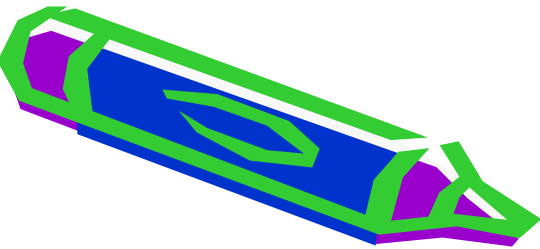


m-Government

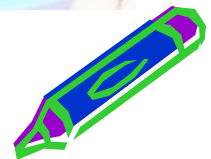


Enabling Socially Inclusive Public Services – Government@24/7



Vikas Kanungo
Chairman & Secretary
General
**The Society for Promotion
of e-Governance (SPeG),
India**

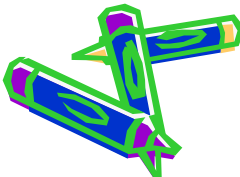
www.egovindia.org





Presentation Structure

- ❖ *Understanding m-Government in context with e-Government and e-Democracy*
 - ❖ *Drivers for m-Government*
 - ❖ *Mobile services platform architecture*
 - ❖ *Global mobile Government case examples*
 - ❖ *m-Government application areas*
 - ❖ *Mobilizing support for MDGs using mobile/wireless technologies – Reaching the un-reached*
 - ❖ *Needs and benefits of mobile public services*
 - ❖ *Challenges for m-Government*
 - ❖ *mGov World –Enabling Government@24/7*
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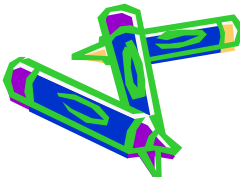




Understanding m-Government

Definition

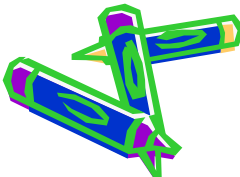
“m-Government is a functional subset of all inclusive e-Government that utilizes the unique features of mobile and/or wireless technologies like cellular/mobile phones, laptops and PDAs (personal digital assistants) connected to wireless networks for provision of location based government services and information to officials and citizens/businesses at anytime & any place (24/7 Operational Model) “



