Importance and Advantages of Mobile Governance

By

Dr. G.RAVI KUMAR

Assistant Professor & Coordinator
Department of Computer Science
Rayalaseema University
Kurnool - 518007
OUTLINE

- Introduction
- Mobile Government
- Framework for Mobile Governance
- Mobile Devices
- What are Apps
- M-Government – Benefits for governments
- M-Government – Benefits for citizens
- M-Government – Benefits for businesses and economic growth
- Challenges for m-Governance in India
- Current m-Governance project and services in India
- Conclusion
Introduction

Mobile phones are becoming the most rapidly adopted technology and most popular and widespread personal technology in the world. Additionally, they play an increasingly important role in providing access to the Internet.

Given this unparalleled advancement of mobile communication technologies, governments are turning to m-government to social and economic development, public service delivery.

The interoperability of mobile applications, which support quick access to integrated data and location-based services, paves the way for innovative public sector governance models – also called mobile governance or m-governance – based on the use of mobile technology in support of public services and information delivery.
Mobile Government

Today, India is moving towards m-Governance after major involvement in e-Governance. It’s a well known that Information and Communication Technology (ICT) is very essential for processing, storing, organizing, and presenting data and information.

The use of mobile and wireless communication technologies within government administration to deliver informational and transactional services for the use of government’s stakeholder (e.g. citizens and businesses).

It improves upon the benefits for those involved in E-Governance, including citizens, businesses, and all government units.

M-Governance is as an alternative to E-Governance especially for the country like India, that has very large population of citizens where accessing or having the personal computers and internet usage is comparatively low as compared to mobile phones.

Contd…
M Governance

- Real Time Monitoring
- Effective Adaptability
- Greater Accessibility
- Multiple Access
- Low Training Cost
- Low Cost
Hence, the alternative of M-Governance or mobile Governance can help make public information and government services available anytime and anywhere by bringing personalized, localized and context aware services close to citizens and officials.

One of the India’s Government aims is to connect all the States, villages and even every home in India through wireless broadband; so that, information can flow from any part of India to the home of any citizen anywhere in India even in a rural areas.
Framework for Mobile Governance

- Web sites of all Government Departments and Agencies shall be made mobile-compliant
- Open standards shall be adopted for mobile applications for ensuring the interoperability of applications across various operating systems and devices
- Uniform/ single pre-designated numbers (long and short codes) shall be used for mobile-based services to ensure convenience:
  - 51969 and 166 allotted to DeitY for M-Gov Services
- All Government Departments and Agencies shall develop and deploy mobile applications for providing their public services through mobile devices
The primary delivery models are

Government-to-Citizen or Government-to- Customer (G2C)
Government-to-Business (G2B)
Government-to-Government (G2G)
Government-to-Employees (G2E)
Mobile Devices

- Mobile devices are an evolving form of computing, used widely for personal and organizational purposes.
- These compact devices are useful in managing information, such as contact details and appointments, and corresponding electronically.
- Mobile technology is significantly expanding the capacity of government to deliver citizen- and business-centric services.

Why are mobile devices so popular?

- Combine the functionality of a computer with portability
- Lower cost
- Connect to Internet wirelessly
- Apps

The mobile devices that are employed by service consumers to engage with the service providers include mobile phones, tablets, notebooks, personal digital assistants (PDAs), and variety of devices that are known as the Internet of Things (IoT).
What are Apps?

- The term ‘app’ stands for a computer application on the mobile device.
- Apps can be e-books, interactive reference materials, training modules, medical software devices, data collection tools, interactive patient handouts, etc.
- Apps are increasingly becoming an essential tool for how citizens interact with their government. Government-created or supported mobile apps offer a wide range of opportunities for delivering services.

Finding Apps

- Apple’s App Store for iPod, iPhone and iPad
- Google’s Android Market for Android mobile devices
- Blackberry’s App World for RIM mobile devices
- Nokia’s Avi Store for Nokia mobile devices
- Windows 7 Phone Marketplace
- Third-party app stores (*Caveat emptor*)
M-Government – Benefits for governments

Wider reach – Mobile phone penetration extends outreach and access to often difficult-to-reach groups, such as seniors, people with disabilities and citizens living in rural areas.

Mobility and ubiquity – Citizens have access to government information and services anytime and anywhere using wireless networks through their mobile and wireless devices.

More personalisation of services – Provision of location-based government services: As mobile phones are typically personal, the possibility of locating an individual’s exact physical location ensures that governments can directly provide services to each person.

Cost-effectiveness – Cost-saving results include m-government streamlined processes, shared and co-ordinated data access, embedded mapping, and electronic processes, communications and transactions.

Contd…
Faster information flow – Real-time and location based processes result in quick and easily accessible data and communications, information consistency, responsive case management and seamless information exchanges.

