

प्रगत संगणन विकास केन्द्र
CENTRE FOR DEVELOPMENT OF ADVANCED COMPUTING

इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय की वैज्ञानिक संस्था
भारत सरकार
A Scientific Society of the Ministry of Electronics and Information Technology
Government of India

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January 10, 2025

To
Government Department
Centre/State

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

Dear Sir/Madam,

As you may be aware, the Ministry of Electronics and Information Technology (MeitY), Government of India, launched Mobile Seva, the National Initiative on Mobile Governance, 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), WhatsApp and mobile applications (m-Apps). Mobile Seva currently serves several government departments and agencies at various levels from across the country that are already integrated with the Mobile Seva platform and offering mobile-based services to their customers and citizens. www.mgov.gov.in

The services currently offered by the Mobile Seva platform are:

- **Push SMS:** Departments can use push SMS services to send information, notifications, alerts, etc. to citizens through SMS.
- **Pull SMS:** Citizens can use this service to seek information regarding departmental services from the departments. The Department of Telecommunication, Government of India, has allocated Short Code 166 / 51969 / 9223166166 to access government services available through SMS.
- **IVRS OBD/Voice call/Missed call:** The department can send pre-recorded voice messages to citizens, and voice calls with pre-recorded messages can also be made to citizens.
- **Mobile-Based Attendance** – Mobile-based attendance system usable from an office or remote site. Location Service/GPS is required to mark automatic attendance with photo and role-based approval.
- **WhatsApp Services:** This utility is used for transactional messages to keep your user in the loop with essential service information, updates, status, launches, payment information, important alerts, etc. This service facilitates user-initiated conversations to efficiently address customer queries and support requests.

We invite organizations/agencies under you to join the scheme, to improve user experience.

You can avail this opportunity to onboard the remaining departments and agencies in your State to the Mobile Seva platform, Registration with the Mobile Seva platform can be done online by visiting <https://services.mgov.gov.in>.

While Mobile-Seva is one of our flagship projects that has been well received nationally, with many national and international accolades, C-DAC Mumbai has been active in building national

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infrastructures in the area of digital governance e.g. e-Pramaan NSSO, Aadhar-based (ASA-AUA/KUA services), Aadhaar Data Vault and undertaking projects in areas such as e-governance and e-learning.

We handle R&D projects as well as turn-key projects. If any of your departments have any requirement in these areas, requesting you to consider involving our teams.

Please let me know if you have any queries or clarifications. For any further clarifications in regard to the Mobile Seva platform, you may kindly contact Dr. Kapil Kant Kamal kapil@cdac.in, 9833237956

Thanking you,



Yours faithfully,

Sasikumar

(M. Sasikumar)