

# **Mobile Seva**

**Nationwide Mobile Governance Initiative of the  
Department of Electronics and Information  
Technology, Govt. of India  
([www.mgov.gov.in](http://www.mgov.gov.in))**

## **Comments of User Departments & Citizens (Efficacy of the Mobile Seva Platform)**

**Ver 1  
(31-Jul-2013)**

- "We will see significant improvement in (our) service as the information that we are planning to send (through Mobile Seva) is of immense importance."
- "Initial reach is to be about 3000 people, in 4-5 districts. We were using (another solution) earlier, which was paid and we were facing lots of problems. Local sanctions of funds was a problem, centralization has helped it a lot."

– *Shri Rajendra Prasad, DEPARTMENT OF AGRONOMY*

- "It's a good service"

– *DSO Raigad, Food Civil Supply and Consumer Affairs , Government of Maharashtra*

- "It's a new process, we didn't have any alternate for communication before. It has helped..."
- "We have 225 gram panchayats under us, and thus scores of people that we need to communicate to. Instead of sending letters that used to get lost, we are able to send a message to all of them quickly."
- "Benefits of this service are multipurpose, every department should definitely use it."

– *Shri Rajesh Mangal, Zila Panchayat, Sheopur*

- "...to send rainfall figures to offices across state... timely delivery of messages..."

– *Mr. Mallesh Samleti, Collector Office Nanded*

- "...excellent feedback, timely delivery of communication"

– *Mr. Praveen, Department of Panchayati Raj Bihar*

- "Everyone here is very happy with the service"
  - *Shri Sridhar Popuri, Rural Development*
  
- "We are able to update candidates about their application. We have the need to send upto 10Lakh SMS per month"
  - *Shri Subrat Mohante, Odisha Computer Application Centre*
  
- "...before this system, calling was the only way to spread information which was costly and time consuming. This free service has reduced costs greatly"
  - *Shri Mohan Gupta, Janpad Panchayat, Gwalior*
  
- "Integration with various departments has become easy. With internet penetration being very low in Himachal Pradesh, this is a very good way to connect. Government officials use pull SMSes to report their data in the formats specified by their respective departments. Very good way to connect and reach out to people..."
- "The approach while implementing was that they sent a complete document, and the code, PHP, Java, URL is very easy and self explanatory."
- "We have been able to reach a vast cross section of citizens using the PUSH SMS channel of MSDG, and also, citizens have been able to reach us quickly using the PULL SMS channel of MSDG."
  - *Ms. Sarita Kaushal, Department of Information Technology, Himachal pradesh, Shimla*
  
- "Can communicate easily... Simplified meeting process... They (end users) are quite happy"
  - *Shri Sanjay Bhagwat, Collector Office Wardha*

- "Great work done .....looking forward for more apps on M-gov"
  - *Citizen "Kshem Kapoor" on Facebook*
  
- "Revenue collection has improved as payments happen on time due to reminders we send. Also, number of complaints have reduced drastically because we are able to send information about shut downs in a timely fashion"
  - *Shri Sanjiv Saksena, Information Technology, MPMKVVCL Bhopal*
  
- "Great Work..... Hats off to you all.... Keep It up...."
  - *Citizen "Mohammed Shadaab Shaikh" on Facebook*
  
- "They (implementation team) sent the document which was nicely prepared and exhaustive..."
  - *Shri Nitin Sood, Department of Information Technology, HARYANA*
  
- "Reports are sent on time... Easy flow of information"
  - *Shri Suman Banik, Office of the Chief Electoral Officer, Election Department, Tripura*
  
- "very good application, very simple and good application for submitting polling station location. And very nice GUI, user friendly app."
  - *Citizen's comment on the ECI Polling Station Location m-app*

- "GHCP is using this service in around 10 different modues. The third parties that we were involved with earlier used to charge too much. Appreciate the way CDAC being a govt organisation has implemented the initiative. We use the service in sending information like birth certificate is ready, even when there is heavy rain we post SMSes to officers to act ad see their respective areas."

- *Mr Chaitanya for Mr Krishna, Greater Hyderabad Municipal Corporation*

- "Decreased waiting time for investigation results, avoid queue, instant information"

- *Shri SURESH KUMAR B, Sree Chitra Tirunal Institute for Medical Sciences & Technology, Thiruvananthapuram*

- "IVRS services are about to be developed. And so are the Push SMSes, where farmers will be able to post about a commodity and we will push them the prevalent market prices. Hence the benefits are going to be great"

- *Ms. Shilpa, deployed at Ministry of Agriculture, Government of India*

- "Flow of information easy. Filled almost 10000 forms through this service... Touch with citizens easy and effective"

- *Shri Shailendra Vishwakarma, Department of Information Technology, Sikkim*

- "The process is only in its initial stage. Conveying timely information and correct information to large number of people will help a lot. Earlier we had functionaries that used to visit farmers but now the information is passed quickly."

- *Shri Thomas Vargheese, Ministry of Agriculture, Government of India*

- "citizens are very happy with the service"

– *Shri Kumar, Karnataka State Police*

- "...Senior officials went to talk to a lot of stakeholders and the response was good. Everyone was getting timely SMSs"
- "Had this service not been provided by CDAC, we would have had to purchase it from some private service provider which would have been costly"

– *Shri CBS Jadon, Food & Civil Supplies, Bhopal, M.P.*

- "We are able to send OTP for authentication at level 2 of e-Pramaan without any hiccup. Hence we found that our users are satisfied with the OTP service."