Better management – Mobile technology has the potential to help government officials to better manage allocated financial and human resources.

Increased democracy – Public officials can stay current on public opinion and priorities from a larger group of citizens.

Enabled green government – This is the result of the environmental friendliness and paper-use reduction achieved thanks to the increased use of the mobile services.
M-Government – Benefits for citizens

Convenience and access – Mobile technologies enable convenient access to government information, forms and business processes.

Health and public safety – Citizens in previously unreachable areas can receive m-health assistance, monitoring, notifications and emergency medical alerts.

Financial management – M-Government mobile payment applications are widespread in both developed and developing countries.

Education – Teachers are now delivering content to students in primary schools and entering student grades through mobile technologies.
M-Government – Benefits for businesses and economic growth

Economic opportunity and improvement

- Mobile applications are being used to assist job seekers and support more efficient business processes through real-time communications, quick data access, notifications, and product orders from the field.

- Farmers and fishermen have increased productivity and profits through on-the-spot weather and market price alerts.

- Through SMS services, farmers can text their questions and instantly get advice from a database or agricultural experts.

Productivity

The productivity benefits of mobile phones include business expansion through more accurate product or service demand projections and customer outreach.
Customer service
- Mobile computing enables access to customer relationship management systems from multiple locations to maintain current and accurate customer information.
- Customers can use self-service options to establish new accounts, obtain account information, or make payments, improving both customer satisfaction levels and cost efficiency for companies.
- Customers can also access inventory availability and pricing, and place orders, thus streamlining business processes, responsiveness and resource requirements.

Green economy
- ICT has an active role in efforts towards a “Green Economy.
- Mobile devices can reduce energy consumption through energy saving configuration and empowered field staff, sales teams and tele presence conferencing. The theme of a green economy in the context of sustainable development, and the impact of mobile technologies.
Challenges for m-Governance in India

**Inaccessibility:** An e-government site that provides web based access and support often does not offer the potential to reach many users including those who live in the remote areas.

**Cost:** m-Governance tends to be yet one further channel for e-governance, in which case it will create additional costs.

**Low levels of literacy**- The low levels of literacy in India mostly happening in the rural areas.

**Lack of knowledge of English language** - Most of mobile devices applications are developed using English language.

**Computer illiteracy**- The computer illiteracy problem in India will also pose challenge to m-Governance application reaching the citizens.
To develop application in each of local languages

Another challenge is to develop applications that can be offered in each of local languages.

Trust/security

If m-Governance is to encompass m-payment systems or other transactional public services, then it must have good security and must be trusted. As yet, there is still a credibility gap to be crossed for many mobile device users.

The main disadvantage concerning e-government is the lack of equality in public access to the internet, reliability of information on the web, and hidden agendas of government groups that could influence and bias public opinions.
Mobile Seva

- It aims to provide government services to the people through mobile phones and tablets. It has been developed as the core infrastructure for enabling the availability of public services through mobile devices.

- Mobile Seva enables the integration of the mobile platform with the common e-Governance infrastructure consisting of State Data Centers (SDCs), State Wide Area Networks (SWANs), State and National Service Delivery Gateways (SSDGs/NSDG).

A Mobile Applications Store (m-App Store)

- The Mobile Governance Portal and the m-App Store can be accessed at http://mgov.gov.in/. The m-Appstore currently hosts over 240 live mobile applications. The live applications can be downloaded and installed free of cost on a mobile phone by any person.
The latest M-service added is The electoral Details on Mobile

Kerala State IT Mission (KSITM) has added a new m-service by which citizens can check their Voter ID details by sending an SMS. Another example is that Gujarat State Election Commission has developed a project called ‘Online Voting System’ for its Local Body Elections in October 2010 and in April 2011.

Mobile Banking in India In India, Banking sector has become more customers friendly to provide banking services through mobile phone. It has given an opportunity to customers to update themselves about Account balance, transactions and do the transfer of amount from one Account to another.

Common Citizen Services in India using Mobile devices

Indian Meteorological Dept’s Weather Information
Kisan Call Centre’s Agriculture related queries solution
Mobile Governance has brought many issues, challenges and ideas involving m-Governance applications in India. In India, m-Governance is still at new stage and still need for more improvement to get a better m-Governance. While many innovative applications are underway in both private sector as well as government domains, it may be a little premature to celebrate its success and still need for the improvement.

Mobile government promises to provide a fair and convenient platform which allows all citizens, even in remote areas of developing countries, to better access public services. With a careful implementation of mobile government, service provision between customers, businesses and government will become independent of time and space separating them.
Mobile technologies are empowering citizens in all aspects of their daily lives, improving the quality of life for many. More people can afford a mobile phone than a personal computer and are comfortable learning to use mobile devices in their daily lives.
THANK YOU