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ASIA'S FIRST MONTHLY  
MAGAZINE ON E-GOVERNANCE

₹75 / US \$10 / ISSN 0973-161X

MAY 2015 | VOLUME 11 | ISSUE 5

## mGovernance

Anytime,  
Anywhere,  
Anyhow  
Services



**mobileone**  
Governance at your fingertips

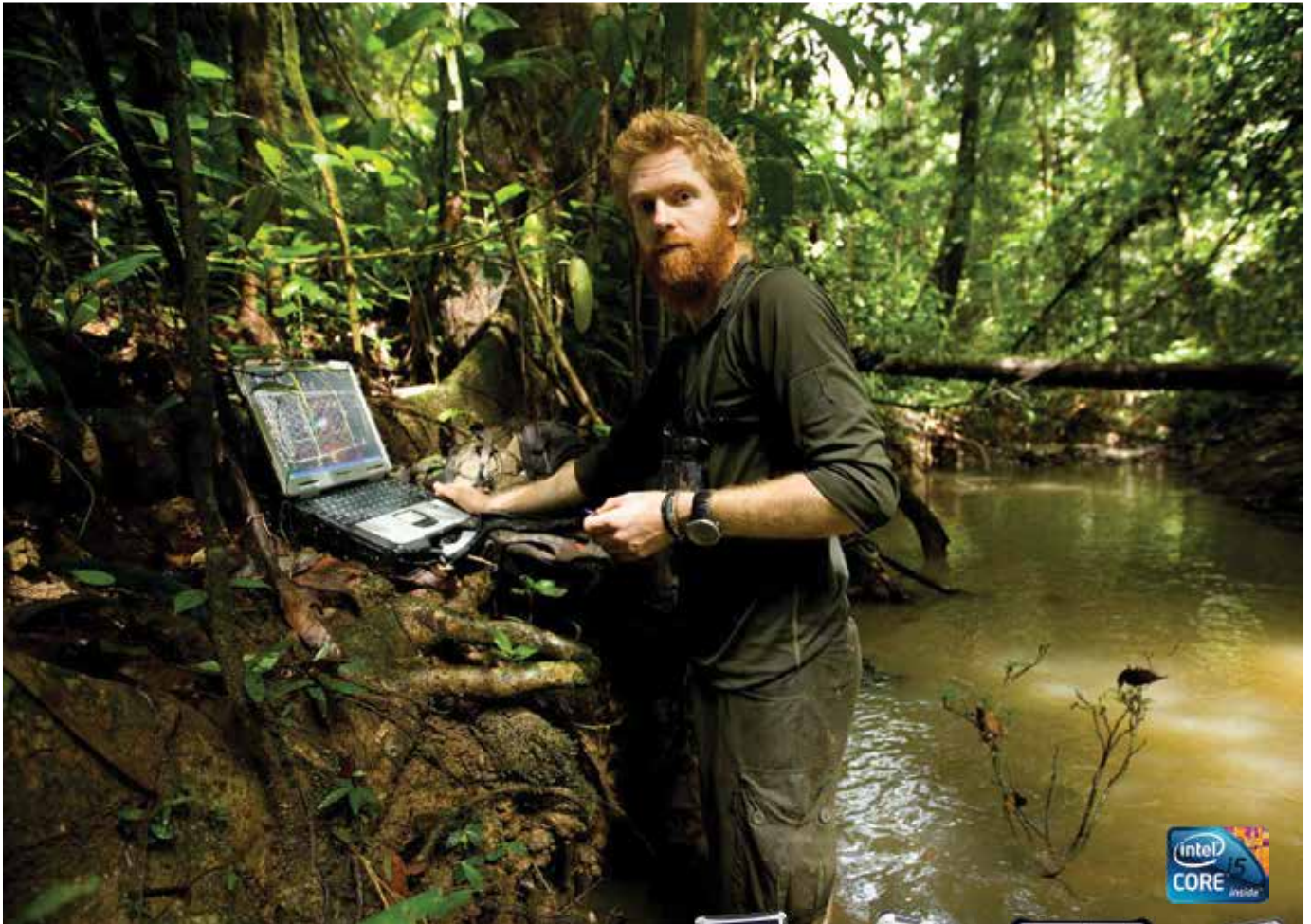
Karnataka Chief Minister

**Shri Siddaramaiah**

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# M-Factor in Governance

**D**eveloping countries are largely deficient in physical infrastructure, more so in case of governance infrastructure, therefore, hindering delivery of government services to the population located in far-flung areas. However, with fast expansion of mobile phone subscriber base in India, which currently stands at over 900 million connections, mobility has emerged as a powerful tool to take services to the hitherto excluded sections of the society.

Recognising the fact that an estimated 10 million subscribers are becoming mobile-enabled every month, the Government of India launched the Mobile Governance initiative in 2013. And, there has been no looking back ever since. Apart from the Central Government, more and more states are implementing mGovernance in different fields like education, healthcare, banking & finance sector, etc.

Prime Minister Narendra Modi recently described mGovernance initiative of the government as a 'game changer' in driving India's economy and fighting corruption in administration. So very true! While empowering the hands of the masses by integrating more and more services with the mobile platform will bring the elements of immediacy and convenience to the users, making information readily available on their fingertips will add accountability and transparency to the entire process of service delivery.

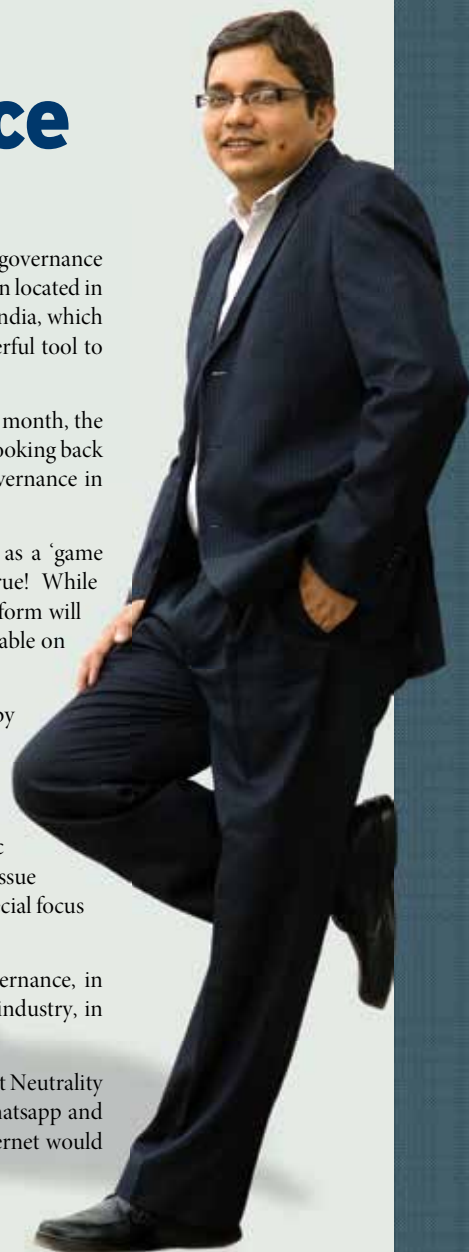
Among the states to have successfully launched mGovernance, Karnataka has taken the lead by launching its mGovernance platform – Karnataka MobileOne – loaded with a number of citizen services. Also, the initiative is said to be as one of the largest multi-mode mobile governance platforms in the world.

This issue of eGov magazine is dedicated to the phenomenon of steady transition from electronic governance mode to mobile government mode that India is witnessing. We have tried to cover the issue from all angles, so as to bring you a 360-degree view of the status of mGovernance in India, with special focus on Karnataka.

We also interacted with a host of industry leaders to have their views on mobility and mGovernance, in particular, and impact of the Digital India campaign of the Modi Government on the mobility industry, in general.

Besides, the magazine also carries a special feature on the concerns of netizens over the 'threat' to Net Neutrality and the reported move of the service providers to charge for Over-the-Top service apps like Whatsapp and Skype. Bytes from the industry have been incorporated to help you understand how free the Internet would actually be on the ground level if it is allowed to retain its 'neutrality'. Hope you like the packaging.

Happy reading!



**RAVI GUPTA**  
Ravi.Gupta@elets.in



Email at [subscription@elets.in](mailto:subscription@elets.in) to get previous issues



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**SALES & MARKETING TEAM: DIGITAL LEARNING**

**National Sales Manager:** Fahim Haq, Mobile: +91 - 8860651632  
**Sr Manager:** Amit Kumar Pundhir, Mobile: +91 - 8860635835  
**Programme Manager:** Seema Gupta

**SUBSCRIPTION & CIRCULATION TEAM**

**Manager Subscriptions:** +91-8860635832; subscription@eletsonline.com

**DESIGN TEAM**

**Creative Head:** Pramod Gupta  
**Sr Graphic Designer:** Om Prakash Thakur  
**Sr Web Designer:** Shyam Kishore

**EDITORIAL & MARKETING CORRESPONDENCE**

**eGov – Eletsonline Pvt Ltd, Stellar IT Park**

Office No: 7A/7B, 5th Floor, Annexe Building, C-25,  
Sector 62, Noida, Uttar Pradesh 201301,  
Phone: +91-120-4812600 Fax: +91-120-4812660  
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**WEB DEVELOPMENT & IT INFRASTRUCTURE**

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egov is published by Eletsonline Pvt. Ltd. in technical collaboration with the Centre for Science, Development and Media Studies (CSDMS). Owner, Publisher, Printer - Dr Ravi Gupta, Printed at First Impression Corporate Services Pvt. Ltd., E-114, Sector-63, Noida, UP and published from 710, Vasto Mahagun Manor, F-30, Sector - 50, Noida, UP

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21st - 22nd August 2015, New Delhi



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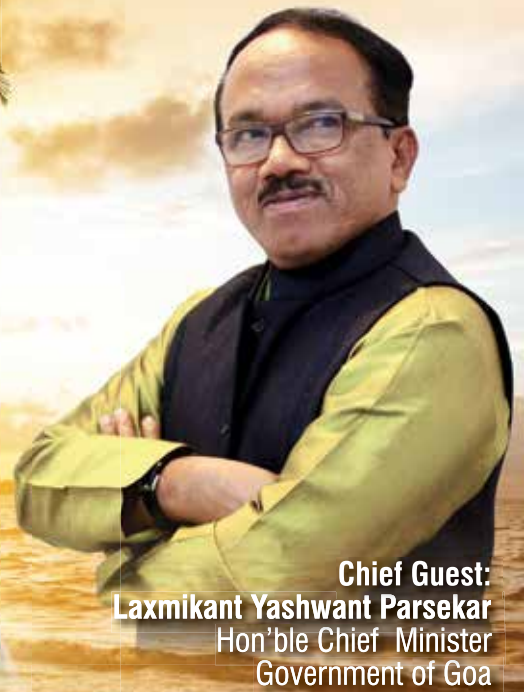
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# Digital Footprints for a Smarter India



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Hon'ble Education Minister,  
Government of Arunachal Pradesh



**Chief Guest:**  
**Laxmikant Yashwant Parsekar**  
Hon'ble Chief Minister  
Government of Goa



# Governance Going Mobile

With ever-increasing number of hand-held phone users making India world No. 2 in terms of mobile phone subscriber base, as also giving people the ease of anytime, anywhere access to various services, mGovernance times seem just around the corner, writes **Nirmal Anshu Ranjan**

**A**s the all-powerful computers begin to make way for hand-held mobile devices, governance in India has also started shifting from e-mode to m-mode. What could be done earlier only through computers can now also be done using smart phones, along with the facility of doing it 'anytime, anywhere'.

The twin primary factors driving this shift in the country are an impressive mobile penetration level, covering almost 70 per cent of the total population, and the highly tech-savvy younger generation, which wants to avail various services faster and on the go, instead of standing in serpentine queues for long hours to get works done.

In fact, starting since the turn of century, mobile phones have proved to be a crucial tool empowering citizens and completely changing the way citizens interact with each other and with the society at large.

Delivering timely and accurate information to citizens and an established system of two-way communication between the government and the people are two vital elements in strengthening democracy by facilitating enhanced utilisation of public services, participation and empowerment of citizens. Hand-held communication devices are also considered an effective tool in strengthening democracy through better government-citizen interaction, thus influencing the political decision-making

process and making governments accountable for their activities.

So, it was only logical for the Government of India to incorporate mGovernance in its National e-Governance Programme (NeGP) in 2013 to make public services accessible also through mobile devices. However, mGovernance is not meant to be a replacement for eGovernance, but a complement to eGovernance. In other words, mGovernance is an extension of eGovernance to mobile platforms as well as a strategic use of government services and applications using mobile telephones, laptops, personal digital assistants (PDAs) and wireless internet infrastructure.

mGovernance, also referred to as



mGovernment, is a better option compared to eGovernment in terms of delivery of services and public information to citizens due to its nature of being available anywhere, anytime and from any Internet-enabled device.

One major factor going in favour of mGovernment is its cost-effectiveness, as it requires little physical infrastructure, and fast and more easily accessible in most parts of the country, especially the rural areas. It can reach even the areas where there is no other ICT infrastructure, like Internet, fixed phone lines, etc. Due to high accessibility, reach, adoption and real-time interaction, mobile phones offer an efficient alternative to government's communication challenges. So, in developing countries, going mobile is sometimes the most viable option.



### mGovernment & India

Given the ever-increasing mobile phone penetration level in the country, mobile platform becomes all the more relevant as a medium for delivery of public services. The subscriber base of mobile phones is much larger in India than that of the Internet.

According to a report jointly published by the Internet and Mobile Association of India (IAMAI) and the IMRB International, the number of Internet users in India stood at over 300 million at the end of year 2014, with an year-on-year growth rate of 32 per cent. On the other hand, around same time, the number of mobile phone subscribers stood at 900 million!

The use of mobile technologies in India has been on the rise in government departments especially in agriculture, healthcare, education, financial services, retail trading, utilities, communications, manufacturing,

## Why mGovernment?

**Access:** Mobile phone subscriber is ever-increasing in India; hand-held phones add 'anywhere, anytime' element to the usage

**Deeper Reach:** Due to its mobility and network infrastructure, mobiles can reach areas where there is no other ICT infrastructure like Internet or fixed lines

**Adoption:** As mobile phones are become an integral part of people's lives, mCommerce and mGovernment will become the usual way of doing business

**Interaction:** Mobile phones make real-time, two-way dialogue possible as opposed to radio or other print documents like brochures, posters etc.

**Lower Costs:** Relatively lower cost of mobile phone technology versus Internet technology has lowered the entry barriers for poor people

**Efficiency:** Due to high access, reach, adoption and real-time interaction, mobile phones offer efficient solutions to government's communication challenges

**Only option:** Deficient infrastructure in developing countries like India, mobile phones often become the only viable communication option

transportation and services. Businesses too have woken up to the increasing power of mobile phones and are introducing services, especially in the Banking sector.

Giving further push to the concept of mobile government is Prime Minister Narendra Modi's campaign for creating a Digital India, wherein most of the services are envisaged to be taken to the electronic mode, mostly mobility based.

In one of his recent public meetings, the Prime Minister said: "Taking the country ahead on mobile governance is my next big mission that could make India a global economic power. The initiative would supplement the Make in India and Digital India programmes to generate jobs in the manufacturing sector, to be a powerful tool in providing good governance, bring transparency in administration, curb corruption, enhance accountability and provide better citizen services."

