

mSeva platform facilitates 30-crore monthly mobile transactions

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With 449 mobile apps, 30-crore mobile transactions every month, mSeva platform has embraced 1,624 government departments and is a recipient of the UN Public Service Award, says DeitY's e-Governance Joint Secretary Rajendra Kumar in a chat with ETTelecom.

How has been your mSewa experience so far?

Access to Internet and computing is very low in India while more than 900 million people have mobility devices. Since, mobile reach is higher; we are looking it to deliver public services so that the access becomes wider.

We have grown leaps and bound in last three years. We are witnessing nearly 30-crore transactions every month. It is creating great impact today.

Can you update on total mobile transactions till date and number of government departments which have adopted this platform?

The numbers of transactions have gone up to 309 crores that include 25-crore for March alone. We have reached to 1,624 government departments. We offer 449 mobile apps and 399 pull SMS services.

Do these 449 apps available on Android platform only?

These mobile apps can be downloaded. Most are on Android since it's a popular platform for low-cost devices while few are on Java and proprietary platform.

Which state has the highest number of departments embracing mSeva?

Maharashtra, Himachal Pradesh, Andhra Pradesh and Madhya Pradesh are the leading states having their departments on mSeva platform.

Do you also offer awareness and educational programs in collaboration with state governments?

We organize workshops and meetings in state departments to spread awareness of this platform. We have created online interface. If any of the department want it, they can come online with a self-service portal which is easy to use.

What are the new apps coming in?

It's a continuous process. All departments are going to be a part of this process.

How do you see the role of mobility devices in government schemes such as Pradhan Mantri Jan Dhan Yojana?

Mobile is a device of empowerment for poor and low-income groups. Commerce is becoming a crucial part of it and all domains of governance are suited for it. Mobile Seva services are USSD based and work on basic phones and people who don't have smart phone can also access.

How are device makers looking at this platform?

They are seeing potential of this platform and making devices affordable.

Do you have utility and public safety apps on board?



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Yes. There are number of apps related to utility and public safety services developed in-house. The app range varies from healthcare to agriculture to Aadhaar card enrollment status.

The public safety app allows people to send message to pre-defined numbers.

What is your key learning?

This is a transformational project and has become the only Indian project to have won UN Public Service Award in 2014.

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