Products/Solutions/Expertise of C-DAC Mumbai in Smart City Domain

www.cdac.in

Mobile Seva - Concept

Real time Monitoring

Greater Accessibility

Low Training cost

Mobile Seva

Low Cost

Multiple access

Effective Adaptability

Why
- Extension of NeGP vision
- Mobile platform ideally suited for widening access to eGov

What
- Integrated, centrally available platform for all Govt. Depts.
- To deliver public services to citizens over mobile devices

How
- Mobile Seva provides one stop shop for all mobile services

Value Proposition

A unique **nationwide mGovernance** initiative

One - stop shop for all mobile services

Easy on-boarding leading to **time saving**

Substantial cost savings for departments

Centrally hosted core **infra on cloud**

Services Offerings

Mobile Service Delivery Gateway (MSDG) forms the basis for the Mobile Seva Platform.
The following services are offered by Mobile Seva:

SMS Gateway	Mobile App Store	Mobile Payment systems	Unstructured Supplementary Service Data (USSD)	Interactive voice response Service (IVRS)	Planned Channels
• Push SMS service • Pull SMS service				• Inbound Call • Outbound Call	• Location based services (LBS) • Cell broadcasting • MMS

Mobile Seva – Overall Status

SMS Gateway

- PUSH SMS: 3500+ Depts. integrated;

- 1400 cr.+ SMSes sent

- PULL SMS: Short codes 166 & 51969

- Long Code : 9223166166 obtained by DeitY; 730+ services integrated!

- 964+ live m-apps already hosted;
  → https://apps.mgov.gov.in

We also Host Mobile Application on other store under Mobile Seva Account

Real-time status 24x7 on mgov portal (www.mgov.gov.in)
& regular posts on social media
(www.facebook.com/DIT.MGOV ,
@mgovindia)

Mobile Seva AppStore
www.apps.mgov.gov.in

`Services Portal
www.services.mgov.gov.in

SMS Gateway Service

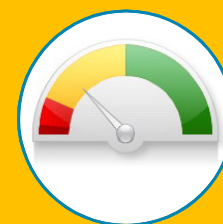| Definition	Type	Status
• **SMS Service** acts as a common service to eGov exchange used to deliver SMS based services to citizens • SMS Gateway supports both PUSH and PULL based services.	• **PUSH SMS** : Departments can send information to its users / citizens through SMS Portal or API to push SMS • **PULL SMS**: Citizen can seek specific information through from department over short code 166 / 51969/9223166166	• PUSH SMS • PULL SMS

SMS Gateway: PUSH SMS Service

Department can call MobileSeva API/Web Services or use the URL: http://services.mgov.gov.in