Further, in his tweet address to the 18th National Conference on eGovernance, PM Modi As if that was not all, "Let us bring the world into our mobile phones!"

Speaking at the conference, R S Sharma, Secretary, Department of Electronics and Information Technology ((DeitY), Government of India, said, "The government seeks to provide digital identity to each citizen of the country...an identity that is unique, on-line and authenticable. Every citizen in the





## In view of the rising popularity and adoption of mGovernance across the globe, the Government of India launched the UN award-winning eGovernance initiative, Mobile Seva, way back in 2011

country will get his or her own digital identity through Aadhar Card by the end of next year.”

The observations of the Prime Minister and the DeitY are good enough to give a peek into the likely shape of things to come.

### National level initiative

In view of the rising popularity and adoption of mGovernance across the globe, the Government of India launched the UN award-winning eGovernance initiative, Mobile Seva, way back in 2011. The programme, a Department of Electronics and Information Technology initiative, includes a Mobile Applications Store that by December, 2013, contained 240 applications available free. It was primarily aimed at enabling interaction between the government and its citizens.

By the end of May, 2014, over 1,000 government bodies from all over India had integrated their services with Mobile Seva. The integration was enabled through methods like text messages, mobile applications, Unstructured Supplementary Service Data (USSD) and Interactive Voice Response (IVR) system.

The MobileAppStore provides 300 mobile applications for 24x7 services linked to Right

to Information, passport applications, status of voter lists, locating of hospitals, police stations, ATMs, post offices, railway stations, hostels, downloading of documents such as birth/death certificates, pension forms, processing of loud speaker permits, etc.

### Status in states

On the lines of the central government, various states governments also initiated their mobile governance services to bridge the gap between the government and the governed. The initiatives were started in the fields of financial services, healthcare, education.

However, the most broad-based mGovernance platform was launched by the State of Karnataka in December 2014 by the name of 'Karnataka MobileOne', which claims to have integrated the largest number of services—close to 4,500—with it. It was also certified by the Internet and Mobile Association of India (IAMAI) as the world's largest multi-mode, multi-channel mobile governance platform.

Madhya Pradesh Government, with a view to bringing government closer to

## Framework for mobile governance - DoIT

- Web sites of all government departments and agencies shall be made mobile-compliant, using the 'One Web' approach
- Open standards shall be adopted for mobile applications for ensuring the interoperability of applications across various operating systems and devices as per the government policy on Open Standards for eGovernance
- Uniform/ single pre-designated numbers (long and short codes) shall be used for mobile-based services to ensure convenience
- All government departments and agencies shall develop and deploy mobile applications for providing all their public services through mobile devices to the extent feasible on the mobile platform. They shall also specify the service levels for such services

**MOBILE SEVA**  
Citizen Services on mobile phones

Mobile Apps | Passport | Mobile Banking | PAN | EPF

मोबाइल सेवा  
Mobile Seva

Aadhaar Kisan SMS Rail Ticket



the common man and remove drudgery of maintaining huge amount of complaints-related, introduced its mGovernance platform, Janhetu-Jansetu, in mid-2014.

Introduced with private partnership, the platform will enable a commoner to narrate his grievances that requires government intervention. The 'M-governance' facility would also entertain complaints pertaining to corruption and irregularities. The platform, in the shape of a call centre, would remain open till late night and would be accessed through a designated number '181', on which a commoner can tell his grievances. Once registered, the call centre executive would forward the grievances to the concerned officer. Any citizen of the state can seek information regarding government schemes and know about his entitlement for the same, besides exposing corruption.

## Taking the country ahead on mobile governance is my next big mission that could make India a global economic power, said Prime Minister Narendra Modi recently

Similarly, the Maharashtra launched an mGovernance (mobile governance) initiative on Independence Day last year. Given a missed call to \*166#, an SMS asking the user's name would come. Taluka, pin code and the certificate details are required for using the service. Once these details furnished, a token number is provided, along with the contact details of a representative, VLE (Village Level Entrepreneur), who would handle the given request. Senior citizen certificate, nationality and domicile certificates, income certificate and residence certificate are available through the service for a nominal fee, thus fetching ease and convenience to the citizens.

Kerala is another state where the government has launched certain

## Opportunities for vendors


- Building centralised ICT infrastructure for mobile governance initiative
- Providing SMS-type and connectivity-related services
- Hosting and managing a large pool of applications for the government app store; providing sales, marketing and distribution services for the app store
- Developing applications in local languages for basic mobiles to smart phones
- Providing security, identification management and other related software for the mobile payment gateways
- Providing integration and app testing services



mGovernance services, with the first one being launched the Kerala State Information Technology Mission (KSITM) way back in 2008. However, it was mostly restricted to SMS-driven information and acknowledgement services.

mGovernance has been adopted by the states on a relative larger scale for financial transactions. Through their ePayment

services, a number of states are offering instant and safe money facilities to their citizens. Payment gateways are playing a seminal role in this context.

With mobility the flavour of the day, one can look forward to more and services coming on to one's smart/mobile phones or other mobility devices, thus making the live of the citizens easier. 

# 'We Serve Masses Anytime, Anywhere'

Karnataka is successfully exploiting the mobile phone revolution to serve the citizens better as well as to empower them, says the Hon'ble Chief Minister, **Shri Siddaramaiah**, in an interview with **Dr Ravi Gupta**, Editor-in-Chief, eGov magazine

## **D**o you think the time is ripe for India's shift from eGovernance to mGovernance?

mGovernance leverages the mobile revolution to enable and foster development. It uses electronic services and makes them available via mobile technologies using devices such as mobile phones. In the last 10 years, we have seen how mobile phones can empower citizens and impact the way citizens interact with each other and with society at large. Mobile phones are also an effective tool in strengthening democracy through better citizen-government interaction, thus influencing the political decision-making process and making governments accountable for their activities.

mGovernance ensures that services are available to people electronically via mobile phones, bypassing the need for traditional physical networks for communications and collaboration. Mobile services are also cheaper as well as easily accessible in most of the rural areas in India and other Asian countries. mGovernance is particularly suited for the developing world where Internet access rate is low, but mobile phone usage is growing rapidly. So, yes, the time is ripe to go ahead with mGovernance.

### **How does mGovernance have an edge over eGovernance?**

mGovernance complements eGovernance - while the latter is achieved through extensive use of IT, like the Internet, mGovernance uses mobile or wireless technologies like mobile phones, laptops and PDAs with wireless Internet connections to improve delivery of Government services in an "anytime, anywhere" fashion.

Mobile phones have tremendous potential to expand the access and reach of public services in India. The rapidly expanding subscriber base of mobile phone users in India can help in accelerating the use of modern ICTs for improving governance and ushering in inclusive development. The number of mobile phone subscribers in India in January 2015 stood at over 957

million, according to TRAI, while that of Internet users stood at just over 254 million (58 million subscribers were from Karnataka alone). Wide access to mobile phones in the country has made it an ideal platform for government and resident interface, especially in rural areas.

**Late last year Karnataka launched its mGovernance platform called MobileOne. How has it fared so far?**

The response has been very encouraging. More and more citizens are accepting and adopting Karnataka MobileOne. Let me just take you through a few highlights:

1. The platform has been certified by Internet & Mobile Association of India (IAMAI) as the world's largest multichannel Mobile Services Platform.
2. There have been over 83 lakh hits on the MobileOne platform so far. In less than five months since the launch, we have seen about 1.2 lakh downloads of the Android app and over 14k downloads of the iOS app.





3. The MobileOne IVR number 161 has received over 25 lakh calls accounting for over 10 million minutes.
4. Transactions to the tune of ₹3 crore have been made via MobileOne with an average transaction of about ₹2.5 lakh happening per day towards payment of utility bills, mobile bills, KSRTC bookings, RC/DL extract downloads and so on.

Going forward, we expect the platform to continue to facilitate free flow of information between the government and citizens and open up opportunities for citizens to participate in decision-making processes that directly affect them.

### **What are the primary focus areas of this service and how can it be made more broad based?**

The main aim of the MobileOne platform is to provide government services to citizens 'Anytime, Anywhere, Anyhow'. It primarily focuses on citizen-centric services, which mainly include services provided by the state and central government departments and agencies. The main objectives of the MobileOne platform are:

- To bring equality in service delivery, to bridge:
  - Socio economic divide
  - Language divide
  - Literary divide
- Services on the fingertips of citizens
- Leverage innovation outside the Government

One of the unique features of the platform is that apart from the government services, it is also integrated with many private services. The platform, thus, aims to be a one-stop shop for various needs of the users. The platform primarily provides G2C services, along with some B2C (Business to Citizen), C2G (Citizen to Government), G2E (Government to Employees) and G2G services. The services range from payment of utility bills, to lodging of complaints on civic amenities, booking of bus and train tickets, private taxis, payment of income tax, passport application status check, examination results, agricultural commodity prices, booking appointment with doctors, increment status of government employees and much more.

Another unique feature of the platform is its availability on multiple channels to cater to a wide variety of users.



Chief Minister of Karnataka, Shri Siddaramaiah (extreme right), speaks about MobileOne project in an interview with Dr Ravi Gupta, Editor-in-Chief, eGov magazine (in the middle). Also seen in the picture is Mr Srivatsa Krishna, Secretary, Department of IT, Biotechnology and Science & Technology, of the State.

## **'By offering multiple, convenient payment channels, MobileOne has become an inclusive platform, ensuring that services can be accessed anywhere, anytime'**

The Center for eGovernance through the MobileOne team is working on making the platform and the services more broad based by continuing to include an increasing number of services from additional government and private agencies. The focus is on getting more services from the Central Government, services from government agencies operating in various Tier-I and Tier-II cities and villages within Karnataka, in addition to important, useful and popular private services. The team is also working on making the existing services more comprehensive and end-to-end by eliminating manual processes, physical documentation, etc., wherever possible.

### **What challenges did you face while implementing MobileOne across the State?**

There were a few initial hiccups as the departments' backend databases were not mobile-ready. We also faced issues such as certain services being too data-intensive to be provided on mobile and as such, these services had to be excluded from the platform. For example, applying for a new connection from BESCO (Bangalore Electricity Supply Company), although a crucial service, was excluded as it required entry of over a 100 fields before the application could be processed.

The next challenge before us was enabling

the same short code and number across all Telcos, across all circles, across the country. This was achieved after multiple meetings with the Telcos, Government officials, TRAI, DoT (Department of Telecommunications) and other stakeholders.

We have also had to face issues regarding government policies and processes not compatible with the idea of mGovernance. For instance, many departments still insist on submission of hard copies of documents before they deliver a service. While some of these services require process re-engineering from the departments' side, many policy-related roadblocks have been eliminated. MobileOne is the only mobile platform in the country that allows citizens to make income tax payments and check refund status on the mobile phone.

The biggest challenge now is communicating the availability of this platform to the larger audience. Now that the launch is behind us, we are working on a robust plan to increase awareness and visibility of the platform to people across Karnataka using a variety of mediums.

### **MobileOne services are available on app. What if, against the spirit of Net Neutrality, service providers start charging for apps? How will it impact the services?**

## The platform (MobileOne) has been certified by the Internet & Mobile Association of India (IAMAI) as the world's largest multichannel Mobile Services Platform - Karnataka CM



The MobileOne initiative was envisaged with the aim of providing services to citizens, across various social and economic demographics, at their fingertips, without any additional access fee being charged from them. This is in line with the spirit of Net Neutrality. Any move by service providers to charge citizens for using apps, such as MobileOne, will be counterproductive and will lead to many citizens being deprived of access and others opting out of using such apps. This will reduce the reach of government services and hence should be discouraged.

The MobileOne team will work with the service providers in such a situation to ensure no fee is levied for accessing the MobileOne app. If need be, we will look at absorbing the fee. The MobileOne team is working on making the initiative self-sustaining by entering into revenue sharing agreements for private services.

Having said that, since MobileOne is accessible over SMS, USSD and IVR, many services will still be available to the citizens at no cost, even if the Telcos charge for app usage.



### How has mobility fared in terms of achieving financial inclusion in Karnataka?


The overall penetration of banking services in India is very low as compared to telecom services. Many rural areas still do not have banking systems, and those that have are slowly moving from cash-based transactions to electronic payments, which is an encouraging sign.

MobileOne supports the traditional ePayment modes as well as various newer payment modes like IMPS (Interbank Mobile Payment Service) and mWallets. IMPS enables payment using mobile phones without the need

for an Internet connection. Pre-paid mWallets enable the non-banking population to pay for services on MobileOne without opening bank accounts. The mobile wallet can be used as an instrument for mass financial inclusion and mobile payments, which can be used for cash-out apart from the services currently permitted subject to certain RBI guidelines. We aim to achieve financial inclusion by leveraging mobile channels.

### What suggestions would you make for effective implementation of mGovernance across the country?

Mobile phones are now recognised as the largest service delivery platform throughout the world. In order to leverage the potential of mobile devices as the service delivery platform, some initiatives can be proposed:

- Each state needs to identify the important services that will have the maximum impact on its residents
- Ensure rural population is not marginalised
- Backend readiness of the departments should be ensured in terms of people, processes and technology. This includes government process re-engineering, wherever required
- Creation of a Mobile Service Delivery Gateway (MSDG)
- Development and notification of standards for mobile applications
- Notification of long codes, short codes and mGov number for mobile governance. To this end, the Telcos should also be sensitised and brought on-board early
- Creation of mGovernance Innovation Fund
- Development of knowledge portal and knowledge management system for mobile government 





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**For Details Contact:**

Gaurav Srivastava, +91-8527697685, gaurav@elets.co.in

[gcs.eletsonline.com](http://gcs.eletsonline.com)

# 'Road to Digital India Starts from Bangalore'

MobileOne initiative of the Karnataka Government is the largest successful mGovernance project across the country facilitating direct governance, says **Srivatsa Krishna**, Secretary, Department of IT, Biotechnology and Science & Technology, and Secretary, e-Governance, Government of Karnataka, in an interview with **Dr Ravi Gupta**, Editor-in-Chief, eGov magazine

**T**he concept of **MobileOne, wherein all government services are integrated to one platform, is unique to India. How was it conceptualised?**

This is the First of its kind in the country. Ms Gunjan Krishna, IAS, conceptualised it as a platform for delivering government services. The model included value-added services, which could be either from the private sector or the government. Soon after taking over the job, I realised the immense potential of this platform. If it is restricted to government services, it is likely that one may lose out delivery of a lot of other services to citizens. So, we transformed and re-designed it, putting the citizen at the centre of the mobile platform's universe. Citizens use different services for booking rail tickets, movie tickets and others. Around the world, usually government services drive volumes, whereas private services drive profitability. So, we have brought them together. MobileOne is a hybrid model where the government and private sector complement each other and leverage the synergies between the two.

**How did you manage to convince as many as 55 departments to join the initiative?**

It's all about leadership and management. It took about year-and-a-half from start to finish, which as per government standards, is quite fast. All our colleagues are extending excellent support and cooperation, for they are keen to see their respective services delivered on the mobile. Further, the leadership of the Chief Minister mattered a lot, because he was ready to get all the secretaries and ministers



together, to make it happen. So, once we had the political will, it became much easier. However, integrating them is not an easy task, as many of the backends were outdated. We had to integrate every service on this modern platform. So, it is basically an inch-by-inch effort, to make a giant leap. Besides, the technology partners, IMImobile have done a good job.

