संख्या  
No..................... F.No. 3(49)/2016-EG-II

दिनांक  
Date.........30.07.2019..........

## OFFICE MEMORANDUM

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

The Ministry of Electronics and Information Technology (MeitY), Government of India, has launched Mobile Seva, the national initiative on Mobile Governance, since 2013. 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), Unstructured Supplementary Service Data (USSD), Integrated Voice Response System (IVRS), Appstore for hosting Mobile Application and mobile applications (m-Apps).

2.      Mobile Seva serves a 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 customers and citizens. Crores of SMS's are being routed through Mobile-Seva platform every week. The cost of services is borne by Ministry/departments as per their usage. Real time status and information is available on Mobile Seva portal (www.mgov.gov.in).

3.      The services currently offered by 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 citizen. 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.

*Digital India*
Power To Empower

स्वच्छ भारत
एक कदम स्वच्छता की ओर

ELECTRONICS INDIA
*Billion Needs Million Chips*

- **Application Store**: Departments can host their mobile applications on Mobile Seva App Store (www.apps.mgov.gov.in). Citizens can download these mobile applications free of cost on their handsets and can access various government services anytime from anywhere.
- **mGov App Container** : Application allowing users to browse and download any applications that are hosted or published on Mobile Seva AppStore.
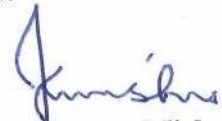
4.      Under this initiative, various programs to interact with the user government departments/ agencies have been conducted. These interactions have helped in knowing the requirements and also help in understanding the issues faced by them in order to better train for maximizing the benefits of the 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 these, it is requested to issue suitable instructions to concerned departments and agencies of your Ministry/ State to the Mobile Seva platform while encouraging them to leverage this centrally available infrastructure.

For further information, *Ms. Kavita Bhatia, Director, MeitY* (email 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 be contacted.

**(Jaideep Kumar Mishra)**
**Joint Secretary to the Govt. of India**
Tel.: 24364321

To

**All Secretaries, Government of India**
**Chief Secretaries of all States/UTs**

Copy To:

**IT Secretaries of all States/UTs**