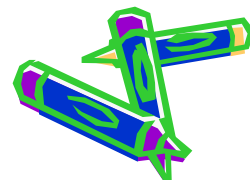
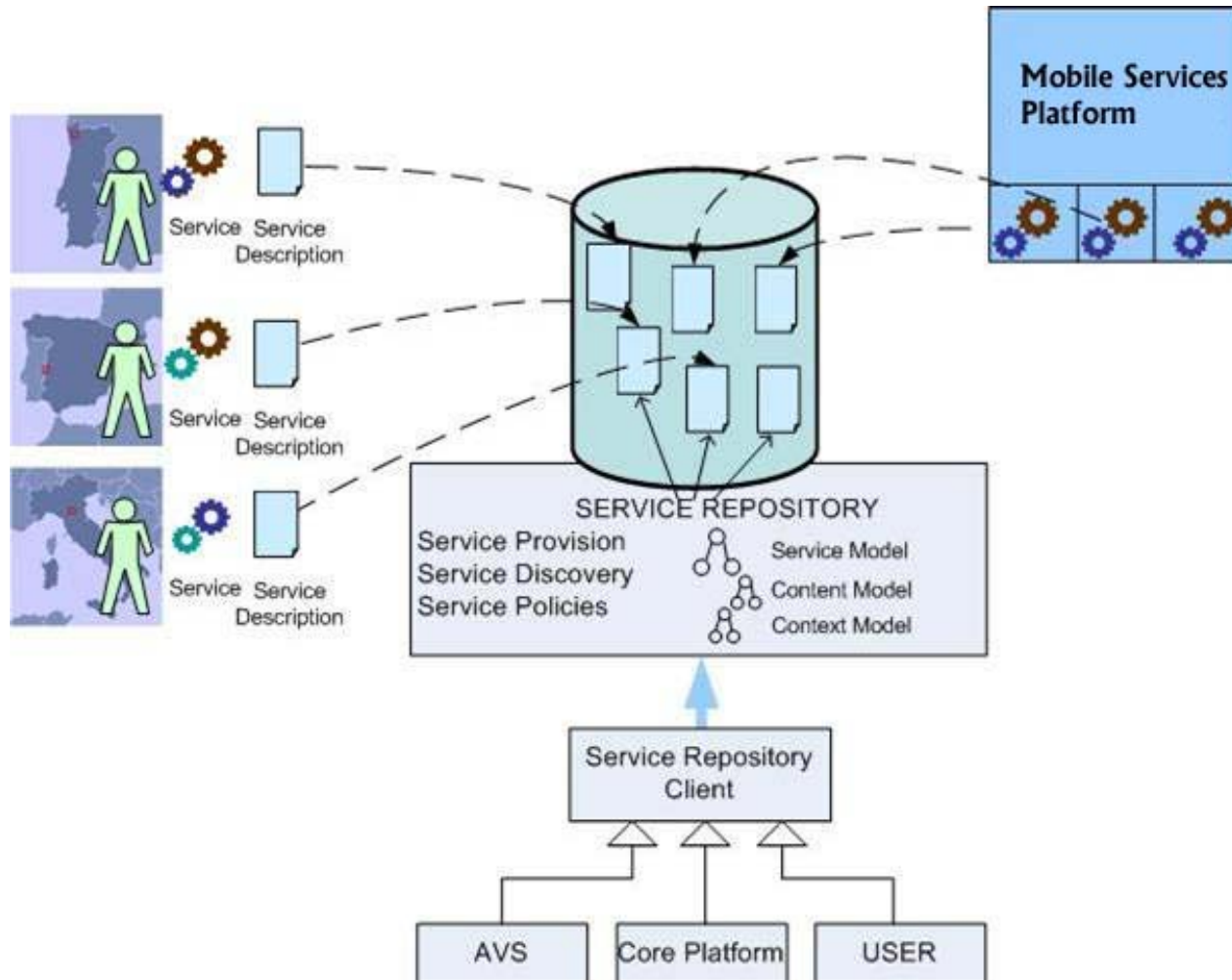
Drivers for m-Government