**Many organisations have their online portals. So, doesn't MobileOne cannibalise?**

There was a time when we used to go to the electricity offices to pay our bills. From there came a time when we have a single-window application called KarnatakaOne, then BangaloreOne and we would pay our bills via these. Now, this is the next generation. So, change is inevitable. I don't see it as cannibalisation, rather I see it as a complimentary effort. If you look at the number of transactions of each of the various utilities, you get an idea about how big the cake is and how many are still paying

using the old fashioned manner. Now, it makes it easy for people to pay for the services they are being delivered just at the tap of a button. With MobileOne service, they don't need to stand in queues before the counters and these are available anytime (aka 24x7), anywhere (any location) and anyhow (any device on any OS). We are NOW looking at a model like freecharge, where we will pay the citizens for paying their electricity bills through mobile phones as an incentive. That will be truly pathbreaking.

**How is your initiative different from Mobile Seva initiative at the Centre?**

You have to experience it to believe it. Mobile Seva of the Government of India still has a long way to go. It needs complete redesign and overhaul. There are a number of points of differences which we have shared via email including accessibility across telcos, range and diversity of services, multiple modes of service delivery, types of payments, etc.

**Do you have the advantage of various departments already taking care of their backend work?**

Yes they do. But there are other states, who have more departments online than us. We don't have so many. However, those who are there are pretty good and we use those. That is why we are trying to get more and more departments to hook up with their online services using their existing web services, so that we can bring them on MobileOne.

**How was this project funded?**

It has been funded largely by the State



Government. Also, the Central Government has given a couple of crores. Hopefully, with these usage charges for private value-added services, premium services charge and all, we will be able to give it independence from budget strings.

### Any plan to revamp the aging IT infrastructure in the State?

The State Government is very clear. We did a study recently that said Karnataka is the second-largest IT cluster on the planet after Silicon Valley. By 2020, we will have two million direct IT professionals, six million indirect IT jobs and exports worth Rs 4 lakh crore — 40 per cent of India's total software exports from just one city! Thus, the infrastructure to make it happen has to be world class. As far as eGovernance is concerned, the State has had excellent infrastructure, and lifecycle of part of it is nearing end. So, now we plan to strengthen the infrastructure by creating the next-gen cloud-based, device agnostic architecture by way of KSWAN 2.0, SDC 2.0, etc. This will serve the State for the next 10 years.

### Tell us about other states in India that intend to replicate the Karnataka's MobileOne model.

Many have come and seen it and have taken the bid documents and design and service specifications. Many Government of India Secretaries have also come and observed it. Three of them have already borrowed our Request for Proposal (RFP). I think Gujarat, Madhya Pradesh, Maharashtra, and Tamil Nadu have shown an interest.

I believe if states adopt this or a similar model, this would be the first example of what I would like to call 'direct government'. It is available to the citizens anytime, anywhere, anyhow.

### How do you see mobility vis-a-vis governance?

The future is simply mobile and the future is personal. So, the next big thing will be personalised government. In the next 10 years or so, I believe much of government services would not involve a physical component at all, which is what we are aiming to offer for the first time in India. With the nature and quantity of data being collected, there is no reason why this cannot be leveraged to give extremely personalised citizen services.

### Talking about healthcare and education, how can the advantages of mobility be leveraged in these sectors?

We can think of providing smartphones to every citizen in the state free of cost, cross-subsidised through advertising revenues by lead companies like Samsung, Apple, etc. It can be done through a business model which would enable them to provide those almost free in exchange for targeted ads on our apps. Once devices are there, those can virtually become personal electronic health cards, eCards, mCards (mobile payment cards for every citizen on the phone), etc. All the vitals can be stored in the devices to be used during emergencies. Already there are apps in MobileOne to search for doctors, book appointments, rate doctor's performance, etc.

### 'The future is simply mobile and the future is personal. So, the next big thing will be personalised government. In the next 10 years or so, I believe much of government services would not involve a physical component'

Similarly, in the field of education, we have begun a dialogue with two-three large institutions to explore the possibility of starting tablet- or mobile-based education. However, there are also some limitations to the mobile platform and not everything can be done through it.

### How do you market this app to the other departments which are not yet on board?

It's like breaking a lock: you keep hitting at it, make them see value and someday the lock will break and they will come on to it. Many of them have shown interest, including food, civil supplies, energy and police departments. If they join, things will become further



easier for the citizens.

### MobileOne is said to be the largest mobile platform...

Yes, we got a certification from the Internet & Mobile Association of India (IAMAI) stating that we are the single-largest multi-mode mobile governance platform in the world. That's really big.

### Prime Minister has been talking about mGovernance, but it's Karnataka which seems to have taken the lead.

That's right. Ours is an initiative, which could be adopted as a model across the country. I actually feel that the road to 'Digital India' starts from Bangalore, not from Delhi. We got deep appreciation from His Excellency President of India and from the Prime Minister's Office.

### Beyond this app, what other IT-related initiatives have been started by the department?

We have just started work on India's first IoT lab in partnership with Motorola and a few others in India's first startup warehouse, which has been done in partnership with Nasscom. We will have close to 500 seats for start-ups there. Two of our startups were bought over last year by big companies in Silicon Valley. So, this is a huge initiative for encouraging the creative talent latent in Bangalore. Further, we will soon establish India's first mobile apps incubator and a design lab here. 

## KARNATAKA MOBILEONE

India's first and world's largest open, multi-mode Mobile Gov Platform

Parameters	Karnataka MobileOne Platform	Mobile Seva Platform (GoI)
<b>Number of Services Enabled</b>		
Number of Payment services enabled (on all channels- IVR, USSD, Mobile Web, GoK App)	20 payment services	Only 2 payment service on Smart phone App
Number of Data Capture services enabled	>25 services	Isolated Department Apps with different user experience
Number of Pull Information services enabled	>4500 pull services	Simple and mostly static information services
Number of Push Services enabled	>32 Departments giving >500 push SMS services	1093 push SMS services (this shows emphasis on providing only simple Push SMS services)
Services enabled on unified Mobile Web page	>4500 services	Nil
Services enabled on unified GoK App	>4500 services (G2C, B2C, G2B) <b>(Largest Mgov Platform in the world)</b>	Nil. Only an App Store
Services enabled on USSD	More than 400 services enabled	Nil
Services enabled on IVR	More than 10 services enabled	Only on a pilot basis with MTNL and Tata Docomo
<b>Mobile Channels Availability</b>		
Push SMS	Yes	Yes
Pull SMS	Yes	Yes
IVR Outbound calls	Yes	Yes
IVR Inbound calls	Yes	The M-Seva website says 166 is enabled for IVR whereas when dialed, call drops. <a href="https://mgov.gov.in/mobilesevafaq.jsp">https://mgov.gov.in/mobilesevafaq.jsp</a>
USSD channel	Yes	The M-Seva website says *166# for USSD will be enabled whereas this number is already taken by GoK <a href="https://mgov.gov.in/mobilese vafaq.jsp">https://mgov.gov.in/mobilese vafaq.jsp</a>
Mobile Web for Smart Phones	Yes	No
Mobile Web for Low end data enabled phone	Yes	No
Smart Client App	Yes (IOS and Android)	Yes. Isolated Apps for different Departments
<b>User Experience</b>		
Unified user experience	Yes	No
Interoperability across channels	Yes	No
One URL One Short Code, hence easy for citizen to remember	Yes	No. Multiple isolated Apps
<b>Service Enablement</b>		
Service enablement-Developing services and UI under a unified user platform	Yes	No. Only making platform available. Department has to do entire integration work and isolated UI development
Service exposure	Yes. Through unified APIs	No service exposure
<b>Payment on Mobile Channels</b>		
Payment on USSD	Yes	No
Payment on IVR	Yes	No
Payment on Mobile Web	Yes	No
Payment on Smart Client	Yes	Partial Only for water payment of Mumbai Mahanagar Palika. (as per our interactions with CDAC)
<b>Telecom Service Provider Integration</b>		
USSD integrated with all Telecom Operators	Yes	No
IVR integration with all Telecom Operators	Yes	No
Ability to receive mobile number (MSISDN) through Mobile Web	Yes	No
Multimodal number	Yes	No
<b>Government to Government Services</b>		
G2G apps on Smart Client	Yes	Yes
G2G apps on USSD and IVR	Yes	No
G2G apps on IVR		
Mobile Application Store	Yes	Yes
App Builder for faster G2G App development	Yes	No
Citizen reporting system integrated with Department	Yes	No



Parameters	Karnataka MobileOne Platform	Mobile Seva Platform (Go)
<b>Service Accessibility</b>		
Smart Client Apps can be downloaded from Android and iOS market	Yes	No Only through App stores
Same services are available on multiple channels	Yes	Partial Some services are available on Smart apps and some different services on say SMS.
Missed call based services	Yes	No
<b>VAS Ecosystem and Innovation</b>		
Integration with VAS providers with support for API	Yes	No VAS services are available on app stores as isolated apps and not on a unified platform
Setting up of Innovation Center	Yes	No
<b>User Profiling</b>		
User profiling for providing customize services and minimum data input	Yes	No
User history available	Yes	No
Kannada Language Support	Yes	Supports local language but currently not Kannada
<b>Example of Services Enabled</b>		
Mobile enablement of services under One URL, One App and One Short Code	<b>Mobile One Services examples</b> <ul style="list-style-type: none"> <li>• Passport application and payment</li> <li>• Income Tax filing and payment</li> <li>• Bus ticket booking and payment</li> <li>• All Utility bill payments</li> <li>• Property Tax payment</li> <li>• LL and DL application</li> <li>• Agriculture commodity price information</li> <li>• Citizen grievance reporting with photo, GPS integrated with various departments</li> <li>• NanoGanesh- enabling farmers remote control of water pumps using mobile</li> <li>• Anganwadi field reporting using USSD and IVR</li> </ul>	<b>Mobile Seva Services</b> <ul style="list-style-type: none"> <li>• India Post status tracker</li> <li>• GPS mapping app for polling stations</li> <li>• Directory of all ministries</li> <li>• Voter information searching on SMS</li> <li>• Adhere enrollment status check</li> <li>• Ideal weight measure based on height</li> <li>• Registering notice for intendant marriage- Manipur Govt.</li> <li>• Blood pressure monitoring App</li> <li>• Rajasthan Police- Traffic alert subscription</li> </ul>
<b>Architecture, Technology and Service Delivery</b>		
Combined Mobile Social cloud		
Support for evolving Mobile Technologies	Yes. Designed for Mobile, Social, Cloud Platform	No. Mobile platform with Web extension
Multitier Design	Mobile Service Delivery Architecture by design	Web Architecture with mobile extension
Technology	Latest SaaS cloud technology	Legacy Web technology model
Hosting	Virtualized and managed	Depends on customer and third party support
<b>Kannada Language Support</b>	Yes	Supports local language but currently not available
<b>C</b>	Yes	No
<b>24*7 VNOC Support</b>	Yes	No
<b>Mobile Device Management (MDM)</b>	Yes	No

As per information provided by Government of Karnataka





MobileOne



# 161

## Governance at your fingertips

### ANYTIME, ANYWHERE, ANYHOW

LAUNCHED BY

**Sri Pranab Mukherjee**

Hon'ble President of India

**On December 8, 2014**

In the August presence of **Sri VAJUBHAI VALA**

Hon'ble Governor of Karnataka

Presided by **Sri SIDDARAMAIAH**

Hon'ble Chief Minister, Government of Karnataka

### Government of Karnataka introduces MobileOne

For the first time in India, citizens of Karnataka can now connect with the Government and Businesses with unprecedented ease. Anytime. Anywhere. Anyhow. Powered by one unified and fully integrated platform, services of multiple departments and various citizen-centric private services are available through One URL, One App and One Short-code. MobileOne is accessible across all mobile operators and all channels from anywhere in India.

**Governance is now truly at your fingertips.**



Accessible on both the platforms

Web: [www.mobile.karnataka.gov.in](http://www.mobile.karnataka.gov.in)

USSD: \*161#

SMS: 161





**Panel 1:** "I hate long Queues" (Character: Man with frustrated expression)

**Panel 2:** "You don't have to, haven't you heard of MobileOne yet?" (Character: Woman)

**Panel 3:** "MobileOne?" (Character: Man with question mark)

**Panel 4:** "Did you book the train tickets at least today?" (Character: Man and woman)

**Panel 5:** "Hey mom, I have already booked the tickets through MobileOne" (Character: Boy on phone, IRCTC logo)

**Panel 6:** "Not only TRAIN, BUS Tickets too" (Character: Man, KSRTC logo)

**Panel 7:** "HOLIDAY PACKAGES also" (Character: Man, HOLIDAY PACKAGES logo)

**Panel 8:** "Even access all Sakala Services" (Character: Man and woman, SAKALA logo)

**Panel 9:** "That's good, less time in traffic" (Character: Man in traffic, traffic app logo)

**Panel 10:** "Don't worry, you can see LIVE TRAFFIC from your mobile" (Character: Man in uniform, LIVE TRAFFIC logo)

**Panel 11:** "Can I also get extracts of LL + DL through mobile?" (Character: Woman, LL + DL logo)

**Panel 12:** "Yes! and also access women safety apps" (Character: Man in uniform, women safety apps logo)

**Panel 13:** "Wish it had PASSPORT Services" (Character: Woman, PASSPORT Services logo)

**Panel 14:** "Of course, you can locate Passport Centres & Check your Application Status" (Character: Man, Passport Services logo)

**Panel 15:** "But I only have basic phone" (Character: Woman, basic phone logo)

**Panel 16:** "Doesn't matter, you can access it through IVR + USSD" (Character: Man, IVR + USSD logo)

**Panel 17:** "Any services for me?" (Character: Man, services logo)

**Panel 18:** "Yes! farmer registration, weather forecast and much more" (Character: Man, farmer registration logo)

**Panel 19:** "What about INCOME TAX PAYMENT?" (Character: Man, INCOME TAX PAYMENT logo)

**Panel 20:** "Yes! You can also check Refund, Rectification & ITR-V status" (Character: Man, Refund, Rectification & ITR-V status logo)

**Panel 21:** "WOW Now, I don't have to miss the match to Pay Jeeiley Bills" (Character: Man, Jeeiley Bills logo)

**Panel 22:** "Is this all about Government services only?" (Character: Woman, Government services logo)

**Panel 23:** "NO dear You can Recharge your prepaid phone, get Cricket info, hear music, check news and book a cab too!" (Character: Man, Recharge, Cricket info, music, news, cab logo)

**Panel 24:** "And open Bank accounts too" (Character: Man, Bank accounts logo)

**Now, my Government is at my fingertips**  
 Life just became so much easier!!



**161** ↪ (To access IVR + SMS Services)

**USSD: \* 161#** ↪ (For basic mobile phones)

**1-800-425-425-425** ↪ (Missed call Service)

**1-800-425-425-426** ↪ (Helpline Number)

**MobileOne**  
 Governance at your fingertips

iOS   
 Available on both platforms

# Power in People's Hands

**Ms Gunjan Krishna, IAS, the brain behind the Karnataka MobileOne project, speaks about its genesis, evolution and the future course in a tete-e-tete with Akanki Sharma of Elets News Network (ENN)**



**'We gave more and more services at the fingertips of the people, including pull services, wherein citizens can call for the desired information over their handsets'**

**H**ow did you conceive the idea of MobileOne platform?

I had been associated with a similar project in Maharashtra. It was there that I realised how quickly people pick up things via this small device...I could sense the power of mobile phone. Moreover, the Government of Karnataka was always keen having something similar, as this is the step next to eGovernance. That's how it all started with a belief that services would be available faster and cheaper on mobile phones.

