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| **Telecommunication Development Advisory Group (TDAG)**  **31st Meeting, Geneva, Switzerland, 20-23 May 2024** | A close up of a sign  Description automatically generated |
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| India | |
| E-Governance platform to empower people to connect with the Government & contribute towards good governance: “MyGov.in” | |
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| **Summary:**  The views of citizens are important to formulate effective public policies and good governance, therefore taking the views of citizen, e-governance platform can play an important role in bringing the gap between Government and citizens. The discussions on the platforms can help government institutions understand viewpoints of citizens and gather feedback on policy issues.  The Government of India has initiated steps to launch a citizen-centric e-governance platform that empowers people to connect with the Government & contribute towards good governance.  MyGov has been established as Government of India’s Citizen Engagement Platform which collaborates with multiple Government bodies/ Ministries to engage with citizens for policy formulation and seeks the opinion of people on issues/ topics of public interest and welfare.  Since its launch on 26th July 2014, MyGov has more than 30.0 million registered users. Almost all Government Departments leverage MyGov platform for their citizen engagement activities, consultations for policy formulation and also to disseminate information to citizens for various Government schemes and programs.  **Action required:**  Presentation to the TDAG 2024 meeting.  **References:**  n/a | |

1. **Introduction**

MyGov is an e-governance platform for citizen engagement for good governance. This platform provides a wonderful opportunity for citizens, experts and government authorities to collectively achieve the goal of Surajya (**Governance**). This portal was launched by Hon’ble Prime Minister of India on 26th July 2014.

This portal welcomes Government Institutions to collaborate with citizens through this platform. MyGov is primarily created for the Government departments and institutions to pursue their citizen engagement initiatives. Institutions can form or create interest groups based on various causes and initiatives taken in each sector of the government. Within each group, discussions on relevant and significant topics can be initiated.

The discussions on e-governance platform can help government institutions understand viewpoints of citizens and gather feedback on policy issues.

Citizens can be involved in online and on ground tasks through the platform such as writing research documents, concept notes, field reports, taking photographs/videos, compiling policy measures etc. Tasks would not only lead to crowd sourcing of ideas but would also help institutions understand region specific, sector specific as well as individual success stories, best practices and/or issues.

Another facet of the platform is the Creative Corner and Open Forum which gives institutions and bodies the opportunity to organize contests for creative inputs on upcoming initiatives or open up discussions on specific theme/issue of national importance.

1. **Potential outcomes**

* Understand viewpoints of citizens and gather feedback
* Get people's ideas and their contribution through the tasks
* Identify talent and expertise which can be garnered towards the success of projects with people's participation
* Implement best ideas and achieve the goal of ‘Good Governance’

1. **Use of ICT/Technology in MyGov**

MyGov India leverages several technologies to facilitate citizen engagement and participation in governance. Here are some of the key technologies used by the platform:

**Web and Mobile Applications**: MyGov India is accessible via its website (mygov.in) and mobile applications available for both Android and iOS devices. The platform is designed to be user-friendly and accessible to citizens from all walks of life, including those living in remote areas with limited internet connectivity.

**Social Media Integration:** MyGov India integrates with social media platforms like Facebook, Twitter, Instagram and YouTube to reach a wider audience and engage with citizens through their preferred channels.

**Analytics and Reporting Tools**: The platform uses analytics and reporting tools to track user engagement, analyse user feedback, and generate reports for policymakers and government departments.

**Content Management System (CMS):** MyGov India uses a content management system to manage its website and mobile applications. The CMS enables the platform to create, publish, and manage content across multiple channels, including social media.

**Artificial Intelligence (AI):** MyGov uses AI-powered chatbots to answer citizens’ queries and provide them with relevant information. The chatbots are designed to be interactive and engaging, making it easier for citizens to navigate the platform.

**Cloud Computing:** MyGov is hosted on cloud servers, which provide high scalability, reliability, and security. This ensures that the platform is accessible to citizens 24/7 and can handle large volumes of traffic during peak periods.

**Single-Sign-On (SSO):** MyGov provides a Single Sign-On (SSO) feature for its web and mobile app that allows users to access all MyGov applications and services with a single set of login credentials. Once you have signed in, you will be able to access all the available MyGov applications and services without the need to sign in again.

1. **Conclusion**

* The micro service architecture used by MyGov India is a modern and efficient way of building scalable and robust digital platforms, and it has several benefits over traditional monolithic architectures.
* Since its launch on 26th July 2014, MyGov has more than 30.0 million registered users. Almost all Government Departments leverage MyGov platform for their citizen engagement activities, consultations for policy formulation and also to disseminate information to citizens for various Government schemes and programs.
* MyGov is amongst the most active profiles on Social Media – Twitter, Facebook, Instagram, YouTube & LinkedIn with the username @MyGovIndia. MyGov has a significant presence on several Indian social media platforms like Koo, Sharechat, Chingari, Roposo, Bolo Indya and Mitron.
* MyGov has adopted multiple engagement methodologies like discussions, tasks, polls, surveys, blogs, talks, pledges, quizzes and on-ground activities by innovatively using internet, mobile apps, IVRS, SMS and outbound dialling (OBD) technologies.
* MyGov has had significant success in terms of engaging with citizens. Logos and Tagline of key National Projects have been crowdsourced through MyGov. Few Notable crowdsourced initiatives are Logo for **Swachh Bharat, Logo for National Education Policy, Logo for Digital India Campaign, etc.**
* MyGov has solicited inputs of draft policies from citizens few of those are **National Education Policy, Data Centre Policy, Data Protection Policy, National Ports Policy, IIM Bill etc.**

1. **Reference**
2. <https://www.nic.in/products/mygov/>
3. <https://www.mygov.in/overview/>

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