Process followed in sending an SMS	
Parameter	**Description**
Username	Specify the username as given at the time of account creation
Password	Password attached to the username
Message	The SMS Text you want to submit
Numbers	The set of mobile numbers to broadcast the above SMS content. You can pass 10 or 12 digit mobile numbers in comma separated format. E.g. : 895123456,9847123456,919809123456
Sender Id	Sender id should have 6 characters and only alphabets are allowed no numbers or special characters and all should be uppercase as per new TRAI regulations
Message Format	This is for using send paired sms method in web service. <message> <text>Test Message</text> <numbers>919000000000</numbers> </message>
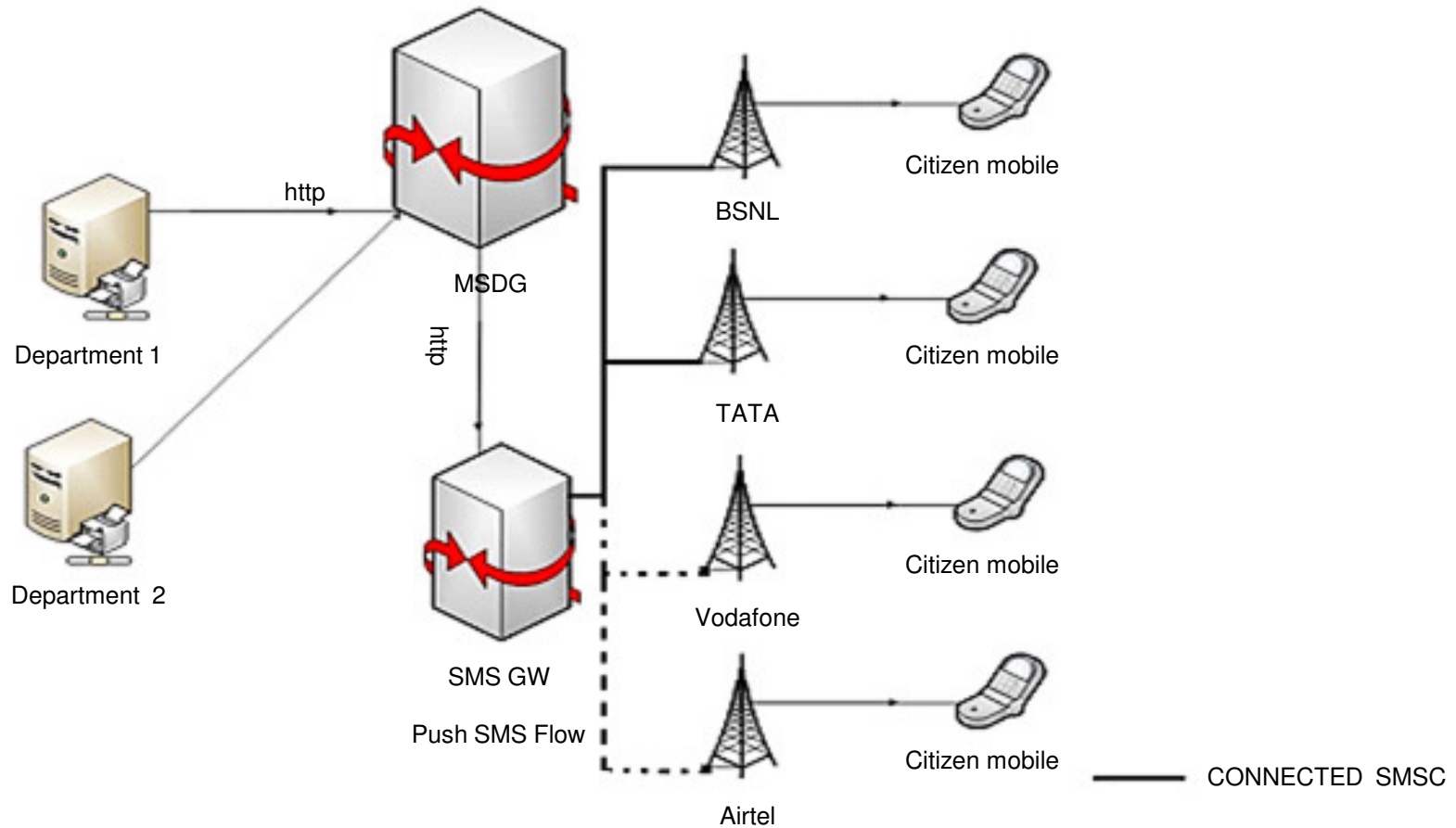
Example of PUSH SMS service: Ration Card Notification
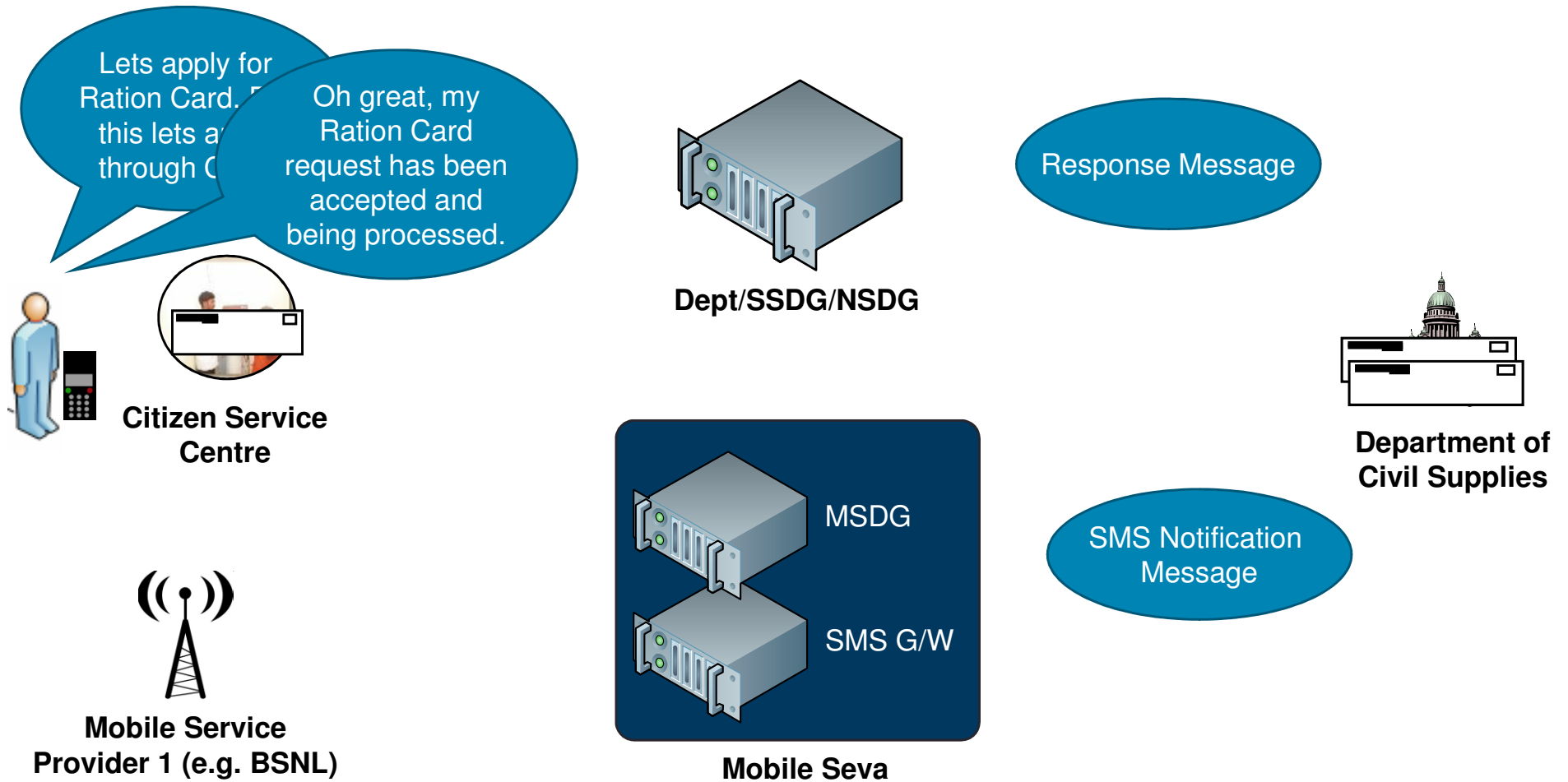
SMS Gateway: PULL SMS Service