**Initially, it might have looked like a utopian idea. How did you convince the people around?**

When we started, people thought it to be a grandiose idea. Until that time, the mobile governance was just about sending SMSs, nothing else. People were yet to realise its real power.

What we wanted to do was to make the mobile platform a multi-modal one, so that it could be accessed from any device, using any medium. For example, if you have an Internet connection, you access it from your smartphone, you can access the web address, use USSD or it can be accessed using the Interactive Voice Response (IVR) system. It was also crucial to ensure that a single number was provided to people for utilising all services.

So, we gave more and more services at the fingertips of the people, including pull services, wherein citizens can call for the desired information over their handsets. We also introduced various ePayment services, wherein they are able to make payments via their phones. Also, we are going to open the


platform to Value Added Services (VAS). So, all in all, it was like giving more and more power to them. But all this would not have been possible without the required support from the seniors.

**Going by the current shape of MobileOne platform, do you feel this is what you had actually visualised?**

I think implementation has been very good and for that the credit goes to Mr Srivatsa Krishna, too. He did a wonderful job towards implementation of the project. In fact, I could not have implemented it as well as he has done it, since there are multiple stakeholders like various government departments, banks telecom service providers, banks and what not... It's extremely difficult to convince all to take them on board.

Further, one thing we need to ensure is that most of these services are made available in the villages. For instance, payment is an issue there. As people take time to embrace new ideas, we can possibly plan something like mediated model or correspondent model for the purpose.

**What would be your suggestion for the states inclined to go mobile?**

The MobileOne platform is a giant system and it can host services of any state or, for that matter, even that of the Government of India. It is open to all Value Added Service Providers (VASP) as well. So, if they want, the Application Programming Interface (API) can integrate with any kind of an application. If any state wants to host it, they can host it right on our platform. 



# Get Smarter with Analytics

Digital India is a journey that begins with the installation of transaction systems, says **Sudipta K Sen**, Regional Director - South East Asia, Vice Chairman and Board Member, SAS India, in conversation with **Rachita Jha** of Elets News Network (ENN)

**W**hat is the digital readiness of organisations to reap the real benefits of data analytics in India, especially in the government sector?

The last 10 years have been transformational and we have seen significant growth in terms of volume and diversity of industries adopting digitisation of data with conviction in results. Earlier, traditionally most of the digitised data was only available with banks, telecom companies and selectively few manufacturing and fast moving consumer goods (FMCG) companies. But now across every walk of life, data is getting digital and the government sector has caught up with the trend as well. Even within the government, we initially had some progressive departments that had begun on the path of data digitisation, like Income Tax, among other statistics-dependent domains.

Today, when we see across every state and most of the key departments with transactional function, they have taken to data analytics to drive most of their business and citizen-centric services. When the entire revenue management system of the government departments across various states have majority of their transactions in the digital form, it translates into direct earning and identification or revenue leaks. This is a boon for the state economy as their collection transactions come at the forefront in a digital form and can then derive insights and foresights from them to take corrective action.




**What are your views on the 'Digital India' campaign announced by the Central Government?**

Digital India is a framework, it is a journey that begins with installation of transaction systems that can provide digital data, and then we add customised analytical tools to this data set that confer intelligence capabilities to process the data into intelligence reports based on the specific needs of the department. In pursuit of 'Digital India', every citizen of India should be recognised as an individual entity by the Government.

In this direction, the National Population Registry (NPR) Card, or the Adhaar Card that recognises the identity as a citizen of India, can act as a single point of identity and information source. With this single identity card, every citizen should have their

ration card, passport, driving license and other such services tagged that will create an ability with the Government to be informed about the citizen regardless of the physical presence. These will enable better policing and surveillance as at the end of the day all the aspects of citizen services are interlinked and can be made available. Thus, the journey of digitisation via Digital India is a great beginning – it is a strong business case for the Government Departments to identify the gaps or bottlenecks. Also, it will be an enabler for inclusive growth for all the Government Schemes for the marginalised sections of the society. It will ensure that benefits will reach the beneficiary only including those below the poverty line.

**Which key Government departments can avail the maximum benefits of a data analytic tool?**

The monetary benefits of data analytics are best reaped by the Departments that are earning revenue for the Government, including Income Tax, Transport and Finance etc. Apart from that, Departments of Education and Health can also avail maximum advantage of an analytic engine sitting behind their data to analyse schemes and outcomes for the citizens. Analytics can play a pivotal role in designing and monitoring of smart cities. We have modules for smart power that has features of grid management in terms of predicting the traffic patterns, surveillance hotspots, and decision-making based on city demographics. 

# Uttarakhand Gears Up for mGov

Adoption of eGovernance in Uttarakhand may be a little slow, but we can move faster in mGovernance, says Chief Secretary of the hill State of Uttarakhand, **N Ravi Shanker**, in an interview with **Gautam Debroy** of Elets News Network (ENN)

**T**ell us how successful the Information Technology Development Agency (ITDA) is in Uttarakhand?

IT has to play a very important role in the development of Uttarakhand. Since the inception of the State some 15 years back, we look technology as the harbinger of change, and to promote the IT initiatives, ITDA has been set up. It mainly guides and monitors various projects, provides expert inputs, evaluates and executes State's IT initiatives and projects under the National eGovernance Plan (NeGP).

There are a few challenges that hinder optimal performance of ITDA, leaving us behind some states that have already launched various IT initiatives. Even though we did go ahead with NeGP, the initial steps to attract important vendors did not fetch the desired results. It was so mainly on account of the fact that even those who quoted aggressively did not keep their promises later. It was detrimental to the development process of IT in Uttarakhand. Similarly, the State Data Centre Project has also got delayed.

However, now we have sufficient experience and we can also learn from the experiences of other states of NeGP implementation. The Government of Uttarakhand intends to harness the full potential of ICT for improving the quality of life of its citizens, bring in accelerated social and economic development, and ensure transparency in the government decisions.

**What has been the adoption of IT in various government departments of the State?**

The Government of Uttarakhand is now using IT in most of its departments — whether it is treasury, finance or transport, we are using IT everywhere. The government aims to accelerate IT adoption amongst various user segments — all leading to an ideal e-Society model through efficient, service-oriented, cost-effective, information-networked, eco-conscious and year-on-year growth approach.

IT has a substantial presence in the Tourism Department, because this is one of the major departments pushing our socio-economic development. Recently, we started looking into the National Optical Fibre Network (NOFN) project, which aims to provide connectivity to all the gram panchayats across the states by December 2016, by using the existing optical fibre and extending it to the uncovered areas.

**'The Government of Uttarakhand is now using IT in most of its departments — whether it is treasury, finance or transport, we are using IT everywhere'**



We are engaged with the Department of Telecom of the Government of India for the expansion of NOFN in Uttarakhand.

The NOFN project is being funded by the Universal Service Obligation Fund (USOF) built with contributions from private telecom operators. However, for end-to-end services, companies will have to set up their own infrastructure at the gram panchayat level.

Interestingly, BSNL has selected Haridwar for the NOFN implementation in the first phase. Haridwar is also important from the tourism potential angle.

**Tell us about the mobile network connectivity in Uttarakhand.**

Frankly speaking, most of the areas in our State are deprived of mobile network connectivity. The Telecom Department has also been requested to cover the deficit areas within the State through their universal service

application mechanism. We hope the way they are doing it in the Northeast and some Naxal-affected areas, they will do it for the Himalayan states, too.

The Chardham Yatra of our State is commencing very soon, and we do hope that by that time we will have proper communications and mobile network facility.

**What is the status of Common Service Centres (CSC) in Uttarakhand?**

CSCs are popularly known as Devbhoomi Jan Seva Kendras in our state. Different services need to be pushed forward through these Seva Kendras. In fact, these Seva Kendras can be turned into profitable business units.

CSC is a strategic cornerstone of the National eGovernance Plan (NeGP) and part of its commitment in the National Common Minimum Programme to introduce eGovernance on a massive scale. CSCs would provide high quality and cost-effective video, voice, data content and services for eGovernance in the areas of education, health, telemedicine, entertainment as well as other private services.

A salient feature of CSCs is that it will offer web-enabled eGovernance services in rural areas, including application forms, certificates and utility payments, such as electricity, telephone and water bills. The proposed expansion of NOFN will add further strength to the concept of CSCs in the State.

**'Information Technology has a substantial presence in the Tourism Department, because this is one of the major departments pushing our socio-economic development'**

**How do you see India's transition from eGovernance to mGovernance mode?**

Well, the concepts of e-mode and m-mode are basically related to the devices. When we talk about eGovernance, it is about the use of computers, desktop, laptop, etc., for governance, while in the case of mGovernance, we talk of smartphones, mobile phones and various other mobility devices. With the affordable rates of the various smart phones,



Devotees sit around a Lord Shiva statue in Haridwar to watch Maha Shivaratri celebrations earlier this year. Haridwar has been selected for NOFN implementation in the first phase.

mGovernance is fast gaining popularity.

If the telecom infrastructure improves across the states, the 3G facility would also get subsequently expanded. Our progression in eGovernance may be slow, but we can move faster in mGovernance. I believe mGovernance would be the order of the day in the near future.

**You have initiated several foreign agencies-aided projects in Uttarakhand. What are those?**


In our State, we have quite a number of

externally-aided projects. Major amongst them is the International Fund for Agriculture Development (IFAD)-funded Integrated Livelihoods Support Project (ILSP) in the area of agriculture, horticulture and allied activities of agriculture.

This project is being implemented in 41 blocks of 10 districts of the State. The overall objective of ILSP will be to reduce poverty in the hill districts of Uttarakhand. This would be achieved via more immediate development objective of "enabling rural households to take up sustainable livelihood opportunities integrated with the wider economy".

We also have a Japan International Cooperation Agency (JICA)-funded project in the natural forest management activities in our State. Japan has agreed to cooperate with Uttarakhand in improving the health of forest. As per the loan agreement, JICA will invest ₹807 crore to fund a project, titled Uttarakhand Forest Resource Management Project (UFRMP), to address the problem of forest degradation in 750 Van Panchayats across the State.

As for the World Bank-funded projects, we have one by the name of the Integrated Watershed Management project. Also, conservation and proper utilisation of water is a crucial point for our geographical existence.

Then, we also have Asian Development Bank (ADB)-funded projects in infrastructure sector. 





# Assisting Govts in Modern Governance

With Oracle's Cloud solution, the government is planning to connect more readily with its citizens, says **Vineet Kshirsagar**, Head-Government Business, Oracle India, in an interaction with Elets News Network (ENN)

## How is Oracle looking to be part of the cloud-based solution offering in the government space?

Oracle provides an unparalleled range of resources and solutions that enable agencies to continue to benefit from their existing IT investments while also smoothly adding today's most promising technologies. First, Oracle enjoys a long tradition of maintaining the public sector that makes it uniquely qualified for modernisation engagements. The company began in the public sector over a quarter century ago when it licensed its first database. Since then, Oracle has delivered low-risk, proven solutions that demonstrate a clear understanding of the public sector needs. In addition, the firm has a broad and deep product line that combines essential solutions for the government with a portfolio that covers all standard business processes, including financial activities, supply-chain management and human resources. Oracle's solutions are used by government organisations of every size, type and location. Each agency can immediately find the right Oracle technology to meet the unique needs of its organisation.

## How does Oracle India have an edge over its rivals in the Indian Cloud business?

Having a strong portfolio of

traditional and emerging technologies enables Oracle to go beyond offering just a collection of point products; instead, it can deliver complete solutions tailored for the public sector with minimum integration, customisation and testing by agencies. So, as organisations modernise by implementing new technology enhancements, a foundation built with best-in-class Oracle technologies makes merging new capabilities into existing workflows happen without interoperability or integration breakdowns.

Oracle is a government partner for today and tomorrow. Its investments in research

and development, along with key strategic acquisitions, allow it to deliver a portfolio of cutting-edge capabilities and proven solutions that minimise risk to the government clients. Oracle's solutions support open standards, and platforms will continue to help agencies' transition to virtualised infrastructures and elastic computing platforms — all while providing the industry-leading security and privacy capabilities required by the government.

The more government organisations take advantage of Oracle's integrated stack, the more benefits they will see. For example, a single, trusted stack eliminates separate systems for public safety, taxation and social services for greater efficiency and more transparent services. Oracle's cloud computing strategy illustrates how a leader in government solutions can help this sector successfully embrace emerging technology. Oracle Cloud Computing Solutions comprise the most complete selection of enterprise-grade cloud solutions, including:

Software as a Service (SaaS), for solutions such as enterprise resource planning (ERP), human capital management, talent management, sales and marketing, customer experience, planning and budgeting services and financial reporting

Platform as a Service (PaaS) combines Oracle database and development technologies to support government programming and testing activities.



Infrastructure as a service (IaaS), for the latest in high-performance, flexible and economical storage resources.

### What sort of Cloud services has Oracle offered to the government departments so far?

For over a quarter of a century, Oracle has worked with public-sector organisations throughout the world to empower modern governments with a broad portfolio of applications, hardware and services that

– to ensure your information remains your information.

### What are the various sectors in the government space in which Oracle sees implementation of its services?

Public service agencies, including government, education and healthcare, are increasingly looking for lower cost and more flexible ways to improve efficiency, flexibility, operational agility and integrity of systems. Cloud computing has come to be recognised

initiative will drive infrastructure changes. We have a lot of experience. Whether it is in public, education or military sector, we have products that cater to all these. We have the ability and resources to propose a solution either entirely based on Oracle technology or on Oracle technology plus partners that helps achieve the goals.

### What kind of opportunities do you see for yourself and the IT industry in the wake of these initiatives?

The Digital India initiative presents huge opportunities for the IT industry. Cloud in the government has a very large impact, for sure. The whole eGovernance theory has been there for a pretty long time. Public data indicates that eGovernance transactions have reached



are available as integrated solutions within a single technology stack. This provides a fast and cost-effective way to embrace innovative technologies, which is a secure and risk-reducing strategy for empowering modern government.

### As a Cloud service provider, how do you combat the issue of network and data security?


Oracle understands that the confidentiality, integrity and availability of your information are vital to your business operations. That's where Oracle Service Cloud excels. You must have trust and confidence in your service provider, and Oracle takes this commitment seriously. Security is embedded in Oracle's 'DNA' - within the product, development cycle and in Cloud Operations practices

## 'Security is embedded in Oracle's 'DNA' - within the product, development cycle and in Cloud Operations practices - to ensure your information remains your information'

as both a business and deployment model that enables public sector organisations to achieve these aspirations.

### Briefly share your views on Digital India campaign, PMJDY and 'Make in India' mission.

The government's Smart Cities and Digital India initiatives have gathered maximum attention from the IT sector, as these projects will rely heavily on ICT. The Digital India

1.5 billion in the period of six months. This is the level of impact that technology has made on the government. With the new government's vision, this impact will surely reach another level altogether. The level of interest around Cloud is increasing. Lately, a lot of government portals have been coming up with the same. These portals are an effort by the government to interact more with the citizens, gather their feedback and engage them in the process of governance. 

