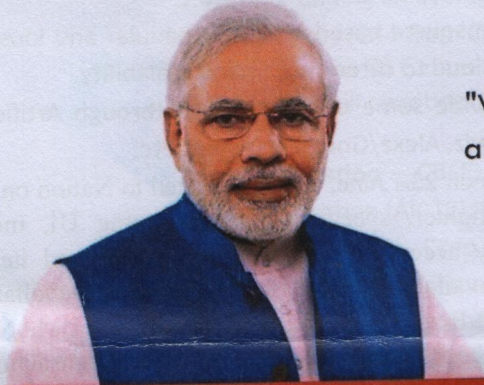


# UMANG

## (Unified Mobile Application for New-Age Governance)

### VISION OF HON'BLE PRIME MINISTER



"While we look at e-Governance, let us think about 'mobile first' and thus, give importance to m-Governance (mobile governance)."

- Narendra Modi, Prime Minister

*"I urge you to explore ways to provide as many services as possible through mobiles. Let us bring the world into our mobile phones!"*

#### 1. BACKGROUND:

- To 'fast-track' the idea of mobile governance, Ministry of Electronics and Information Technology (MeitY) envisaged Unified Mobile Application for New-Age Governance (UMANG). On November 23, 2017, the Hon'ble Prime Minister dedicated the app to the Nation during the inaugural session of Global Conference on CyberSpace (GCCS).
- Within a short period of its successful running, the mobile app bagged the 04 major awards viz., a) 'Best m-Government service' award at the 6<sup>th</sup> World Government Summit held at Dubai, UAE (Feb 2018), b) IDC Digital Transformation Award under Omni-Experience Innovator Category (Aug, 2018), c) Digital India Award 2018, under "Jury Choice" Category, d) National Award for e-Governance 2018-19 - Gold under Category-II, "Excellence in providing Citizen-Centric Delivery"
- The aim to develop UMANG - was to facilitate ease of access to the citizens by giving them an avenue to use major Government services from a single mobile app.
- Being a single platform for major Government services, it was anticipated to reduce the cost of development of mobile apps and awareness campaigns of various Government services as majority of such services can be promoted via one single app.
- MeitY/NeGD is responsible for managing the operations of UMANG, its quality of service and security.

#### 2. FEATURES:

- UMANG enables citizens to access services from the Central Government, State/UT Governments, and local bodies as well as from their agencies. The platform also provides some important utility bill payment services.
- UMANG supports 13 languages – Hindi, English, Tamil, Telegu, Kannada, Malayalam, Punjabi, Assamese, Odiya, Bengali, Urdu, Punjabi, Gujarati, Marathi

- UMANG has intuitive and powerful search facility to quickly locate any particular service of interest out of hundreds of services.
- UMANG allows user to choose favourite services and pin them on the home page of the app.
- To assist users, UMANG has a dedicated 10x7 customer services call centre (from 10 AM – 6 PM), which supports citizens through a toll-free number 1800-11-5246, email and chat.
- In next 2 years, UMANG is expected to provide more than 1200 high impact services of various Government departments of the Central and States Governments and local bodies.
- UMANG platform/ solution is – a) open source based stack, b) modular and loosely coupled architecture and c) hosted on cloud to cater on-demand scalability.
- Shortly, UMANG also proposes to provide some of the services through Artificial Intelligence based Voice/chat Assistant viz. Alexa/Google assistant etc.
- New improved Android App made Live on 23<sup>rd</sup> June, to be dedicated to Nation on 1<sup>st</sup> July. It occupies less memory, is brighter, speedier, more engaging UI, more personalized experience, provides easy access to services, frequently used items & User's Documents (from Diglocker) available on home screen which are available offline also after initial download. Direct Benefit Transfer Schemes also on UMANG. All transactions of a user available on home screen now so that repeat transactions can be performed directly from home screen. iOS new version to follow.

### 3. ADVANTAGES (FOR CITIZENS):

- End users need to download just one mobile app of about 15-20 MB instead of downloading multiple mobile apps.
- Offers a uniform UI & User Experience (UIX) for all services rendering ease of use and shortened learning curve.
- Intuitive keyword based search and easy discovery of services.