Department of Telecom (DoT) has allocated the **numbers 166 / 51969 / 9223166166** to Mobile Seva for providing public Services via SMS. These codes are the single point of access for all the pull based SMS services.
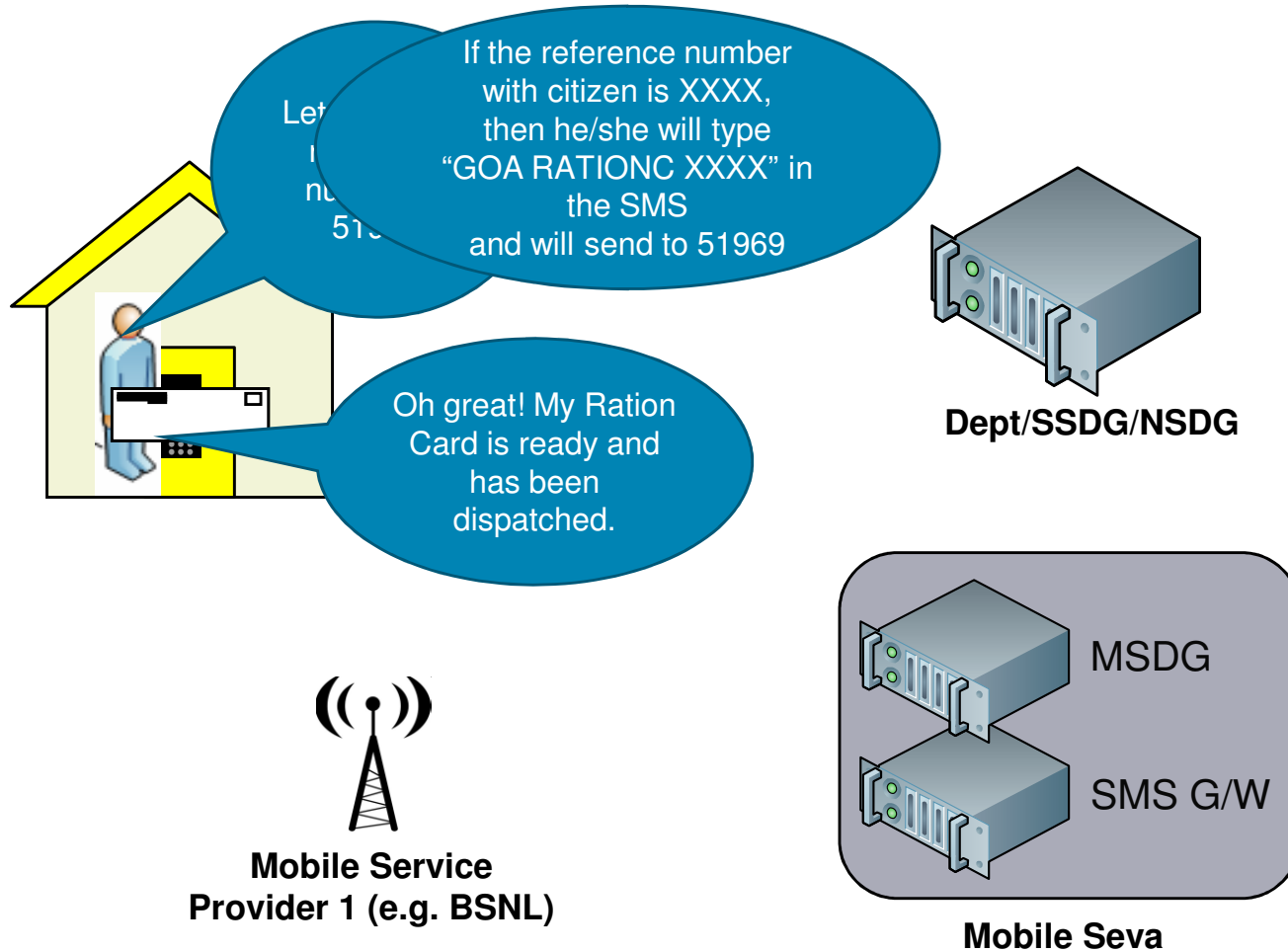
Format of SMS Pull request:

Keyword	Sub-Keyword	Parameter/Argument
UPSC	RESULT	123456

Messages

Note: Respective Department shall provide the required API.
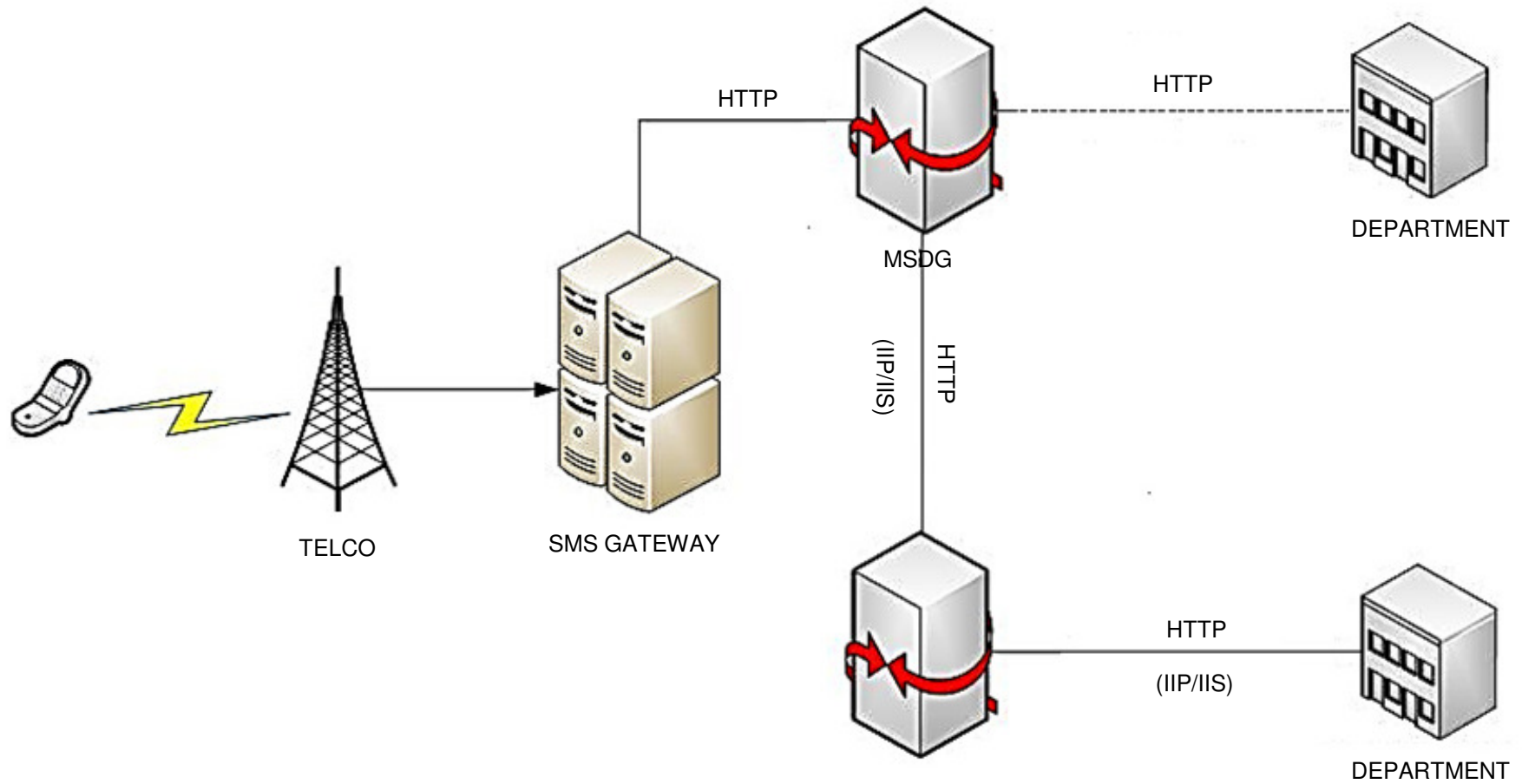
Example of PULL SMS service: Ration Card Notification