# Mobility with Safety Must in Smart Cities

In a smart city, there is extra emphasis on a regulated traffic, as the stress is not just on movement but on safe movement of people from one place to another, says **Muktesh Chander**, Special Commissioner, Delhi Police (Traffic), in conversation with **Gautam Debroy** of Elets News Network (ENN)

**H**ow do you look upon the idea of having more and more smart cities in India?

There are two ways of making a city smart. A city can be created right from the scratch where every infrastructure raised is fresh. It would take lots of time and investment. Since the Independence, only a few modern cities have come up like Gandhinagar, Navi Mumbai, New Raipur, etc. However, the present government at the Centre wants to create lots of smart cities, but the picture is yet to be completely clear.

To me, smart cities are of two kinds — existing and old cities, which can be retrofitted to make those smarter; and of course the new ones, with a brand new infrastructure.

There must be fool-proof cyber security, apart from the physical security. In fact, a smart city must have a cyber security unit to counter all possible threats by hackers. We have seen in many countries how the cyber attackers hack the entire system, and thus create a chaos.

**What should be the role of traffic management authorities, basically the traffic police?**

In a smart city, there is extra emphasis on regulated traffic. When we talk about traffic, two things clearly come to our mind, i.e. mobility and safety. In such cities, people must be able to move from one place to another with safety.

In fact, we (Delhi Traffic Police) have launched our own helpline on Whatsapp, which has been running very successfully, and a large number of general public have contacted



us sending as many as 79,837 messages using the helpline. We encourage people to use the Delhi Traffic Police's Whatsapp helpline number to complain about any traffic-related issues, like traffic violation, unauthorised parking, overcharging or misbehavior by auto and taxi, faulty traffic signals or any other issue related to traffic.

The vision of a smart city should be zero human casualties. There must be proper roads, flyover, footpaths, etc. Every component of a smart city should be formulated in such a manner that there are zero accidents. A smart city must also have a good signaling system, because it plays a major role in traffic management.



### How do you tackle the incidents of traffic violations?

For repeated traffic violations like drunken driving, rash driving, over speeding, etc., driving licences of the violators are liable to be suspended and cancelled under the provisions of the Motor Vehicles Act, 1988. In order to have a deterrent effect on repeat traffic offenders, more than 4,000 driving licences have been suspended by the Transport Department, Government of NCT of Delhi and the courts of Metropolitan Magistrates in the NCT of Delhi.

Also, in order to facilitate compounding of pending notice issued for traffic violations, the Delhi Traffic Police has created a facility wherein a Traffic Police Challaning Officer with eChallan machine can receive the payment in cash for compounding the notice. The notices are issued under Section 133 of the Motor Vehicles Act for the various traffic violations committed by the road users.

At present, one is required to deposit the compounding amount at the seven Cash Collection Centres located in different parts of Delhi. However, now instead of going to any such Centre, one can contact the nearest Traffic Police Challaning Officer having E-challan machine for compounding the notice. The officer will accept the compounding amount in cash and a printed receipt of the payment containing all the details will be given to the person upon signing the receipt. Henceforth, the pending notices can be compounded with any Challaning Officer of the Delhi Traffic Police anytime and anywhere in Delhi on all the seven days of the week.

### So, you suggest that licences of more than three time traffic violators should be cancelled?

Yes, we are doing this. If a person is found violating traffic rules more than two times, then we suggest that his or her traffic license should be cancelled. In fact, the amended Motor Vehicles Act has such process where a person could lose the license, but we have to implement it.

### How tough or easy you find it is to enforce the traffic rules?

It is really tough. In fact, we have to fight for this. We have to use special cameras to identify and nab the traffic violators. We have to look after the parking facilities as well. Enforcing



**'For repeated traffic violations like drunken driving, rash driving and over speeding, driving licences of the violators are liable to be suspended and cancelled under the provisions of the Motor Vehicles Act, 1988'**



discipline in Delhi is very difficult. Every year, more than 45 lakh drivers are prosecuted for violating traffic rules.

Incidentally, starting this summer, the Delhi Traffic Police will be organising five-day road safety awareness summer camps for the school children, free of cost, with a view to inculcate good road safety habits in them. The objective is to help children and students utilise their holidays meaningfully and enable them to learn road safety skills in an enjoyable manner, which will have a bearing on their personality in the years to come.


The programme will also focus on the risks of driving by minors, which is increasing in Delhi. The participants will be provided daily complimentary refreshments. On the last day,

they will be awarded participation certificates. Interesting activities, such as awareness about road safety rules, traffic signs, road markings, film shows, street plays, first aid, etc., will also be organised. Road safety literature, calendars, caps and other gifts will be provided to the participants. The five-day camps will be conducted from May 18 up to June 26.

### How do you see the role of Information & Communication Technology (ICT) in traffic management?

ICT plays a crucial role in all government departments. As for the Traffic Department, it is extremely relevant. With all the modern apps and smart phones around us, we can have online solutions to most of the day-to-day hassles.

More than 3,000 CCTV cameras have been installed by the government in Delhi. A large number of cameras have been installed by the government agencies. Even businessmen across Delhi have installed these cameras in large numbers.

Although substantial success has been achieved on this front, for a city of the size of Delhi, we need more and more surveillance cameras. In fact, the educational institutions should also install the CCTV cameras. 

# KYOCERA Document Solutions Inc.

## Takashi Kuki is New President

Aiming to be a valuable partner that grows together with customers, he says

**K**YOCERA Document Solutions Inc., one of the world's leading document solutions companies, has announced the change of its President. To illustrate the new direction of KYOCERA Document Solutions, the new President, Takashi Kuki, has released the essential Management Message to the public as below:

At KYOCERA, in order to deliver products and services that delight our customers, we take the 'Customer-First' Principle as our top priority. To ensure customer satisfaction, we aim to be a partner that delivers new value to our customers' operations, with employees who relentlessly pursue their

dreams, work enthusiastically and achieve self-determined goals.

KYOCERA Document Solutions Inc. is the company that undertakes the document solutions business in KYOCERA group, which has consistently opened up new worlds by leveraging leading-edge technologies in a broad range of fields from fine ceramics, electronic devices and communications services to environment and energy markets.

For more than 20 years, we have minimised environmental impact by developing long-life, low-waste printers and multifunctional products. We have worked continually to build long-term partnerships with our customers by optimising total usage cost of a product through



Takashi Kuki  
President of Kyocera Document Solutions Inc.

### About Company

KYOCERA Document Solutions has more than 50 years' experience in copiers and MFP, and over 25 years in printers development and manufacturing. Since its establishment, KYOCERA

Document Solutions commits to develop products to incorporate "Ecology" and "Economy" based on the philosophy of "Environmental Friendly Management". KYOCERA Document Solutions also comments to offer reliable, safe and clean products and satisfactory services to demonstrate core "Customer First" principle and, at the same time, improves environment performance and strives to be the Global Reliable Enterprise.


KYOCERA Document Solutions India Pvt. Ltd.- a wholly owned subsidiary of KYOCERA Document Solutions Corporation, Japan, was formed in 2008, to cater to the Indian customer better. KYOCERA is based out of Gurgaon and has 16 branch offices in major cities. They are supported by a strong dealer network of over 200 dealers across the country.

To learn more about KYOCERA Document Solutions, please visit [www.kyoceradocumentsolutions.com](http://www.kyoceradocumentsolutions.com)



the minimisation of the number of consumable parts that require frequent replacement.

In recent years, customers' business environments have become more diversified and globalised, and requirements for borderless streamlining of operational process as well as quick decision-making have increased. At the same time, the volume of documents handled on the business front line has grown exponentially and the issues involved with document processing are multiplying. Built on our strong foundation of hardware sales and maintenance, our extensive consulting services and self-developed business applications enable us to better understand customers' business environments and solve document-related issues through our total document solution approach.

KYOCERA Document Solutions will continue to grow together with you, and be a partner that will contribute to your business growth. 





27th June 2015,  
Dehradun

## Chief Guest



**Shri Harish Rawat**  
Hon'ble Chief Minister, Uttarakhand

## Programme Chair



**Mr N Ravi Shanker**  
Chief Secretary, Uttarakhand



**For Details Contact:**

Gaurav Srivastava, +91-8527697685, [gaurav@elets.co.in](mailto:gaurav@elets.co.in)

[uk.eletsonline.com](http://uk.eletsonline.com)



# Payment Banks

## The Game Changers

Even as IT enables the banking industry to come up with more and more innovative products and services, the advent of payment banks has given an altogether new twist to the traditional banking story, says **Aspy Engineer**, Senior President and Country Head, Yes Bank in an interaction with **Poulami Chakraborty** of Elets News Network (ENN)



**T**he Prime Minister has launched a massive financial inclusion programme called **PMJDY**. How do you view the initiative?

The Pradhan Mantri Jan-Dhan Yojana (PMJDY) is a very good initiative to ensure bank accounts for every household and would go a long way towards financial inclusion of all strata of the society. This initiative needs to be supported with the strategy to promote use of cards and creation of infrastructure such as ATMs and Micro ATMs at as many touch points as possible. The initiative will prove to be effective only if the customer starts using his/her RuPay card for all banking transactions.

The National Payments Corporation of India (NPCI) has supported this initiative by providing an insurance cover of Rs 1 lakh on the card. This is a great incentive and needs to be promoted well among the users. Today, in the upcountry locations, people still fear to use card and prefer cash over card. Hence, it's important that issuance of cards goes hand in hand with its activation and usage. Equally important would be education of the end-users on the safe and secure use of the cards to ensure a good banking experience for them.

**IT has played a very strong role in the evolution of every sector of operation across the industry. How has it been effective in bringing about a change in the banking sector?**

Innovations and different operating models

in IT have enabled the banking industry to be more active in the innovation and introduction of new services/products. However, IT still has to play a major role in ensuring security and ease of transaction and that processing issues are addressed for the customers so that they use IT-driven products more often.

**While implementing IT in its operational ecosystem, what challenges has Yes Bank faced? Anything specific to Tier II and Tier III cities?**

No issues faced, to date. Yes Bank has the best in class IT infrastructure combined with experienced IT professionals running the same. This enables the bank to provide a superior and seamless service to its customers.

**JAM (Jan-Dhan, Aadhaar & Mobile) module would soon be introduced across the country. What are the benefits customers can avail from this new scheme of things?**

According to the last economic survey, even though there are subsidies for a variety of products like rice, wheat, pulses, sugar, kerosene, LPG, naphtha, water, electricity, diesel, fertiliser, etc, the beneficiaries are often unable to get the benefits in a timely and cost-effective manner. The best way to reduce leakage in the PDS system is by increasing the Direct Benefits Transfer (DBT) scheme, which can be utilised better if bank accounts, Aadhaar and mobile are linked more efficiently. India has over 900 million cell phone users and close to 600 million unique users (people with just one SIM). In such a scenario, mobile money can help deliver the direct benefit transfer to the poor. The JAM module will help in reducing the leakage in the subsidy transfers big time as well as increase efficiencies in the systematic distribution of various governmental benefits to the end-beneficiaries.

**How can physical and digital safety and security be ensured in banks?**

There can be several measures to ensure security in banks, like heightened backend security to protect the customer data, second factor authorisation for transactions, multiple level of maker-checker system, etc., are some of the various measures that banks have put in



**‘This (PMJDY) initiative needs to be supported with the strategy to promote use of cards and creation of infrastructure such as ATMs and Micro ATMs at as many touch points as possible. It will be effective only if the customer starts using his card’**

place for the safety of its systems and customers transactions.

Simultaneously, the banks, regulator and industry bodies such as NPCI should also run various customer awareness campaigns for ensuring proper and safe use of cards. It must be noted here that the best security systems are only as good as the weakest link. Hence, customers’ knowledge of the do’s and don’ts while transacting is critical.

**ATM density in Tier II and III cities is one serious issue that needs careful consideration. How can this problem be addressed?**

Here are a few solutions for the problem:


- Issuance of cards should be expedited, as it will increase transactions at ATMs
- Creation of model of operations like Cash-in-Transit can be a good model for banks to reduce operating costs
- Improvement of power supply in Tier II and III locations will help in improving ATM uptime and thus fetch more transactions
- Low-cost model of deployment
- More value added services such as utility bill payments, Card2Card transfer at ATM etc should be introduced

**How do you envision the growth**

**of banking sector in the coming years?**

The advent of payment banks has given a new twist to the entire traditional Banking story. These new banks would not only have to do different things, but will have to do things differently to be a relevant market player going forward. There would be lots of competition with respect to the digital initiatives and products among the current and future banks. The prime focus would be on low-cost of transactions with wider reach. Going forward, the battle in the sector would be for gaining a major share of the customers’ transactions, which they would be carrying out on a daily/ monthly/ yearly basis.

**How far away is the economy from becoming fully cashless economy?**

India is still some years behind adoption of cashless transactions. The country has always been a cash-rich economy; therefore, eliminating cash and replacing with cashless transactions would be really difficult. Mobile payments and internet payments are used more in metro cities and the technology still has not been tested at the lower segments of the customers. Customers need to develop the trust factor on cashless payments technology before adopting cash less society. 

# Entitlement-Based Governance in MP

The Samagra Samajik Suraksha Mission (SSSM) has been a great help in reaching the level of entitlement-based governance instead of just demand-based governance, says **Ajeet Kumar**, Mission Director, SSSM, Directorate of Social Justice, Government of Madhya Pradesh, in conversation with **Souvik Goswami** of Elets News Network (ENN)

**G**ive us an overview of the Samagra Samajik Suraksha Mission (SSSM).

The Samagra Samajik Suraksha Mission (SSSM) was started in 2010 in Madhya Pradesh to ensure that the poor section of the society gets the benefits of all the Central and State Government schemes in a seamless manner. Samagra is basically a database of all the families and residents in the State of Madhya Pradesh. It is a family-based database, and is quite important as all the government schemes are based on the concept of family.

We can give the example of the Below Poverty Line (BPL) segment of the society. The government schemes are basically for the BPL families. So, there lies the importance of family-based database. For reaching out with government schemes to the citizens, it is very important to have family-based database. Our main target was to establish a relationship with a family and its members, and we have succeeded in it.

Let us take another example. There is another scheme called the Mukhyamantri Mazdoor Surakhsha Yojana run by the Social Justice Department of Madhya Pradesh. However, there are various provisions relating to health, pension, scholarship, etc., in one scheme and they are targeted to various types of members – like child, woman, elderly parents, etc. – of a particular family. My opinion is that database based on families is the most crucial factor for implementation of government schemes.

**How did you manage to create this huge database? What was the role of ICT in this process?**

We first initiated a state-wide survey in 2012-

2013. After the survey was conducted and forms were distributed to collect the data, government functionaries were sent to field to collect the same. Once this was done, it was fed into software created by the National Informatics Centre (NIC). Then, we provided a unique eight-digit ID to the family and a unique nine-digit ID was given to every family members.

Use of ICT played a huge role in the entire process. We have a database of around 8 crore members, which covers the entire State of Madhya Pradesh. Nevertheless, we have to always keep in mind that population evolution is a dynamic process. Now, you can imagine as to how crucial it was for us to use ICT effectively to generate and manage the database of this magnitude.

**Shed some light on how this database is being used by various government departments in the State.**


At present, we are implementing schemes majorly in three departments. The Social Justice Department is using our database to disburse pension schemes. On the other hand, the Direct Benefit Transfer (DBT) programme is also being run based on the Samagra database. Under the National Food Security Act, the Food Department is also using this database. In fact, they are the biggest users of this. Nearly 5.22 crore members are being given the benefit of this scheme through the all-important database.

