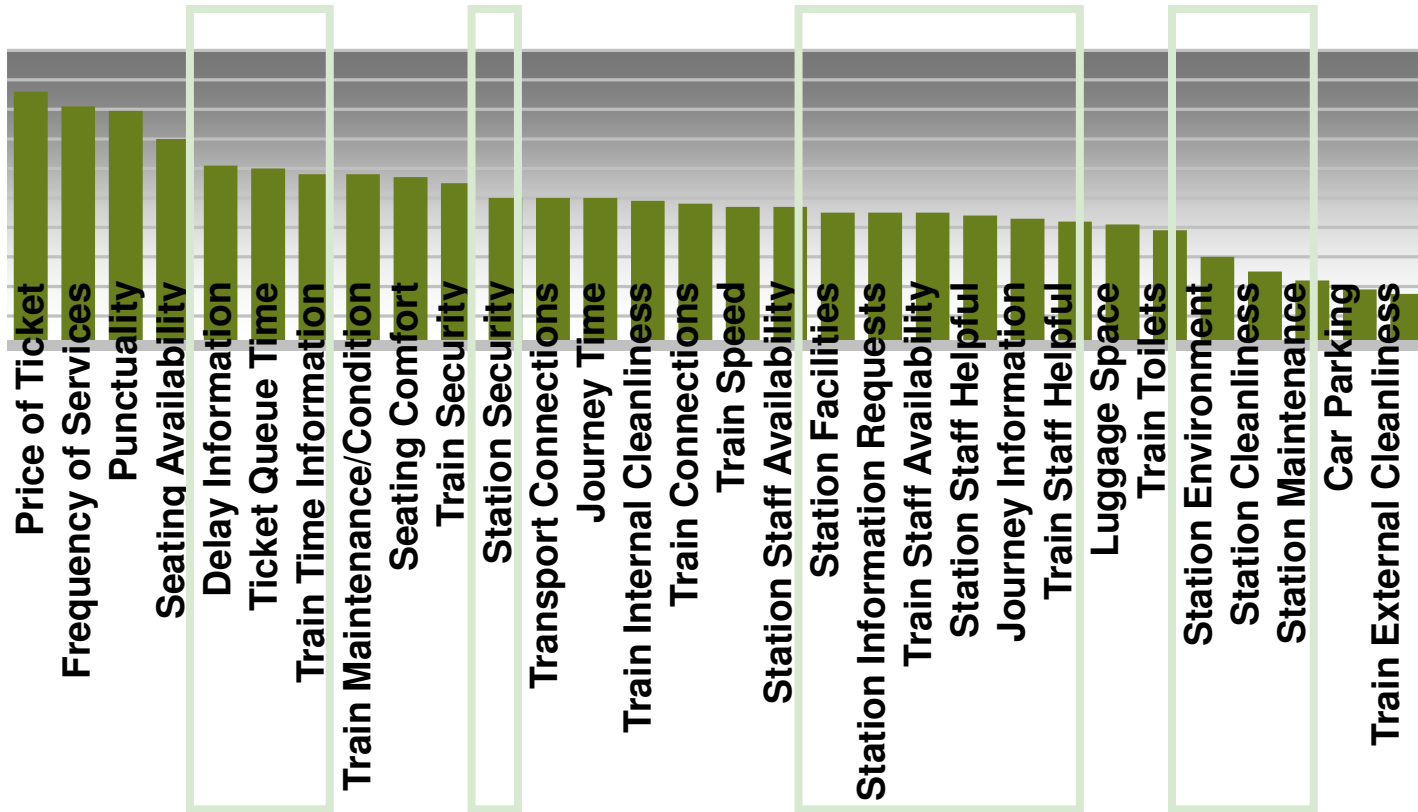
# Government Departments

- Complete tasks assigned under new framework
- Identify applications where mobile based services can be provided based on stakeholders' consultation
- Get applications developed
- Unique acknowledgement number for each application and process-controlled back-end application
- Application status should come automatically from backend process
- Create SRDH using proposed NPR or one time registration process along with necessary changes in business process to populate the application form and use Aadhaar to authenticate the applicant so that need for supporting documents gets dispensed with and application can be filed.

# Some examples

- Application status (when sought by applicant)
  - Passport, or renewal notice
  - Train time/Railway reservation [status](#)
  - Next Bus, traffic update, .
- Tool for notifying applicant (when info pushed by deptt)
  - Certificate ready for collection/ Dr v license going to expire
  - License/certificate dispatched; new vacancy thru emp exch
  - Next date of hearing, on completion of 18 years intimation to a person to get registered as a voter etc.
  - Disruption of water/electricity supply or delay in payment of bill
- Application filing when combined with call center
  - Normal phones can't be used for application filing
  - Combine it with Call Center and payment of fee/courier charges thru cell phone of applicant.

# Passengers' Concerns



\*: Europe

Source: Passenger research undertaken by MVA for Passenger Focus (D800199)

# Government Departments

- The government services can be divided into various categories based on the process of making application and requirement of physical presence of the applicant
  - Departments where unique identification has been issued to citizens, making provision for receiving request by SMS is much easier.
  - Transactions which do not require supporting documents along with the application
  - Transactions which require supporting documents but personal appearance before departmental officers is not required
  - Transactions which require supporting documents and personal appearance before departmental officers is not required. Use of call centre.



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