Mobile Seva Appstore

- https://apps.mgov.gov.in
- 776 live mobile apps hosted
- Aapplications available for Android, J2ME and iOS Platform
- Over 9 Lakhs downloads

Real-time status 24x7 on mgov portal (www.mgov.gov.in)

Regular posts on social media
(www.facebook.com/DIT.MGOV)

Some of the recent apps that have been developed and available on App store are:

- **e-Hospital :** ORS is a framework to link various hospitals across the country for Aadhaar and non-Aadhaar based online registration and appointment system
- **Directorate General of Foreign Trade (DGFT) :** App acts as a source of all information related to DGFT's policies and offered services
- **Aadhaar Mobile update app :** App allows updation of mobile number in Aadhaar database after due validation
- **Khoya Paya :** App provides information about missing child and enable's citizen in searching missing child
- **MCGM 24x7 :** Mumbai residents can view & pay their water bills, property tax, shop license renewal

Mobile Seva Appstore (Snapshot)

mPayment

Mobile Seva is integrated with PayGov India and following channels of M-payment are provided:
- Credit / Debit Card
- IMPS
- Internet Banking
- m-Wallet

Representation of m-payment via Mobile Seva

Users

Mobile

IVR

Payment Gateway

PayGov India

Department

Business (back office)

Reporting Extranet User
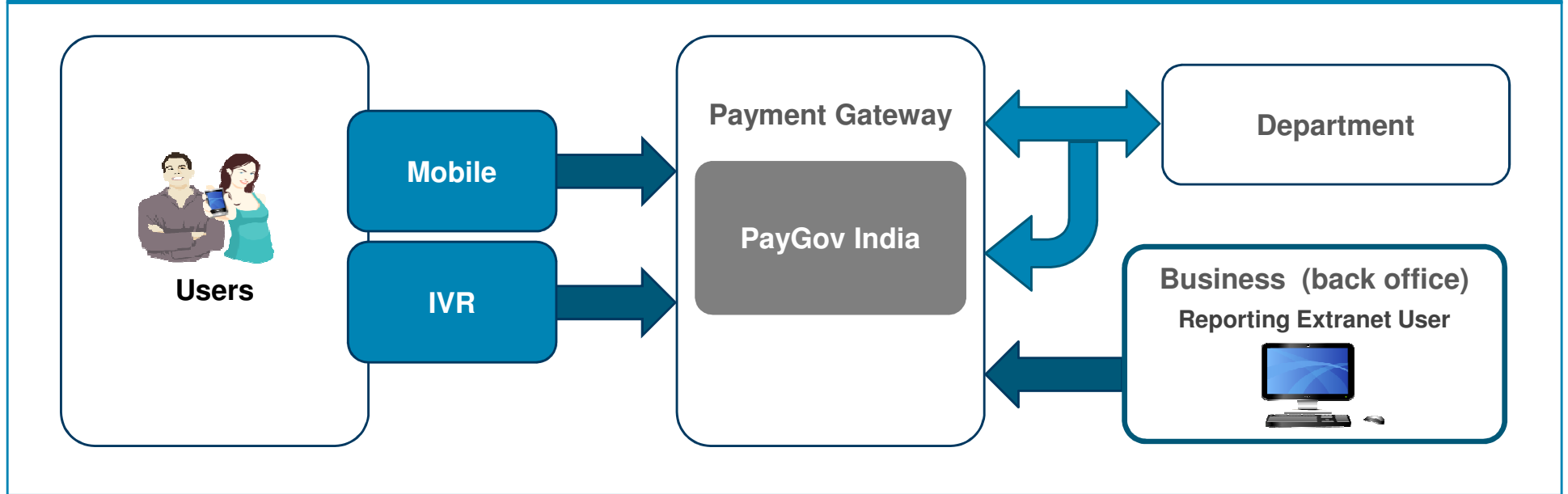
Unstructured Supplementary Service Data (**USSD)**