### 4. ADVANTAGES (FOR GOVERNMENT – CENTRAL & STATE):

- UMANG platform enables departments to readily latch on to UMANG for provisioning their services on mobile, quickly through API based integration.
- Integration with UMANG is expenditure free (both initial & operational) for the States/departments and all cost is borne by MeitY.
- States and Departments get their dedicated home page that can further be customised by the Departments themselves, whenever necessary.
- States/Departments get backend access of their panel to manage their services. The backend offers sections like - user management, feedback/complaint management, MIS/service statistics dashboard, API performance keyword management, service & promotional activities and in-app notifications etc.
- Departments get FREE onboarding support, no cost maintenance support, and customised APIs/application etc. All such applications get facility of integration with Aadhaar, DigiLocker, Payment Gateway(s) and Rapid Assessment System (RAS) through UMANG.
- UMANG saves time, effort and money for Government departments and saves them from the pain to go through tendering/consulting/DPR processes.
- The platform is hosted on the NIC cloud enabling MeitY/NeGD to cater to scalability issues.
- Data of any transaction is sent to the database of the respective department. UMANG/MeitY/NeGD does not store any such data.
- Team UMANG provides 24x7 O&M support to all the Departments, who have integrated their services on UMANG.

### 5. CURRENT STATUS:

- UMANG is becoming Aggregator of aggregators - Farmers, Students, Employees, Patients/Hospitals, Women/Child, Youth, Bill Payments and DBT (Direct Benefit Transfer) are the main categories or segments of society benefited apart from many others.
- UMANG is available on Android, iOS, all web browsers platforms and select 38 services on KaiOS of Jio. The app can be downloaded by giving a missed call on 97183-97183 or by clicking on <https://web.umang.gov.in/web/#/>
- UMANG has reached to a level of >3.2 Crore downloads, ~2.3 Crore registered users while maintaining an average Play Store rating of ~4.36 from more than 100 K users.
- ~1001 services (284 from Central, 441 from State departments, 276 from Bill payments), from 70 Central deptt, 71 State deptt from 26 States are available on UMANG and still counting. Major services are from:
  - **Education** – CBSE, e-Pathshala of NCERT & All India Council for Technical Education (AICTE), National Digital Library of India, Swayam Prabha
  - **Agriculture** - Crop Insurance information for farmers, farm mechanization, extension reforms, Soil Health Card & e-PashuHaat, AgriMarket, Kisan Suvidha (Agro-advisories, Weather forecast), Buyer/Seller-mkisan, Farmer friend details, Equipment/Dealers info., m4Agri(AKPS)- Advisory services
  - **Health** - On Line Registration (ORS) of patient, e-Raktkosh (Blood Availability), ESIC, Pharma SahiDaam, Jeevan Aushdhi Sugam
  - **Employment** - EPFO, NPS, Pensioner services
  - **Miscellaneous** – DigiLocker, Gas booking, Income Tax, Passport, National Scholarship, Jeevan Pramaan, CPGRAMS, Prasar Bharti (Doordardarshan), Confonet, Consumer affairs & Bill Payment system etc.

#### **Important Services added recently:**

- DBT services
- EPFO - COVID related withdrawal, UAN allotment
- IMD : Weather services, including Cyclone
- Jan Aushadhi
- NSP (National Scholarship Portal) - search & apply
- Nyay Bandhu (waiting for inauguration)
- PMJAY - Ayushman Bharat ( Check eligibility and search hospital)
- SSC (Staff Selection Commission)
- TamilNadu Police
- Mizoram certificates
- Indian Culture

#### **A. UMANG – Impact on Govt. Depts./ States**

Below listed are some of the key benefits and supports provided to the on-boarding departments:

- a) No tendering required at department level for developing mobile applications for digitally ready services
- b) No funding required at department level - expenditure free integration with UMANG for the departments
- c) A platform with enhanced footfall/presence for promoting various government specific

schemes and programs

- d) Customized branding and configuration on departments' landing screen
- e) Dedicated dashboard to control/manage on-boarded services

### **UMANG – Impact on Citizens**

#### **i. Citizen Centricity**

- a) UMANG will bridge the information gap and hence provide equal opportunity to all.
- b) This would prove to be a powerful & convenient tool in the hands of citizens to discover and avail government schemes and services.
- c) Effective, efficient, convenient and universal platform to reach-out to citizens/masses, generally or selectively, for varied purposes.
- d) Services customization as per need.