– *Dr. Mohammed Misbahuddin, ePramaan Project, C-DAC*

- "Applicant applying for different examination for various kinds of recruitment getting all kinds of information via SMS timely..."
- "All kinds of monitoring and information flow down the line made easy and also given scope for development of m-apps for necessary other activities for department to integrate.... "
- "All kinds of appreciation not only from candidates but also from participating departments."

– *Shri Akhilesh Mittal, Rajasthan Public Service Commission, Ajmer*

- "...looks promising, with the ability to help around 17 lakh GATE applicants starting September this year. People with lost passwords will be using this one to one service where SMSes will be posted to their registered mobile numbers."

– *Shri Chandra Shekhar, Indian Institute of Technology, Kharagpur (CDAC, Khargar)*

- "The service has been so good that we have also instituted a dedicated data centre under guidance of CDAC that helps us in rapid provision of any service. It only takes a day to implement any service and that's really commendable"
- "...the number of issues being reported has reduced."
- "This service and portal has greatly increased the transparency. If citizens get constant updates about their application status, then they also trust the efficacy of the system. We are also using the service to track themes and programs implemented by the government. This is a great way to address corruption at various levels."

- *Shri Rajeev Gujral, DoIT&C, Govt of Rajasthan*

- "Our service has improved and time for sending transactional SMS to dealers has reduced quite a lot. They now reach on time for the payments and we have made potential savings in revenue collection due to timely payments."
- "Personal follow-up with dealers used to take a lot of time, and delayed revenue as well. Now it happens quickly and has reduced our workload"
- "CDAC has very good service and speedy implementation of procedure. You also keep making relevant changes to your website, and reporting is very good. This apart from the reasons explained above has simplified things for us"
- "The feedback from dealers comes in the form of their prompt response to our messages. They are happy about being communicated in a professional and quick manner"

- *Shri Yogesh Netankar, Sales Tax Department, Maharashtra*

- "The service will be very useful in immediate communication and help saving people from cheating customers and pocketing the money."

- *Ramchandar, Bangalore One Initiative, Directorate of Electronic Delivery of Citizen Services, Karnataka*

- "very good... farmers are extremely happy with the overall provision and influenced by it"

- *Dr. Sunita Mishra, KRISHI VIGYAN KENDRA, Barwani*

- "Respondent uses the service 5-6 times in a season. The current reach is about 2000 farmers. Individual contact becomes difficult with farmers from far flung areas, so it's a great help. Most of the farmers have mobile phones, so contact sure shot and easy. Used to communicate information like - Variety of seeds - Time of sowing of seeds - Fertilizers to be used... "
- "Right information transmitted... Earlier this information was communicated via mediums like TV advertisements, trainings, public meetings, etc. Now one SMS solves the communication purpose "
- "This initiative is a futuristic initiative and needs no recommendation. All departments should fall in line automatically. They should not wait for anyone to recommend. ...Good initiative."

- *Dr Randhir Singh, DIRECTORATE OF WHEAT RESEARCH*

- "Significant reduction in the number of complaints"

- *Shri Satish Kumar T, Centre for Good Governance, Hyderabad*

- "It becomes very easy to reach out to around 3 lakh pensioners. They are well informed about their salaries being submitted on time. Brings immense transparency and helps the Department of Social Welfare a lot"
- "The old aged pensioners feel really helped by these messages"

- *Ms. Geetika Malhotra, Department of Social Welfare, Government of NCT of Delhi, GLNS Complex, Delhi Gate, New Delhi*

- "Registration process and status of application has been made very easy and convenient for our users"
- "Users while registering or logging in receive the OTP. Its easy for us to do verification by this means now. Also application status is sent to users by push and pull sms"
- "Innovative/Technical Superiority... Reliable... other department in different locations are using it & more are following"

- *Shri Shailendra Kumar Vishwakarma, Directorate of IT, Nagaland*

- "We get over 20Lac patients in a year, and have over 7000 employees. We have many services running such as blood donation camps, examinations, patient reports etc. This service is a great way to communicate with this set of people. We have many uses for the m-gov service"

- *Shri Naveen Bindra, Post Graduate Institute of Medical Education*

- "We conduct examinations. it has become very easy to update exam related information such as hall ticket availability, schedule, urgent updates etc to candidates... Great initiative. Keep it up"

- *Mr. Waghe, MPSC, Mumbai*

- "We used Push SMS service for recruitment process of 700-800 candidates. They received information timely and we didn't have to spend much time on sending messages."

- *Shri Sandeep Bodele, MHADA Mumbai*

- "nice concept of using android app for submission of EVM machine in warehouse. very good app."

- *Citizen's comment on m-app store for ECI EVM Tracking app*

- "...greatly helped us in the recent Assembly elections. We have been able to map and track valuable and critical equipment (EVM) and the voters have benefited from the accurate mapping of polling station locations made possible ..."

- *IT Team, Election Commission of India*

- "...After having used MSDG platform for last 8-10 months, UIDAI, as end user, is satisfied with the pull services and will be open to deploy more such services through it. ... As a special mention, we are very much pleased with the enthusiasm and commitment of the support team which is very responsive, communicates well and always available."

- *Shri Rakesh Ranjan, Product Manager, UIDAI*

- "Sending msgs for bill generation and payment... Addressing grievances is easier... More confidence towards company"

- *Shri Naresh Kumar, Delhi Jal Board*

- "...lesser queues and (more) transparency - Example if date is extended due to absence of an officer... Citizens are very satisfied and happy with the service"

- *Mr Kalwarn Singh, Department of Governance Reforms*