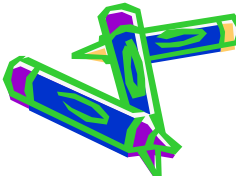
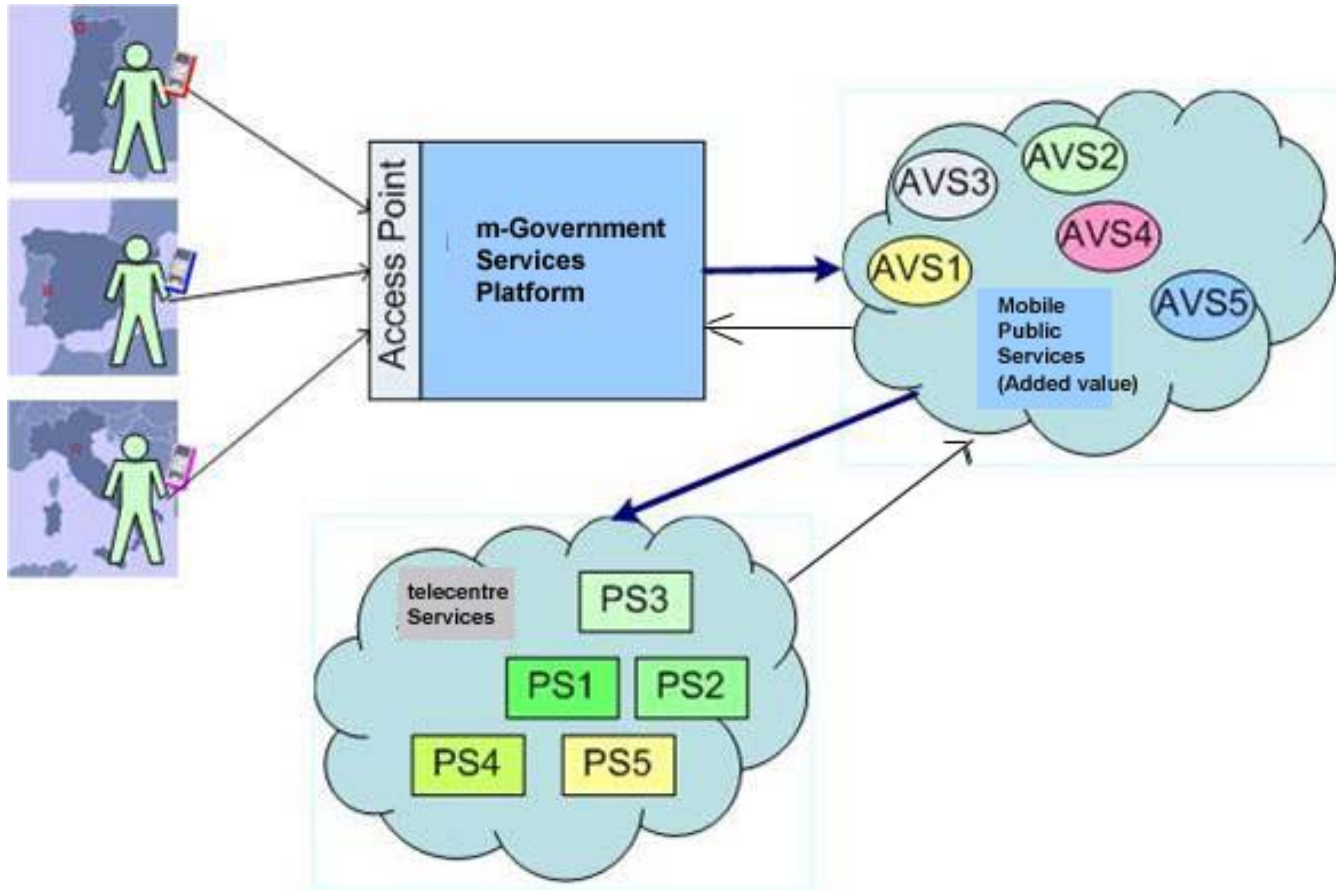


- ❖ Mobile device penetration
- ❖ Mobile Internet services
- ❖ Mobile payments models
- ❖ Ease of use for the citizens
- ❖ Easy Interoperability
- ❖ Can bring government closer to citizens
- ❖ Cheaper than computer and easier to use
- ❖ Emerging Mobile internet and data services –
The rollout of 3rd Generation Mobile devices and networks




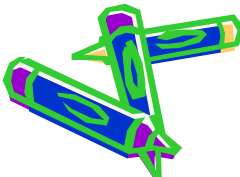
Architecture for interfacing mobile services platform with e-Government services





Possible m-Government Application Areas

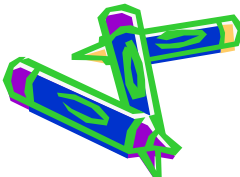
- 
- ❖ Arrangement of appointments between citizens and civic authorities (General applicability to wide service range)
 - ❖ Notifications by civic authorities
 - ❖ General access, submissions of service requests, complaints etc. by the citizens
 - ❖ Payment of utility bills
 - ❖ Support to government healthcare and education information campaigns
 - ❖ Broadcasting of critical information regarding traffic condition and other events.
 - ❖ Notifications/alerts for payment of taxes etc.