#### **ii. Inclusiveness**

With increasing penetration of smart phone users and mobile internet; UMANG makes m-governance a logical means to reach out to masses.

UMANG shall help bring government services and schemes within the reach of individuals. In other words, it shall be a powerful medium in the hands of government to promote and accelerate 'Inclusiveness' through tailored/targeted schemes. Citizens in the far-flung areas shall also get connected to the mainstream through UMANG. Even the less educated shall be able to access & avail benefits of some of the government schemes and services through UMANG as services and departments can be identified with 'icons/logos' in the application.

#### **iii. Citizen Participation in Governance**

It offers the potential of citizen participation in governance, making governance effective, efficient and relevant to the society.

#### **iv. UMANG – Impact on Good Governance**

Impact of UMANG is envisaged to be quite wide spread and comprehensive across India and on varied aspects. Some of the key impacts are discussed below

- a) Learnings and experience regarding delivery of different services through mobile can be shared and replicated across states and departments. This shall save cost and efforts besides accelerating the process of m-governance
- b) Significant reduction in A&C campaign cost and efforts as it shall be managed centrally. With unified central hosting of state/department services and easy discovery/ search/target-alert feature, the A&C efforts and expenditure at

state/department level can be minimized.

- c) UMAN is envisaged to create pull effect on laggard departments/states by way of creating peer pressure from
- d) other on-boarded departments/states, demand/expectations pressure from citizens and social groups, which again shall help accelerate the good governance.
- e) Availability of UMANG addresses the challenges of getting required expertise for developing mobile applications, more so in some remote/backward states. UMANG shall facilitate such development with substantial savings on efforts and cost because of reuse/ replication of components and leveraging one time integration with centralized platform(s) of common facilities.
- f) UMANG, while creating overall uniformity in terms of centralized hosting and unified access to all major government services, shall extend the freedom of federal structure by providing opportunities to customize the state landing page (*showcasing state-specific services, offerings, banners and promotions*) as well as the individual service pages. Every department and state shall be able to dynamically manage the look and feel of pages.
- g) UMANG shall expedite the citizen empowerment by accelerating the process of online service delivery through mobile applications, thus, further virtualizing the citizen interface with department/government for service delivery that shall help bring transparency, efficiency and accountability in measurable terms.

#### **B. Key takeaways – Connected Government**

UMANG has been integrated with key government infrastructure such as Aadhaar for identification and authentication, DigLocker for quick and easy access to verified citizen documents, PayGov (*India National Payment Service Platform*) for online payments and backend/databases of departments and other government applications. This shall help -

- a) leverage the efforts and investments in different critical infrastructures and facilities
- b) optimize resource utilization in terms of efforts, investments and relieve various government departments from the infrastructure because of one-time single integration/interface with UMANG of all basic common functionalities
- c) fast forward the government's initiatives towards smart governance as expertise to deal with technical challenges is centralized in UMANG team and department just needs to bring-in domain knowledge
- d) create new services and schemes leveraging access to common services and to

other departments' databases/back-ends. An example is integrated Scholarship Platform, whereby a citizen can input its profile details to find out the applicable scholarship rather than searching in multiple platforms across departments

- e) government to reach out to real needy ones, eradicating bogus beneficiaries because of proper authentication and cross validation
- f) increase transparency, convenience and efficiency because of replacing human touch points with virtual ones through mobile, through UMANG
- g) all centralized and common facilities shall be interfaced fundamentally at a single point i.e. UMANG that shall enhance the manageability and updates/up- grades. Also, any new additions in such common centralized facility shall be available to all departments across country relatively quickly and with ease through UMANG.

**v. Universal Access**

Leveraging higher mobile penetration and mobile literacy, UMANG shall take the concept of universal access further to unified access to potentially all major government services. Thus, UMANG shall help citizens access potentially all government services with the click on a single mobile application, anytime, anywhere without any hassle.

Key UI/UX features being explored are, single sign-on, landing page customization, favorites, extensive guided search and filters, trending and frequently used services, service recommendation based on user profile and past usage, alerts for new and relevant schemes, alert for services getting due and so on in addition to the default ones like response time, anytime quick exit, saving of current state/status and rich handling of exceptions.