

# 9. M-GOVERNANCE: JABALPUR-311 – JABALPUR

*“To be the pioneer in the state in providing e-governance services for citizens”*

– Aspiration of Jabalpur, as mentioned in its Smart City Proposal (SCP)

## CONTEXT

Jabalpur is a major city of Madhya Pradesh with a population of 1,055,525, and decadal growth rate of 14.51% (according to the 2011 census). It has been a challenge for the city’s municipal corporation to make civic services/ facilities easily accessible for its increasing population.

Over the last few years, mobile phones have become the preferred mode of internet access, with most people preferring to quickly access information and services over their mobile devices; however most government/ civic services available over the internet are optimized for accessing through computer/ PC. To overcome this limitation, governments are increasingly trying to take their services and interactions with the citizens on the mobile platform – this is commonly referred to as M-Governance. In many cases, M-Governance complements E-Governance and increases the flexibility and agility in governance functions, including those, which are citizen focused.

## THE INTERVENTION

### Project description

Jabalpur Municipal Corporation has launched a mobile-based citizen app (by the name of Jabalpur -311) in order to enable citizens of the city to access a range of civic services using their smartphone – this includes:

- Access to services like apply online for Birth and Death Certifications
- Access and payment of property tax, water bill etc.
- Access to civic services such as water connection, building plan approval, ration card etc.
- Helpline for Jabalpur Police, ambulance service, women helpline, children helpline and senior citizen helpline
- Online booking for water tanker and community hall
- Real time traffic and parking information
- Searches for nearby places

Citizens have started using the application for paying utility bills (water/ electricity), property tax & estate bills, etc. The application is also being used to get in touch with emergency services like fire, disaster management & women helpline, and to get real-time traffic/ parking information, find nearby places like hotels, hospitals, petrol pumps, etc.

### Key outputs/ outcomes

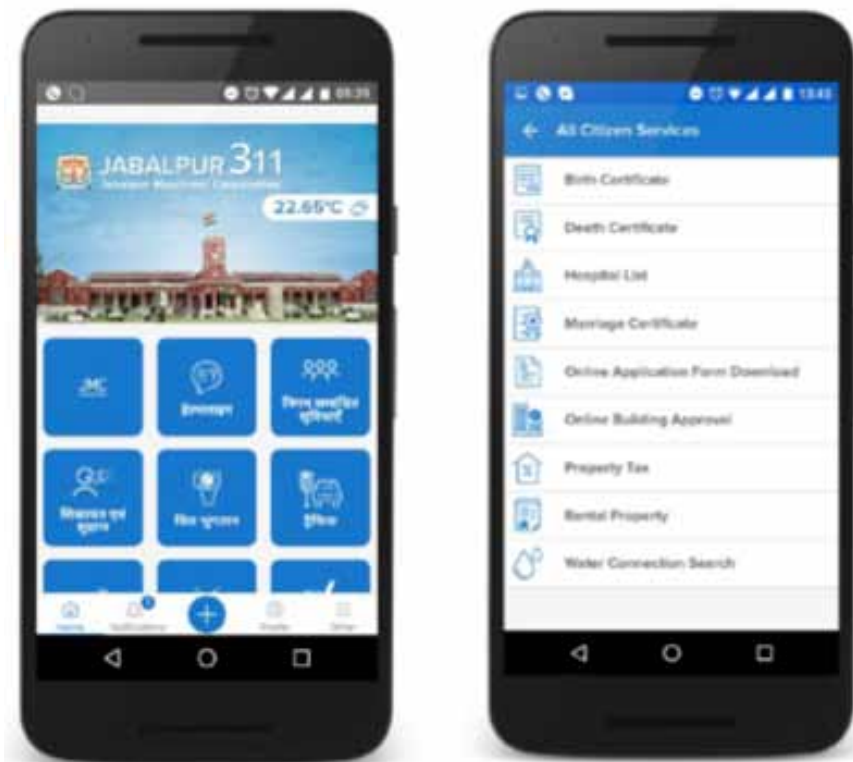
Over two thousand citizens are actively using Jabalpur-311 application for accessing enabled services, including reporting of issues; over 1.5 thousand issues have been reported by the citizens with a resolution rate of over 90%.

### Impacts

Jabalpur-311 has significantly quickened and eased the access of civic services and reporting of issues for citizens by allowing them to access various services at any time and from any place using their smart mobile phones. The Jabalpur-311 application has made it easy for the ULB to track, manage & analyze the service delivery and solve issues for effective delivery on its mandate for citizen convenience.

### Support and mobilized resources

The initiative has a costs outlay of around INR 1 crore, which has been financed through Smart City Mission (SCM) funds.



A snapshot of the Jabalpur-311 App