Based on this, scholarships are also being disbursed. There are 30 various scholarship schemes being run by nine departments or allied boards and it is a huge task. The Samagra database is playing an important role for the effective disbursement of scholarship schemes, too.



All these have helped us reach the level of entitlement-based governance instead of demand-based governance. We can claim that because now a student has to just fill one form and the system will tell us what all scholarships he or she is entitled to, rather than that student going to various departments to avail different scholarships.

**What is your vision for Financial Inclusion in the State of Madhya Pradesh?**

We believe that everyone should have access to financial services. Financial Inclusion is not only about savings and withdrawals; it is about developing financial habits. It has been observed over the years that those people, who are using banking services, have greater savings as compared to those who are not using banking facilities that much. More use of banking services will promote savings habits and that will lead to better growth and development. 



# Tackling Info Hacking in Digital India

There are several information security challenges that need to be considered by the government for Digital India and smart city projects, says **Maheswaran S**, Regional Specialist - DLP & APT, APAC, Websense, in an interaction with Elets News Network (ENN)

**W**hat are your views on the 'Digital India' campaign of the Central Government and their focus on embedding security technology in various policies and projects to be rolled out under the campaign?

The 'Digital India' campaign is a great initiative that has resulted in the convergence of technologies and, at the same time, convergence of various government departments to work in unison under this initiative to realise the dream and vision of Prime Minister Narendra Modi.

A lot of work is going on especially in the three vision areas as identified under Digital India: one is infrastructure to citizens, second one is governance and services on demand electronically and the third one is digital empowerment of citizens. It is, thus, connecting with every touch point of citizens' interaction with the government. The various aspects of the project have various information security challenges that were identified by us, and that the government needs to consider and defend.

**With the concept of 100 smart cities becoming a reality in India, what are the security aspects that should be embedded in a smart city to ensure safety for citizens' data?**

We have highlighted some major information security challenges that need to be considered by the government for the Digital India as well as smart city projects. The first one is that a lot of critical citizens' data will be available on Cloud or in an electronic form that the government would need to protect. In addition, according to recent reports of data breach, we have also observed

that almost 50 per cent of the data breaches reported by the government are because of the human element, as users were not aware of the safeguards. Thus, with more electronic records being available with the department, there is a big challenge to create awareness amongst the staff and ensure that they are not just equipped to handle those services efficiently, but are also concerned about the security aspect of it.

Another observation was that the Digital India campaign is going to embrace social media significantly. So, it is important to have a robust social media policy to ensure that there is a proper framework that addresses the concerns with respect to it.


**'The key steps of preparedness include performing a comprehensive risk assessment, which includes people, projects and technology aspects of evaluation of risk before these projects are launched in the public domain'**

And lastly, be it smart city or any other project that the government is trying to implement through Digital India, there will be critical infrastructure and critical



information available for the hackers to attack. So, it becomes even more important to have a comprehensive framework to defend them from these attacks. These are the major challenges that a government needs to be aware of while designing and working on Digital India projects.

**What are your key recommendations to equip the Digital India project with security preparedness?**

The key steps of preparedness include performing a comprehensive risk assessment, which includes people, projects and technology aspects of evaluation of risk before these projects are launched in the public domain. These should have a periodic schedule of re-evaluation. Secondly, it is important for the government to have content and context way towards their security framework and should also have data analytics embedded in it. There are many available or existing technologies that have become outdated with the changing threat environment. 

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**Nikom** – An ISO 9001 Company and Member of IGBC (Indian Green Building Council-CII) has an integrated capability to design and build State-Of-Art World Class IT & Networking Solutions, Data Center Solutions, Safety and Security Solutions and Audio-Video Solutions on turnkey basis for large and medium enterprises. Having successfully designed, implemented, and executed various turnkey projects for enterprises with the server farm space of 200 sq. ft. to 15000 sq ft, Nikom has won “BEST-IN-CLASS” Award in Asia Pacific Japan Region for their significant contribution in the field of IT, Green Datacenters and Energy Management Solutions. Nikom InfraSolutions Pvt. Ltd., one of the elite partners of many leading global brands, have been winning consistently and delivering various prestigious projects. All the enterprise solutions designed, and implemented by Nikom are with highest standards of project excellence, and technical expertise.



**Year of Inception:** 2000

**Managing Director:** Asheesh Garg

**Number of Employees:** 50

**Head Office:** 309, Skylark Building 60, Nehru Place, New Delhi-110019, India

**Phone:** +91 11 4130 6655 / 6699

**Email:** info@nikom.in

**Website:** http://www.nikom.in

**Contact person for clarification:** Arin Sarkar

**Email:** arin@nikom.in

**Contact:** 9968127604

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DCIM Software Solutions, High Density Containments & Specialised Precision Cooling, Rack and Row-based Cooling Solutions, Compliance to TIA942 & Tier guidelines, High Efficiency & Modular UPS Solutions, Racks, Rack, iPDU, Switched PDU, Power Distribution, Environmental Monitoring Solutions, PUE Analysis

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- Nikom got huge appreciation and recognition on the launch of “First of its kinds Multi-Airport Operation Command Center” in Asia by Airports Authority of India and NIIT Technologies for having delivered datacenters at multiple airports across India.
- Nikom felicitated as the “Best Partner of India” at Asia Pacific 2014 Meet of Schneider.
- IT Infrastructure Deployment including Supply, Installation, Testing and

Commissioning of IT infrastructure at various Toll Plazas.

- Deployment of High-Precision Surveillance, Access & Visitor Management Solutions at high security zones.
- Deployment of high capacity UPS and Power Solutions at Domestic & International Terminals at Chennai Airport.

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Bengaluru, Chennai, Delhi, Gurgaon, Kolkata

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## Address

Head Off: 309, Skylark Building 60  
Nehru Place, New Delhi-110019  
India  
Contact: 9811135559, 9968127604  
Website : [www.nikom.in](http://www.nikom.in)

Call us  9968127604

Mail us  [info@nikom.in](mailto:info@nikom.in)



# Bhopal Takes to The Smart City Lane

The Bhopal Municipal Corporation's budget for 2015-16 is a vision document envisaging Bhopal on the road to a smarter, efficient, resilient and sustainable city, says **Tejaswi S Naik**, Commissioner, Bhopal Municipal Corporation. Excerpts from an interview with **Souvik Goswami** of Elets News Network (ENN)



**H**ow do you think that the 'Smart City' programme can change the urban landscape of India in the coming years?

Smart City is a concept wherein each citizen can go about his daily routine and livelihood without any hassle or barrier with seamless use of Technology and Design using info for his benefit in real time and reaping the dividends of a thoughtful urban planning. With coming of the 13th Five-year Plan in 2017, the idea of Smart City would acquire a new shape, thus, defining the future of major cities across the country.

**The budget for the year 2015-16 has been presented recently for the Bhopal Municipal Corporation (BMC). How do you think it can help in transforming Bhopal into a smart city?**

The BMC budget for 2015-16 is a vision document which envisages Bhopal on the path of becoming a smarter, efficient, resilient and sustainable city.

We are looking to increase our revenue and focus on plugging of loopholes. We plan to work in the following areas:

- Geographical Information System (GIS)-based property mapping, along with a social survey for each family residing in Bhopal under the smart card project;
- Water budgeting by making the existing systems smarter and remotely controlled;
- Wi-Fi enabled public facilities like She-lounges, e-library, Wi-Fi hotspots;

- App-based services to citizens and extensive use of app and Android platform in the daily functioning and review;
- Utility duct policy, which envisages digging free roads plus added revenue to BMC;
- Future Mass Rapid Transit based on a convergence between existing Bus Rapid Transit System (BRTS) and coming metro rail;
- Non-motorised transport (NMT) and bike sharing in possible locations; and
- Modern centralised command & control for emergency response, fleet management, HR management and O&M.

### What are your plans to transform Bhopal into a smart city?

By virtue of being confident and aggressive in adoption of technology, Bhopal is now in a position to implement many of the things which may otherwise be difficult to. Learning by experiences, this year the budget of Bhopal consists of many initiatives and policies, which project a vision for making Bhopal a lively, liveable and sustainable city. Compulsory utility duct provisions in all constructions, she-lounge facilities for ladies as part of public amenities, innovative advertisement policy keeping in mind city's aesthetics, culture and road safety, heritage policy to conserve and use city's rich heritage, lake cell, film cell and smart city cell to encourage thought process for betterment of the city.

### Do you think that ICT will play a big role in the scheme of things for the smart cities programme?

Today is the age of information, so it becomes pertinent for us to ensure that effective utilisation of resources is done. We need to have actionable data at our fingertips remarking all the possible noise in it. Data analysis based on smart technology is the key for governance, mobility or management.

### What, according to you, are the major challenges for making smart cities in India?

No project or government scheme can be successful if it does not echo the sentiments of the grass-root citizens, who are the final endorser. Take example of "Raahgiri Day" in Bhopal. BMC had to just offer it to the people, after which it has been carried on and sustained by the citizens. This is a pointer to the changing

### City of Bhopal: Reflections of a Smarter Tomorrow



**'Effective implementation of the master plan and balanced development of infrastructure is the need of the hour. Chronic problems like traffic congestion, waste management, encroachment and sustainable development can be addressed through this'**

times that we are living in and gives an idea about the future shape of things.

Effective implementation of the master plan and balanced development of infrastructure is the need of the hour. Chronic problems like traffic congestion, waste management, encroachment and sustainable development can be addressed through this.

Also, it is necessary to feel the pulse of the

people. For example, apart from the usual complaints in grievances redressal of waste management, water supply and beneficiary schemes, the local government should also sense that the citizen also craves for quality lifestyle, participatory processes and value-added services. Hence, participatory budgeting from people should be done to understand as to what all they want in their city. [egov](https://www.egov.gov)

# Video Banking Push to BFSI Sector

Offering video-conferencing banking solutions with a lower bandwidth is a huge achievement as there is higher competition in the technology domain. Overcoming such challenges, the company has achieved immense success, says **Abhishek Singh**, Product Manager, PeopleLink Unified Communication & Telepresence, in conversation with Elets News Network (ENN)

**P**lease share with us the contributions you are making to the BFSI sector.

We are originally a video-conferencing company with a large number of video-conferencing solutions. Moreover, we have come out with some of the very innovative concepts and technologies for various fields. As far as video-conferencing in the BFSI segment is concerned, it was a proud moment for all of us as we launched the first-ever video-banking solution, and it was purely for the BFSI vertical.

We are looking at the basic challenges which people are facing in having seamless communication. We are trying to bridge that gap through the visual communication to make sure that all the teams are video-enabled. We help take banking services to the last person.

**The government is promoting Financial Inclusion in a big way, and there is extra stress on the uplift of BFSI sector, as they consider it essential for the development of economy. So, what kind of opportunity do you see in this scenario?**

Generally, a major challenge for the Financial




Inclusion projects is that in a country like India, you generally need a solid bandwidth for any heavy communication to reach out to the last person. And, if you are trying to give some services in the rural areas, you need to communicate. You need to have a proper communication delivery system to make sure that even the last person is aware of the services being provided. We have a very intelligent encryption, which supports our products. It has been designed keeping the ground realities of India in focus and understanding the bandwidth requirements as well as the crunches.

Our solution works at the lowest bandwidth. It is a major feature nobody else can provide, and that is helping the government organisations to reach out to the remote areas. As a matter of fact, recently, when the National Optical Fibre Network (NOFN) was launched, PeopleLink's video-conferencing was the one service which connected the rural-most villages with the Union Minister for Communications & IT and the world.

**What are the major challenges with regard to further execution of your plans?**

There are a few common challenges, which have already been removed by the people working in the technology domain. Generally, any technology company would face the bandwidth challenge in providing video-conferencing services. We don't face that because our solution works on low bandwidth. So, as of now, there are no challenges and we intend to come out with more similar policies keeping the requirements in mind.

**How has been your experience with Elets (eGov) and what do you expect?**

Our experience with Elets Technomedia has been fantastic. It's been four to five months now that we got associated, and ever since, we have gone together from event to event. The kind of platform the organisation provides us syncs with our offerings. We find a lot of people connecting with the solution, and that is the biggest achievement for us. 





# Mobility Times Around the Corner!

Technological advancements are pushing the use of smartphones, and smartphones are taking us fast towards mGovernance times, says **Ankur Mittal**, CEO, Quytech, in an interaction with **Akanki Sharma** of Elets News Network (ENN)

**W**hat are the various mobility solutions that the company offers?

Since its incorporation, Quytech has been working on different mobility solutions to get real-time data from field to companies.

We have been working with some government agencies on a mobility solution to collect accident data in a comprehensive manner to help road authorities, traffic police, insurance firms and health authorities, so as to reduce both rate of accidents and their impacts. The data collected can be used by the agencies involved in the planning and design of roads as well as control and management of traffic. This solution is primarily intended for use by traffic personnel to collect accident data directly at the scene, along with photographs and map location, and other related data, which would simultaneously help generate FIRs as well as other useful information for road authorities, insurance companies and emergency services.

Quytech also provides enterprise mobility solution, PepUpSales, for tracking sales and distributions. Various government agencies and corporates can track and manage the orders, deliveries, distribution and sales, along with location tracking of its employees to save cost and timely working.

**BFSI is one sector that depends heavily on mobility. Do you offer solutions there?**

Yes, Quytech helps BFSI to get the market data, along with customer information, to the companies. Market executives and agents take data on paper due to which it delayed timely delivery to companies and has high



**'We do not just build the solution; we first understand the problem and pain areas, and then try to resolve it'**

error rate. We provide solution so that all the data can be entered on mobile or tablets by the executives and is available to the company immediately within the defined formats along with photographs and map location. This helps them analyse and forecast sales and marketing, improve customer service.

**Why do you think your products/services have an edge over others?**


Quytech has a team having experience of working with Telecoms, Banking, Insurance, Government and FMCG industries, among

others. We do not just build the solution; we first understand the problem and pain areas, and then try to resolve it. Quytech constantly monitors the usage and usability of the solution to enhance and make sure that it is best used by the customers, so that the problem is resolved. The problem resolving capability and support that we provide to our customers is the reason we are able to retain them.

**Do you think India is ready for a shift from eGovernance to mGovernance?**

With Internet and smart phones coming at cheaper cost, mGovernance is taking a lead over eGovernance. Not everybody has a PC or laptop, but in India every other person carries a mobile device. As the government is already in the process to provide Internet everywhere, soon a time will come when data and information will be available anytime, anywhere to everybody on their mobile device, thus giving the reach to the last mile.

**What are your plans and strategies to further escalate your presence in the Indian market?**

Quytech is working closely with governments and corporates to fill the gaps within the existing system and processes, and provide solutions for a smooth transfer of required data and information within office and to field personnel. As there are multiple languages in India, we are enhancing our solution and services to support all languages to cater pan-India market. Quytech is aggressively working on Big Data gathered by using our mobility solutions. 

# Open Source is Democratic

Technology innovation is critical and it should not become expensive at the hands of a few organisations, asserts **Vikash Jha**, Co-Founder, Unotech Software, in an interaction with **Rachita Jha** of Elets News Network (ENN)

**W**hat makes Open Source software a viable option for government organisations?

Open Source is the biggest platform of collaboration. I was amazed by the idea of people from all over the world collaborating to make top-class software that is then available for anyone to use in any sector of application. I believe this has profound, empowering implications for the government organisations, as it truly empowers any department for innovation, wherein you work closely with the customers and the customers decide what is required based upon their business priorities. The latter is what has actually proved to be the most successful form of software development where the customer's participation in development as well as usage of the product drives major adoptions.