Definition	**Advantages**	**Number**

Definition

- **A GSM communication technology** used to send messages between a mobile phone and an application server in the network
- It is similar to SMS, but USSD is session oriented as well as Interactive.
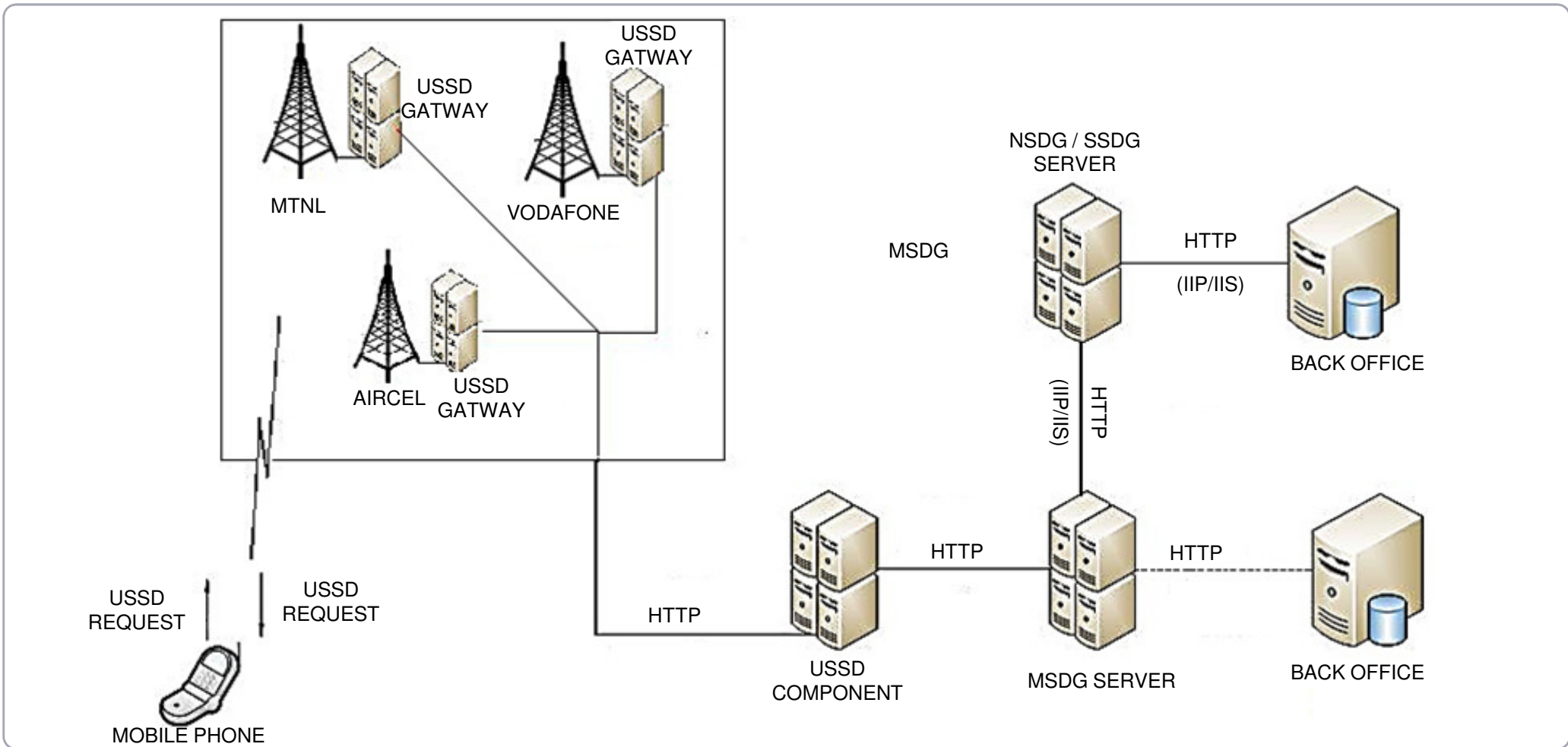
Advantages

- Session oriented and a menu based service
- Flexible to design dynamic menus
- Accessible directly from phone and extremely user friendly
- Very Secure and almost 7 times faster than conventional SMS

Number

- 166 Service available on:
  - TATA Docomo GSM
  - MTNL Mumbai
  - Idea
  - Vodafone
  - Videocon
  - Aircel

USSD Service: Flow

Interactive voice response Service (IVRS)

Definition

It is a technology that allows a computer to interact with humans through the use of voice and DTMF tones input via keypad

Advantages

- A menu based service with flexibility to design dynamic menus
- Intelligent call routing allows users to reach the right agent
- Save organizations' time and money by freeing employees up for other duties
- Enhance customer satisfaction by giving quick response

Type

- **Push Outbound Call :** Department will originate pre-recorded voice call to citizen. These services are on payment basis.
- **Menu Driven Pull Call** : Citizen can request for specific information through IVRS services. Citizen can avail this service by calling our IVRS number 166 / 022-26209367
- **Missed Call** : Citizen can give missed call to a number then department will initiate outbound call on that number

