D.O. No. 3(49)/2016-EG-II   Dated.................. 29.07 2021

Sub.:Delivering Public Services through mobile phones and tablets using the Centrally-available Mobile Service Delivery Gateway (Mobile Seva).

Dear Sir/Madam,

As you may be aware, the Ministry of Electronics and Information Technology (MeitY), Government of India, has launched Mobile Seva, the national initiative on Mobile Governance. The aim of the service is to enable various government departments and agencies in the country to provide electronic services through various mobile channels such as Short Message Service (SMS), Integrated Voice Response System (IVRS) and an Appstore for hosting mobile applications (m-Apps).

2.   Mobile Seva serves a large number of government departments and agencies across the country that are already integrated with the Mobile Seva platform and the service offers mobile based services to their service beneficiaries. Crores of SMS's are being routed through the Mobile-Seva platform every week. The cost of services is borne by Ministries/Departments as per their usage. Real time status and information about the services is available on the Mobile Seva portal (www.mgov.gov.in).

3.   The services currently offered by the Mobile Seva platform are:

- **Push SMS**: Push SMS services can be used by the departments to send information, notifications, alerts, etc to the citizens through SMS.

- **Pull SMS**: Citizens can use this service to seek information regarding departmental service from the departments. Short Code 166/51969/ 9223166166 have been allocated by the Department of Telecommunication, Government of India to access government services available through SMS.

- **IVRS**: Departments can integrate with Mobile Seva IVRS to offer their services through IVRS. Citizens can call 166 and access government services.

- **IVRS OBD/Voice call**: Departments can send pre-recorded voice messages to citizens. Voice calls with pre-recorded messages can be made to citizens.

- **Geo-Fencing Digital Broadcast**: Government departments can promote their services and reach out to a significant portion of the population in an effective manner. Geo fencing allows automatic alerts to be generated based on the location-based service (LBS) defined coordinates of a geographic area.

- **Generic Applications**: Generic Mobile Applications have been developed under this platform. They are Smart App Notification, Secure Chat App, Complaint Management system, Feedback Poll system, Geo-Fencing Digital Broadcast and Geo-fence Attendance App.

- **mGov App Container**: Application allowing users to browse and download any applications that are hosted or published on the Mobile Seva AppStore.

- **Mobile Seva AppStore**: Mobile Seva AppStore, which is India's first indigenously developed mobile AppStore, facilitates hosting of suitable applications which can be downloaded and installed on mobile devices for delivery of public services through such devices. Departments can host their mobile applications on Mobile Seva AppStore (https://apps.mgov.gov.in) for free. The uploading and downloading of apps is free of cost and hassle free. Only verified and signed APK files can be uploaded on the Appstore.

4. Under this initiative, various programs to interact with the user government departments/agencies have been conducted. These interactions have helped in knowing the requirements and have also helped in understanding the issues faced by them in order to better train for maximizing the benefits of the services.

5. MeitY can facilitate providing Mobile Seva Services to potential departments and agencies of Ministries/States for which a one day workshop for the departments under the Ministry/State can also be conducted. This exercise would encourage them to understand and adopt the Mobile Seva platform to fully avail its services.

6. Registration with Mobile Seva platform is very simple and can be done online by visiting Mobile Seva services portal at https://services.mgov.gov.in

7. In light of the above, it is requested to issue suitable instructions to the concerned departments and agencies under your State to the Mobile Seva platform while encouraging them to leverage this centrally available infrastructure.

For any further information, **Ms. Kavita Bhatia, Director, MeitY** (E-mail ID: kbhatia@gov.in, phone: 011-24364729) or **Mr. Kapil Kant Kamal, Joint Director, C-DAC Mumbai** (Email ID: kapil@cdac.in, phone: 9833237956) may please be contacted.

with best regards,

Yours sincerely,
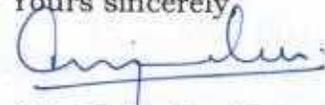
(Dr. Rajendra Kumar)

To

Chief Secretaries of all States/UTs.

Copy to:

IT Secretaries of all States/UTs.