We strongly believe that technology innovation is critical and it should not become expensive at the hands of a few organisations, which is why we believe Open Source is extremely critical, and commercially, customers should never be locked into one single vendor who keeps them jinxed in product licences, restrictions on modification and of course, the huge costs involved in proprietary solutions. So, it is indeed a viable option for the government organisations to invest in.

**Do you think that there is a resistance to adopt Open Source, especially in the BFSI sector?**

There used to be a lot of resistance when the business impacts of the benefits of Open Source



were not clear. But today, most organisations into BFSI, manufacturing, e-commerce, etc., have realised that Open Source brings in a fundamental strategic business advantage of being able to build solutions as per your needs and having the flexibility to manage them in a very controlled way. So, today the BFSI sector is using Open Source in many of its applications.


**What is your flagship product and how has been the industry's response to it? What problems does it solve?**

We have looked at ourselves as 'problem solvers' through the use of Open Source software and are keen to keep it that way. We work in two streams; one is services where we basically implement Open Source projects for customers or Open Source products supported by OEMs like Red Hat, Exo, OpenIAM and others, where we are implementing their

products and successfully implementing these in the enterprises. The other line is the solutions where we have Identity and Access management (OpenIAM), Document Management (OpenKM) and Messaging, and collaboration solutions.

**What is the future roadmap for the company's further growth? What all can one look forward to?**

Open Source is not just about selling software, it's all about being open in the way you deal with customers right from the day you start engaging to the way you discuss commercials, the way you deliver your service, the way you finally implement the solution and even how you build the product when product development is required. We have a mission to establish long-term relationship with customers on the path of Open Source. We can deliver value and assure our customers that we are here for a long-term partnership. In the next few years, we look at Unotech as an organisation that will also upstream to the community and also build a team of highly specialised unique skill sets, which will uniquely distinguish us as the only pure-play high-end Open Source consulting, implementation and product company.

To put it simply, we want to help people enjoy their work. Through our reliable, robust and flexible Open Source solutions, we want to inspire government organisations and their employees to be the best. We understand that each organisation has different needs and strongly believe that through innovations, customer-centric approach, open and transparent communication, we can enable businesses realise their optimum potential. 

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National Health Mission,  
Department of Medical,  
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**Chief Guest:**  
Smt Vasundhara Raje,  
Hon'ble Chief Minister  
of Rajasthan



CONFERENCE QUERIES  
Kartik Sharma, +91 8860651635, kartik@elets.in

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# Adding Wheels to Mobility Revolution

Offering the entire gamut of mobility solutions, Mobiliya is planning to mark its presence in the enterprise mobility solutions domain, **Krish Kupathil**, CEO of the company, tells Elets News Network (ENN)

**T**ell us about the various mobility solutions that the company offers.

Mobiliya designs and builds different devices for a number of vertical industries, consumers and enterprises. These devices run the custom Mobiliya Secure Android platform and other Mobiliya IP to provide customers a compelling, sustained market advantage. Devices incorporating Mobiliya technology and platform are being used in Education, Defence, Security, Manufacturing, Oil & Gas and other niche verticals with specialised devices. Mobiliya's latest offering, Mobiliya Shoonya, is an enterprise-grade, extensible xDM solution that enables clients to administer secure mobile device management policies.

Mobiliya offers localised and differentiated smartphones and tablets for mobile OEMs and operators. Other solutions include Mobiliya Kratos, a customisable, secure enterprise-grade Android; Mobiliya Onvelop, an enterprise mobility platform for companies of all sizes; and Mobiliya Edvelop, a collaborative, mobile-learning platform for schools and universities. Our customers and partners include some of the biggest names in technology.

## Do you also offer solutions for the BFSI sector?

Mobiliya offers a whole range of mobility solutions to the BFSI segment comprising consumer-facing mobile apps, mobile wallets, and single-interface employee communication and collaboration systems. With advanced in-built security and manageability functionalities, like on-device encryption, restricted access and remote-device

management, our solutions enable banking institutions to extend secure mobile services to their clients and employees.

## How the solutions you offer are different from those of others?

As a pioneer in end-to-end mobility solutions, Mobiliya has a distinct edge. With a team of more than 400 engineers, developers, designers and UX experts working across five global delivery and R&D centres located across the globe, we boast of a workforce that is passionate about creating benchmark mobile technologies every day.

Moreover, our ability to build a customised mobile ecosystem from ideation to delivery further boosts our value proposition. From creating specialised devices to a series of secure, manageable and flexible mobile platforms, solutions and apps, Mobiliya's 360-degree approach makes the perfect mobility partner for enterprises, brands, ODMs and OEMs.

## Is it the right time for the country to shift from eGov to mGov mode, according to you?

Today, India is the second largest market in the world in terms of the number of mobile subscribers. An estimated 900 million Indians have mobile phones and about 10 million subscribers are becoming mobile-enabled every month. Recognising this phenomenal revolution, the Government of India launched the 'Mobile Governance Initiative' in 2013 and within just two years, the statistics tell an incredible story.


By the first quarter of 2015 itself, approximately 55.25 crore SMSs were being sent for various mobile-based government services, with about 254 public services



available for citizens through SMS. With even a dedicated Government App Store comprising about 26 live apps, the trend is definitely inclined to further emphasise on mGovernance.

## How do you plan to further increase your market share in India?

We, at Mobiliya, are looking to capitalise on these trends with our specialised mobile offerings like Mobiliya Shoonya and Mobiliya Edvelop.

Mobiliya Shoonya is an enterprise mobile management (EMM) solution customised for the Indian market. The firm is already in talks with key government entities like the Indian Army to create specialised all-terrain mobile devices powered with the secure Mobiliya Shoonya platform. The company has also partnered with the leading universities and institutes to power their distant learning modules. 

INTERNET

# Net Neutrality

## Myth or Reality?

As a fierce debate rages in the cyberworld over open Internet, there are ambiguities about how much free actually a free Internet will be on the ground level. **Nirmal Anshu Ranjan** talks to a cross-section of people from the IT industry and other stakeholders in the domain to know their views on the issue

**T**he term 'Net Neutrality' was not a much heard term until recently, at least in India, and suddenly, it is all over the Internet space, especially in the social media. The netizens are unable to reach a consensus whether some apps can be made available for free by asking developers to pay for the data consumed by its users, or should the users be paying for apps usage, or should the status quo be maintained. The debate continues.

While the term Net Neutrality may be new to many, the concept has always been there – unlimited access to the Internet, liberty to visit any site and freedom to use just any apps, without shelling out a single penny. Wikipedia defines the term as one standing for the principle that "Internet Service Providers and governments should treat all data on the Internet equally, not discriminating or charging differentially on the basis of user, content, site, platform, application, type of attached equipment, or mode of communication".

### The Cyber Cry

What sparked off this debate is the Indian telecom companies' reluctance to provide over-the-top (OTT) services, such as messaging and

calling apps like Whatsapp and Skype, for free, as those eat into their biggest revenue streams – voice calling and SMSs. What seems to have pinched them most is the recent launch of free calling facility by Whatsapp. Telecom Service Providers (TSPs) also approached the telecom regulator Telecom Regulatory Authority of India (TRAI) seeking regulation of OTT services. Last year, Airtel even floated a new data plan, which would charge users for Voice over Internet Protocols (VoIP) calls, but had to back off after public outrage.

Further, the other factors fuelling the debate are fast-approaching deadline for the user responses on the TRAI's consultation paper as well as a campaign floated by Airtel, called Airtel Zero, which asks app developers to pay the data charges for customers if they use the developers' apps. Many pro-Net Neutrality activists feel that this idea violates the very essence of an open Internet: while big companies will be able to pay a higher price to be featured on the platform, smaller companies could be at a disadvantage.

However, telecom companies are now in no mood to compromise. They claim that they are suffering huge losses. Despite the fact that data usage by the consumers has increased by leaps and bounds, these companies stick to their

claim. TSPs have already declared that they would be charging the websites and that the consumers, who would not pay for particular websites, would not be able to access those. Besides, the users could also be coerced to pay up if service providers start regulating the speed based on users' willingness to pay.

### Real or Just Ideal?

Many experts feel that although the concept of Net Neutrality is desirable to retain the freedom and openness that the Internet provides, there are many who feel that it could be just a wishful thinking. They feel that the TSPs, who pay huge money for acquiring spectrum, would not allow a major chunk of their earnings being lost to the OTTs. Also, free access to the ever-swelling number of Internet users could put too much stress on the limited bandwidth, resulting in poor and an overall decline in the quality of services.

Just providing free access would not retain the customer, says **Siddharth Arora**, CEO and Co-founder of



ePaisa, as they would gradually opt for quality service. "ISPs think they have cracked the formula of a whole new revenue stream, but at the core of this discussion is the online business and consumer relationship. Large online players may think they have found a strategic way to find new traffic sources (today's non-Internet users) and hold customers. I believe this is a short-sighted view. Not only will these companies need to offer free access to their sites across all ISPs (increasing their costs, while they are already not making money), but their competition (also with deep pockets) will also follow the suit."

Arora maintains, "Businesses that have focused on ways to lock customers instead of innovating and offering better services have failed. While it's a great introduction to the web for the non-Internet user, let's not undermine the intellect of this user. Over time, this user will want more and will move on to a service that gives him/her real value, not free access. ISPs are calling this the toll free number equivalent of the Internet. The truth is that 'toll-free' may get you a customer, but it will not help you retain one."

However, **Harsh Tikku**, Global Head, Business Acquisition, SoftAge, would not buy that argument. He says that although zero rating would seem harmless at first glance, as all things 'free' often do, it will cause lasting damage to innovation, competition and freedom.

"Internet giants like Facebook, Google, Twitter and Wikipedia exist today because an open and neutral Internet did. Having become successful, it would be a pity if they now decide to ally with telecom giants and seek to change the rules of the game for everyone else, where smaller firms will be forced to commercially



lobby and sign up in order to prevent their competitors from crushing them," says Tikku. Experts observe that over the years, new ventures have immensely benefitted from the open Internet. In fact, one of the key reasons for start-ups to have come up in a big way in recent decades is the openness of the Internet. It has reduced transaction costs and levelled the playing field. So, violating Net Neutrality, according to them, will reduce entrepreneurship and local Internet innovations by placing firms in a situation where their local consumers are all locked into a limited platform under the control of a few giants. Neither Internet.org, Airtel Zero nor any other major zero rating platform gives the choice to the consumer. Instead, the decisions are made by big telecoms working in partnership with large Internet companies. A start-up can

**While the term Net Neutrality may be new to many, the concept has always been there - unlimited access to the Internet, liberty to visit any site and freedom to use just any apps, without shelling out a single penny**

## In Support of Free Internet

In support of continued Net Neutrality, the top IT industry trade body has suggested adherence to the following points:

- Universal principles of net neutrality, access for all and leveraging Internet for development growth should be upheld.
- Given the variety of definitions worldwide, it is important to recognise that unfettered user right of making an informed choice in deciding access to content is the bedrock of Net Neutrality.
- There should be no roadblocks to rapid adoption of ICT-enabled models and innovation that are

expected to drive the Digital Revolution in the country.

- Prioritisation of emergency or any other services, as prescribed by the regulator, accompanied by public declaration and without price discrimination, should be done.
- No double dipping by Telecom Service Providers (charging for data from both consumer and application/platform provider) should be allowed.
- Security restrictions, as required for ensuring reliable services and lawful demand of security agencies, should be in place.

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come up with an app today, and can immediately attract a global audience, they insist.

### Indian Context

Talking in the Indian context, like most other developing countries, it needs free flow of information to make itself competitive from a global perspective. Besides, the government has embarked on a 'Digital India' mission, which further necessitates the need for an open Internet. For, even if the country is linked at the grass-root level through broadband connectivity, it will be of little use if free Internet is barred.





4<sup>th</sup>  
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In its response to the TRAI consultative paper on regulatory framework for OTT services, Nasscom also advocated Net Neutrality, saying that universal principles of Net Neutrality, access for all and leveraging Internet for development growth should be upheld.

**R Chandrashekhar**, President of the apex trade body of IT companies, said, "Net neutrality creates an open and level-playing field that facilitates innovation, adoption and inclusion. The other key priority is proliferation of an affordable telecom infrastructure. These essential building blocks of the digital revolution are not contradictory and can and need to be synergised."



**Chennapa Naidu Darapaneni**, Founder & Chief Executive Officer of Meraevents.com, a Hyderabad-based event technologies company, raises the issue of employment, which the youths have got due to open Internet. Naidu says, "In an equal opportunity world, why should access to any website or an application be restricted or controlled in terms of its speed or availability? Since the advent of Internet in India, especially in the last 15 years, millions of youths found employment opportunities and millions of others became entrepreneurs tapping all the resources offered by the Internet. Restricting Net Neutrality by imposing tariff to access a website or an app on a mobile phone would first kill small businesses."



**N Chandramouli**, Chief Executive Officer of TRA — publishers of The Brand Trust Report — talks about the right to freedom of expression. He says, "More individuals, each day are becoming aware and more vocal about the Net Neutrality



## Same Rules for Same Services

The Internet Service Providers Association of India (ISPAI), in its response to TRAI consultation paper, has advocated 'Same Services Same Rule' norm. "Some of the OTTs are providing services, which are substitutable to the licenced telecom services. In our opinion, 'Same Services Same Rule' policy should be adopted and it's up to the Government to decide the modality," it said.

"Imbalance exists in regulatory environment. While ISPs are subjected to stringent regulation / laws, OTTs get free hand. OTTs do not need any licence, don't have to pay license fee and revenue share, they don't need to maintain QoS, no Universal Service Obligations, no security clearances / Legal Intercept requirements, while offering similar services as ISPs,"



ISPAI pointed out.

"OTTs are not obliged for consumer safety, security and privacy, neither they are responsible for KYC validation and records. It's unfavourable situation for ISPs who have made huge investments in telecom infrastructure and it further affects their capability to make future investment and upgrade its networks."

In the statement, ISPAI also advocates the concept of Net Neutrality: "Net Neutrality means all Internet traffic must be treated equally. Thus, a TSP/ISP must ensure that consumer has a choice to access any app or website without any differential treatment. There should not be any blocking, throttling or paid preferential treatment of retail broadband traffic by the ISPs."

issue. At one level, it is being linked to the right to freedom of expression and the right to information, and correctly so."

Going a step further, **Vishal Reddy**, Founder of Wowsome — an augmented reality mobile app suggests making formulating a law to protect Net Neutrality. Reddy says, "Net Neutrality is basic to functioning of the Internet. Consider Augmented Reality Advertising, which has all the variables of becoming the next mass medium but is still dependant on the Internet and its rules.



"Data Service Providers are attempting to kill Net Neutrality with conniving plans to make Internet paid for by app developers instead of the users and same rate card to all app developers. A rare card that will be easy for the well-funded, but unimaginable for

the bootstrapped start-ups, where the real innovation takes place. Any violation of equal speed or equal cost for all stakeholders of the Internet is a clear violation of its integrity. Internet businesses operate on the moral of Net Neutrality and it's time that we made it a law."

### COAI Stance

On the other hand, COAI, the Cellular Operators Association of India, has a different take on the issue. It feels that the users should have the 'freedom to choose'.