IVRS is operational on 166 for Tata Indicom, Tata Docomo CDMA,TATA Docomo GSM, MTNL Delhi, MTNL Mumbai, Idea, Vodafone, Videocon, MTS and Aircel users, 022-26209367 for other telecom operators)
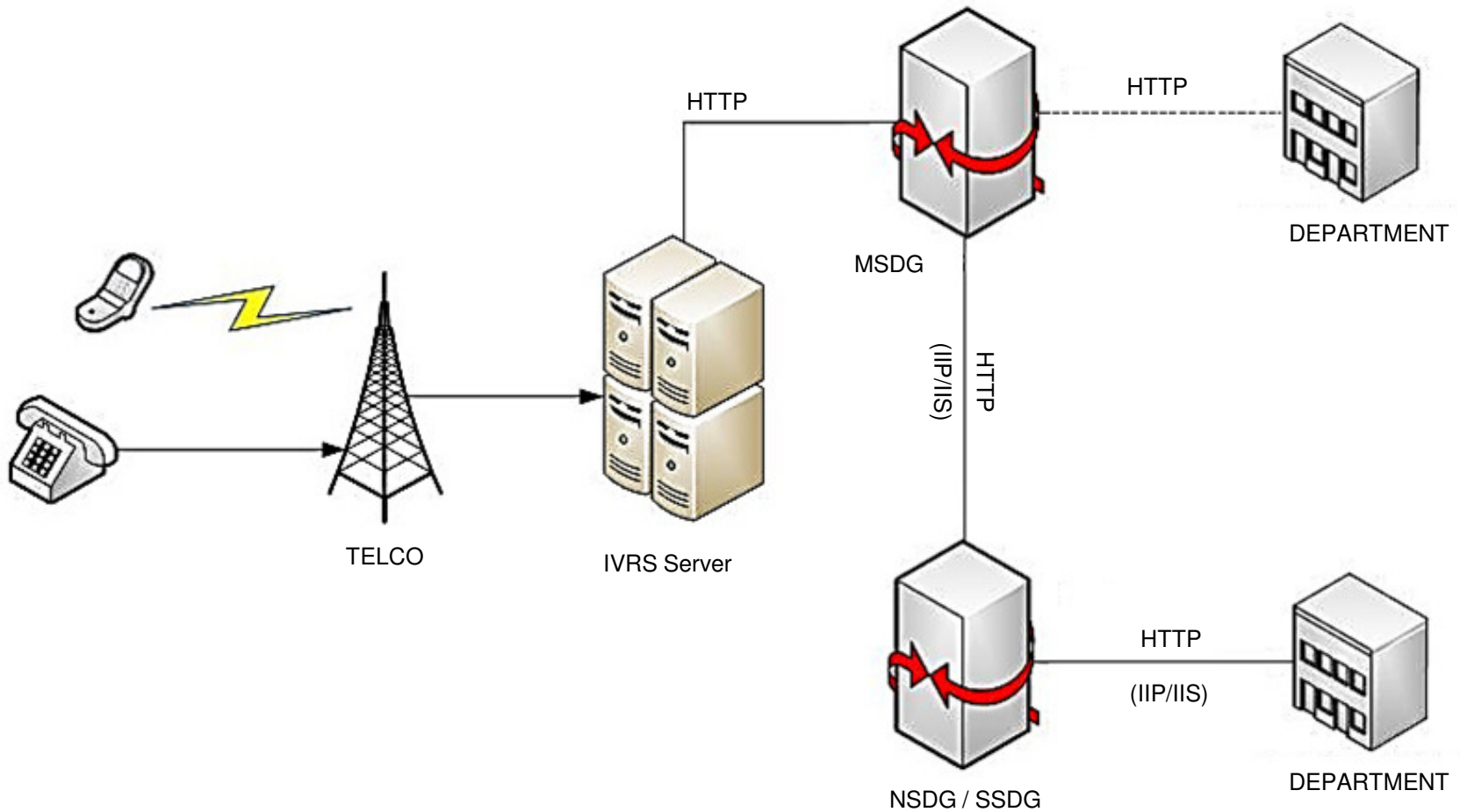
Department Onboarding: Self-registration