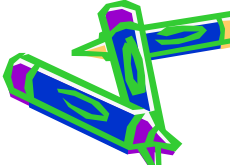


Some Examples (India and Global)

- ❖ Income Tax Department – Government of India
- ❖ TXT CSC: SMS Service for the Philippines Civil Service Commission
- ❖ Colorado State patrol , Public safety agency in NY
- ❖ The mobile student Program (USA): m-Government in Education
- ❖ London Police terrorist alerts and New York 911 service
- ❖ m-Government and Health care for elderly in Sweden
- ❖ Africa – Communication of market price of agriculture goods
 - ❖ *m-Government is a nascent development. The scope of services is limited by the imagination of the administration*



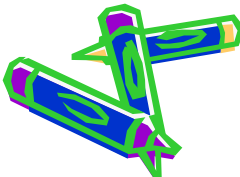
Mobile Services for achieving human development goals – Proposals for consideration

- 
- ❖ Extension of Lifeline India services onto mobile devices
 - ❖ New media assisted information services
 - ❖ Representing people voice on key policy issues
 - ❖ MDGs messages on the mobile devices – widening the reach of the campaign to the larger sections of the society
 - ❖ Organizing / coordinating advocacy campaigns
 - ❖ m-voting??
- 



Needs and Benefits of Public Mobile Services

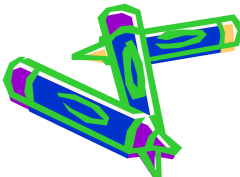
- ❖ Mobile services as new and/or complementary dissemination channel and means of access to public information.
 - ❖ Public information is of various nature:
 - ❖ general public information
 - ❖ time-critical information (emergencies, traffic)
 - ❖ notifications according to user specific interests
- ❖ Key benefits
 - ❖ Dissemination of information to a larger number of people (mobile access) at a very short time
 - ❖ enlarged accessibility, transparency, citizen satisfaction
 - ❖ Improved image of town, city ...





Contd...

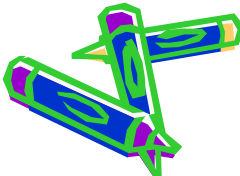
- ❖ Mobile services as communication channel between the authority and the citizen (as well as businesses).
 - ❖ particular cases and processes (e.g. requests for certificates)
 - ❖ part of the process i.e. (notifications on the status of a process) could be done through mobile means
- ❖ Key benefits
 - ❖ Reduction of average service processing time, mainly for correspondence concerning simple notifications
 - ❖ Ubiquitous and instant contact
 - ❖ Reduction of costs
 - ❖ More time freed and spent on particular cases
 - ❖ Satisfaction of citizen and private users





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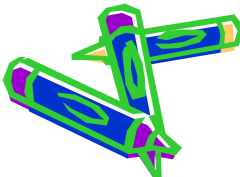
- ❖ Mobile services for stimulating the participation of the citizen in local community matters and as channel for the submission of complaints, suggestions etc.,
 - ❖ communication between the authority and the citizen during the follow-up of the complaint/suggestion
- ❖ Key benefits
 - ❖ Early detection of problems reported by the citizens
 - ❖ Enlarged accessibility
 - ❖ Transparency
 - ❖ Increased participation of citizen in community matters
 - ❖ Citizen satisfaction
 - ❖ Ubiquitous and instant contact





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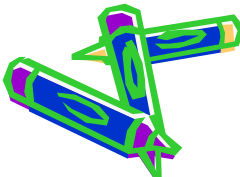
- ❖ Mobile services can also be used as vehicle for promotion at local (cultural, fairs) events.
 - ❖ particularly useful for local businesses with limited financial and organisational capabilities
- ❖ Key benefits
 - ❖ Dissemination of information to a larger number of people (mobile access) at a very short time
 - ❖ Reduction of costs
 - ❖ Contribution to sustainability
 - ❖ Promotional support to local businesses
 - ❖ Improved image of city, town, region, ...





Challenges for m-Government

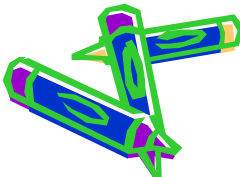
- ❖ The potential is not fully understood by the government as well as the civil society
- ❖ Infrastructure Development suited for m-Government services (Applications and innovative delivery mechanisms)
- ❖ Payment Infrastructure
- ❖ Privacy and Security



mGov World initiative



- A Multistakeholder initiative (Government , Industry, CSOs and MDAs to research and develop innovative models
- <http://www.egovworld.org>





THANK YOU!

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URL : <http://www.egovindia.org>