Create account at
http://services.mgov.gov.in
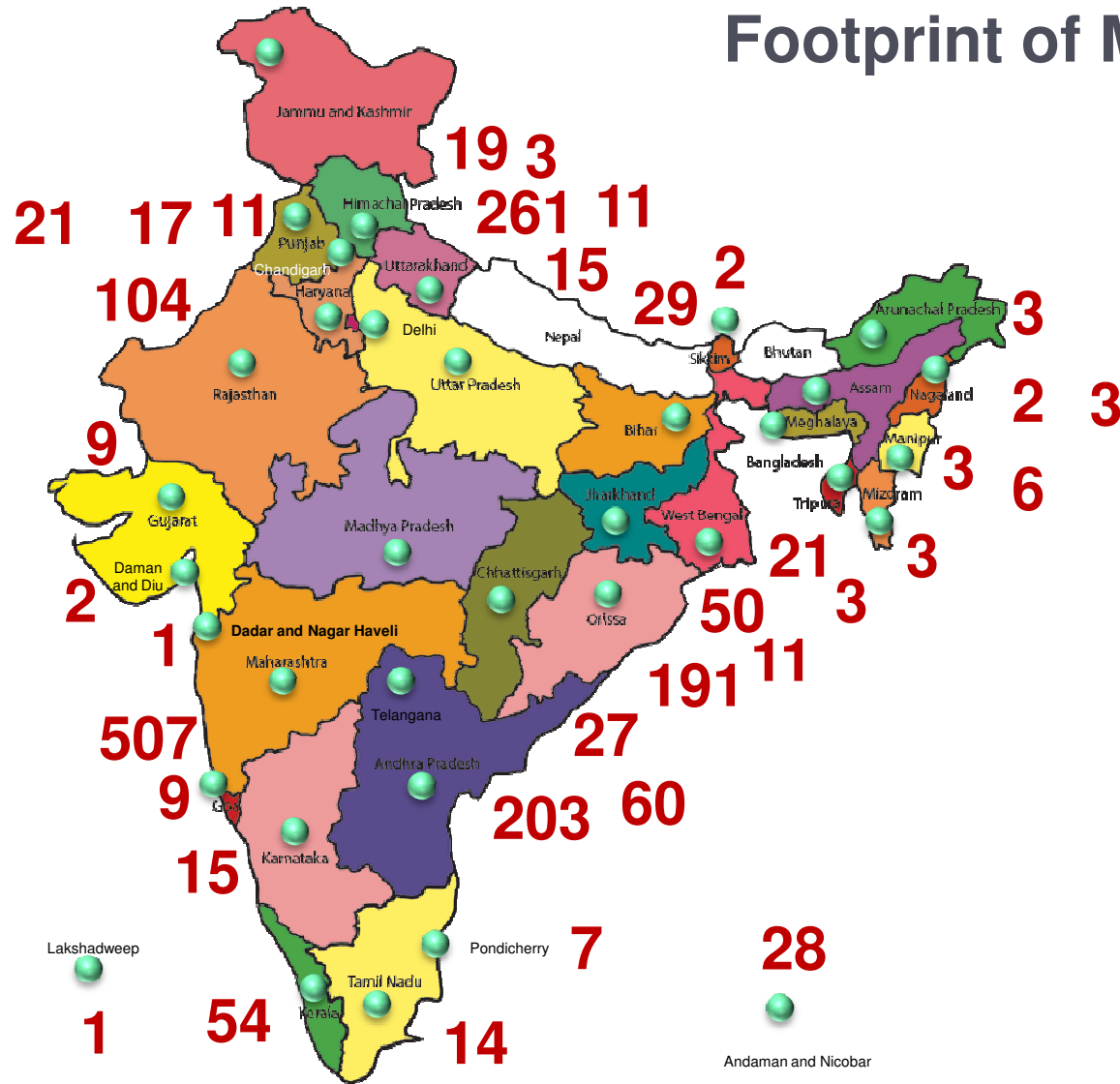
(Expedited vetting follows)

PULL SMSes
(i) **Provide API** for MSDG to send messages

(ii) **Define keywords**, sub-keywords, responses

e.g.: SMS "GOA RATIONC XXXX" to 51969

PUSH SMSes:
(i) **through dashboard** from the account

(ii) **through programmatic** interface
(msdgweb.mgov.gov.in)

Footprint of Mobile Seva

19 3
21 17 11 261 11
104 15 29 2
9 Arunachal Pradesh 3
2 3
3
6
2 1 3
507 21 3
9 50 3
15 191 11
27
203 60
7 28
1 54 14

Awards and Recognition

Only winner from India in 2014
"Promoting whole-of-government approaches in the information age"
(2nd Prize)

mBillionth-Award South Asia 2013 for India's Mobile Seva

One among the finalist of CAPAM, 2014 for
"Innovative Use of Technology in the Public Service"

Skoch order of merit in Smart Technology Award 2015

International Co-operation

Tanzania

- MoU signed for knowledge sharing in the field of m-Governance
- Shared experience and helped Tanzania in implementing mobile platform
- "Tanzania Mobile Governance" Project is based upon Mobile Seva

Bhutan

- Bhutan has expressed interest in learning the nuances of m-Governance
- Visit of Bhutan Delegation for knowledge sharing

मोबाइल सेवा
Mobile Seva

Thank you

प्रगत संगणन विकास केंद्र
CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING
Gulmohar Cross Road No. 9, Juhu, Mumbai - 400 049
Maharashtra (India).
Phone: +91-22-26201606/1574 Fax: +91-22-26232195/ 26210139

सी डैक
CDAC
www.cdac.in