"We should ensure that customers have the freedom to choose how they want to access the



Internet. A customer should be free to choose the device, technology and access platform – paid or subsidised as long as the Internet is always open in terms of access in a non-discriminatory manner,” said COAI.

Insisting that “the interests of a few should not dictate the fundamental right of a customer to choose what he/ she wants”, COAI asserted that its members support an open Internet and believe that consumers should decide what to do online.

Seeking to dispel the popular notion that TSPs are against an open Internet, a statement from the Association read: “COAI members offer choice and do not block or provide any

preferential access to any website or app.” It also called for an open, inclusive and affordable access to the Internet for every Indian.

**Tito Vatapilly**,  
Chief Executive

Officer & Co-Founder, Node Technologies Pvt



Ltd, also seems to be in tune with the COAI stand. He says, “In the brouhaha around the introduction of the ‘Zero Plan’ by a Telecom major, there may be a need to step back and rationally assess the pros and cons of what was supposed to be a breakthrough move in encouraging data access and usage by consumers. While it seems to be at variance with the Net Neutrality concept, the fact that it ultimately benefits the consumers can also not be ignored.”

By way of example, Vatapilly says that the existence of toll-free numbers provided by certain companies does not limit one’s thoughts to availing those services only. “The

quality and service of any product is enough to attract its target customers. Free access to a particular service does not wholly limit the buying options available, more so, when it is quite affordable otherwise. It is ultimately the want of a particular service which makes one avail it, thereby making buying more of a choice than chance. So, there is a need for a sane debate before digging in of heels by all, so that a synthesised view can emerge that factor in concerns of all.”

But echoing the popular sentiment, Managing Director and Founder of


Citrus Pay, **Satyen Kothari**, opines that India should not violate the concept of the Internet. “Free market competition and encouraging

grass roots innovation is a critical aspect of building up a powerful entrepreneurial ecosystem. Creating obstacles in a truly open, neutral Internet creates serious obstacles in enabling this ecosystem. The concept of Net Neutrality has been discussed deeply and upheld in many countries across the world, and India should not regress and violate this core foundational concept of the open internet,” Kothari says.

Meanwhile, hailing eCommerce giant Flipkart’s decision to come out in support of Net Neutrality,

**Radhakrishnan Ramachandran**, Founder & Chief Executive Officer of Pepper Media, said,

“The need of the hour is for market leaders to take the lead and support the ecosystem that helped them grow in the first place... I also hope the government will take a stance in an unambiguous manner that they are all for Net Neutrality and lend its full support in having strong and enforceable open Internet rules. That will also go a long way in supporting and nurturing the startup ecosystem.”

So, whether it will be Net Neutrality, as we understand it today, or it will become same as cable television channels, which are available as per the choice of the consumers, only the coming days will tell. 



## Govt Panel Report This Month



**RAVI SHANKAR PRASAD**  
Union Telecom Minister

The six-member committee comprising

Telecom Ministry officials to examine various aspects of Net Neutrality will submit its report by the second week of May to help the government take a decision on the contentious issue, according to Union Telecom Minister, Ravi Shankar Prasad.

Although Prasad, who has been a known supporter of the concept of Net neutrality, did not specify the date, sources in the government say the committee would submit the report on May 9.

Since the Internet has been created by human beings, the common man

should have access to it without any discrimination, the minister had told the media.

“The entire process of a committee of experts going into the pros and cons of the issue will benefit the government in making comprehensive decisions. That’s the reason we are doing it independent of TRAI (Telecom Regulatory Authority of India),” he said.

In March, telecom regulator TRAI released a paper inviting comments from users and companies on how over-the-top (OTT) services should be regulated in the country. It asked stakeholders to send suggestions by April 24 and counter-arguments need to be submitted by May 8.



## Govt Depts must modernise systems using ICT: President



**G**ood Public Financial Management System (PFMS) is the key to good governance, as organised accounting services help in building and maintaining a strong and robust system of financial management, President of India, Pranab Mukherjee has said.

The President was addressing the probationers of Indian Defence Accounts Service, Indian Civil Accounts Service, Indian Railway Accounts Service and Indian P&T Finance & Accounts Service as they called on him at Rashtrapati Bhavan.

"In almost all countries of the world today, there is a move towards developing 'Integrated Financial Management Information Systems'

(IFMIS) and towards setting up standards in Accounting, Auditing and Budgeting. The Government of India is also moving towards such a system. In India today, this is a necessity in view of the increasing quantum of public expenditures which require a sound system of tracking, monitoring and reporting to be in place. In developing such a system, we need to learn from best global practices and build upon them," President Mukherjee said.

He went on to say that there are rising expectations amongst the public for greater efficiencies in service delivery accompanied by transparency and accountability in government processes. "In order to address these concerns, it is imperative for the Government Departments to modernise systems by making best use of Information & Communication Technology (ICT) and to make such systems citizen-centric, secure, efficient, economical and transparent. The Tax Information Network, OLTA and the National Pension System are all extremely fine examples of pan-India systems, which have simplified life for the ordinary citizen and have introduced greater efficiency and transparency in key areas of Government's functioning."

The President also emphasised that this trend shall only intensify in the future.

## Wipro sees huge opportunity in Open Source Software

**I**ndia's third largest IT service provider Wipro Ltd. said that the government drive to

encourage adoption and use of open source software will open up significant opportunities for the company.

T K Kurien, Chief Executive Officer and Member of the Board, Wipro Ltd, said, "The Government of India's policy on open source adoption is a critical step towards building a digitally empowered society. There is little doubt that this initiative will usher in greater efficiency, transparency and reliability in India's technology infrastructure besides creating significant employment opportunities over the medium to long term."

Wipro has identified open source as a core technology initiative.



## India, European Union strike new 'Digital India' partnership

**A**s part of the Narendra Modi Government's Digital India drive, India and the European Union (EU) entered a new partnership, discussing potential for collaboration in the fields of technology, innovation and smart cities.



The first India-EU Strategic Dialogue Series, organised by UK-based policy platform India Inc. alongside key players like Microsoft and McKinsey, focussed on 'Delivering Smart Communities'.

"The European Union has done remarkable work in the field of innovation, start-ups, eGovernance, etc. We can learn from the experiences of European Union and its team member countries," said IT and Communications Minister, Ravi Shankar Prasad.

The Digital India Roundtable, supported by Tata Consultancy Services (TCS) and Germany-based IT solutions entity SAP, focussed on the potential of India-EU collaboration in the field of technology and innovation as well as in creating smart cities.

Indian ambassador to the EU Manjeev Singh Puri said that the two areas where the EU should be playing a critical role is Make in India and Digital India.

## Hyderabad gets 30 new Wi-Fi spots

**T**elecom Minister Ravi Shankar Prasad launched a Wi-Fi service in Hyderabad, which will initially cover 30 places in the city. It has become the first city in the south zone to sport a BSNL Wi-Fi.

The Wi-Fi hotspots will be available across all other major cities of Andhra Pradesh and Telangana in the next two-to-three years.

"BSNL is planning to invest ₹7,000 crore over two-to-three years to provide wi-fi services in major cities and tourist destinations across the country," BSNL CMD, Anupam Srivastava said.



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## Competition Commission of India goes live on Twitter

Fair trade regulator the Competition Commission of India (CCI) has joined social media platform – Twitter.

“It (CCI) has opened its Twitter Account with twitter handle @CCI\_India to provide prompt updates to all stakeholders, including general public, legal community, business and the media,” it said.

While short messages will be communicated through tweets whenever possible, detailed orders will continue to be available on the website of the Commission, it said. Earlier this week, another regulator Reserve Bank of India too went live on Twitter.

Besides, banking sector regulator, capital markets watchdog Sebi is already using this social media platform. The microblogging site has about 18 million users in India.



## Reliance Jio to launch Wi-Fi services

Reliance Jio Infocomm Ltd. (RJIL),

a subsidiary of RIL, is reportedly in the process of entering into agreements with various State and local authorities to launch Wi-Fi services.

The Mukesh Ambani-promoted telecom venture has already launched trial Wi-Fi hotspots across India. RJIL has Broadband Wireless Access (BWA) spectrum in all the 22 telecom circles of India.

The company is planning to provide 4G services using LTE in 800MHz, 1800MHz and 2300MHz bands through an integrated ecosystem.



## Dell keen to strengthen presence in eCommerce

Texas-headquartered Dell is reportedly looking at strengthening its participation in eCommerce sector.

Dell already works with two large Indian online retail companies— MakeMy Trip and Flipkart. In partnership with the CIO Association of India, it has recently launched a program called eMavricks, which aims to bring together eCommerce companies to learn from each other.

Sudharsan R, Commercial Marketing Head, Dell India, said, “eCommerce is one of the fastest growing sectors in India. We are keen to act as an end-to-end technology solutions provider for leading eCommerce companies globally.



## RailTel targets ₹1,000 crore turnover by 2017

State-run telecom infrastructure firm RailTel is aiming to double its turnover to ₹1,000 crore over the next two years.

“We are targeting a revenue of ₹1,000 crore over the next two years from around ₹550 crore earned between April 2014 and March 2015,” RailTel chairman and Managing Director, R.K. Bahuguna said.

He further added that enterprise business, projects and retail broadband verticals would be the future growth drivers for the company.

At present, 25 per cent of its earnings account from the enterprise connectivity fees from telecom firms, while another 25 per cent comes in from the government, including educational institutes.

Cable multi-system operators contribute 15 per cent to the revenue along with 10 per cent share by the Indian railways. By March 2016, the mini ratna company will also increase its optical fibre network by another 5,000 km to reach 50,000 km.





## Smart cities will ease stress on metros: Nitin Gadkari

India needs to decrease the rising stress on the big cities by creating more centres of growth outside metros and decentralising the process of industrialisation, Union Minister of Road Transport and Highways, Nitin Gadkari has said.

“The solution to problems (arising due to rapid urbanisation) lie outside big cities. There is a need to look for solutions beyond metros,” Gadkari said, speaking at a meet on smart cities in New Delhi.

That is why the government has planned to create 100 smart cities in the country, which will become the new centres of growth away from the big cities, he said explaining the necessity for high-tech cities.

But given the resource limitations, “we need low-cost housing and urban planning of international standard”, the Transport Minister underlined.

Addressing the gathering immediately prior to Gadkari, Jamshyd Godrej, the Managing Director and Chairman of



Godrej & Boyce, had summed up the issues arising out of the unprecedented pace of urbanisation in the following words: “Another 200 million people will soon move to the cities in India... But which cities? Will there be jobs? And, what will be their quality of life?”

Taking the debate further, Gadkari said that the government has decided to raise new smart cities near waterways, so as to help those become centres of growth in true sense. “We need great cities, but we need employment too.”

Speaking on the issue of pollution, he said that the government is planning to promote alternative fuels, like biodiesel and ethanol electricity, to reduce emissions by vehicles.

## CCTV cameras in Kolkata buses for women’s safety



With an eye on safety of women passengers, the Calcutta State Transport Corporation (CSTC) has installed CCTV cameras in 632 buses as part of the JNNURM scheme.

According to a senior CSTC officer, Urban Bus Specification (UBS) II-complied equipment, including three CCTVs, were installed in each bus under the extended JNNURM Project-I.

“CCTV surveillance will make women passengers feel safe to travel in buses even at late hours. The knowledge that the bus is being under CCTV watch will give them confidence to travel,” he explained.

Every bus can store up to 100GB, and initially, the footage captured by the CCTVs would be stored for three days. “After three days the footage will be overwritten automatically. So, people with complaint of any theft or pickpocketing, bad behaviour by the ticket-conductor or the bus driver or any other problem, have to register that within three days,” he said, adding that the CCTV footage would also help them in accident cases.

Kolkata Police officers have already done an inspection of the buses and were quite satisfied with the camera surveillance.

The CSTC is also working on an IT-based communication and surveillance system to get live feed from a running bus, another officer informed.

The Corporation is also planning to have live footage from a running bus via streaming video using the GPRS, according to him. The streaming will be fed directly to the Control Room monitors in the headquarters before they are archived. “This will be under the Intelligent Transport System project and we are working on it. Hopefully, it will be ready in another six months,” the officer said.

This would help operate buses on real-time demand. Not only that, the system would also help operators systematically increase or decrease the fleet strength depending on the live footage, he explained.

## Oracle introduces new retail Cloud services

Oracle has introduced six new Oracle Retail cloud services that provide retailers with rapid access to enterprise-grade applications. It would help the apps for managing critical eCommerce, customer engagement, order management, order fulfillment, loss prevention, and brand compliance operations.

The new cloud services stem from the MICROS Retail solutions acquired by Oracle in 2014.

The cloud services included in the latest update to the Oracle Retail portfolio are Oracle

Retail Brand Compliance Management Cloud Service, Oracle Retail Customer Engagement Cloud Service, Oracle Retail Open Commerce

Platform Cloud Service, Oracle Retail Order Broker Cloud Service, Oracle Retail Order Management System Cloud Service, and Oracle XBRI Cloud Service.

Jill Puleri, Senior Vice President and General Manager, Oracle Retail, said, “Retailers looking for agility, performance, and cost predictability are increasingly considering the cloud.”

“The new Oracle Retail Cloud Services help eliminate the time and cost constraints that too

often hamper retailers’ ability to respond to new opportunities for growth. Just as important, Oracle Retail

Cloud Services allow retailers to focus on their business and work on strategic projects that add value to the business,” added Puleri.



## Indian telecom service market to touch \$104 bn by 2020

The Indian telecom service market is projected to touch \$103.90 billion by 2020 at a CAGR of 10.3 per cent during 2015-2020, said Infoholic Research.

Wireless service market in the country is expected to reach \$39.02 billion by 2020 with a CAGR of 9.3 per cent.



4G technology service is projected to reach a CAGR of 26.6 per cent during 2015-2020.

Telecom revenue from BFSI segment is expected to reach \$15.16 billion by 2020, at a CAGR of 6.6 per cent from 2015 to 2020.

## Now, passengers to get 'train destination alarm call' from Railways

Railways has launched a new service which will ensure that passengers get a "wake-up call" on their mobile phones half-an-hour before the scheduled arrival at their destination.

Similarly, another feature – 'train destination alarm call' – has also been introduced. Passengers will get an alert call 30 minutes before the train reaches their destination station.

The service is a joint initiative of the IRCTC and Bharat BPO.

The service can be availed through voice call on Railways enquiry number 139.



## Hyderabad Police launch app for reporting loss of documents

Hyderabad Police launched a mobile app named 'Hyderabad City Police- Lost Report', enabling citizens to report about loss of documents or articles and obtain a digitally-signed report online from police.

M Mahender Reddy, Hyderabad Police Commissioner,

said, "It would enable citizens to apply for duplicate documents. They can also claim insurance of articles that are lost or missed."



"These digitally-signed police reports are issued to citizens online only in cases of lost or missing items, which don't amount to crime and where no FIRs are required to be registered," the Hyderabad Police Chief said.

The police will register all the details furnished by the citizens through the app and the digitally signed report will be issued online within three days.

## Now, lodge FIR from home in Kanpur

Kanpur Police has launched toll-free numbers, enabling people to lodge FIRs from the confines of their homes.



"People will be able to file FIR through toll-free numbers 0512-2310512 and 770420202 (WhatsApp)," Inspector General of Police, Ashutosh Pandey said.

He said that the toll-free numbers will be handled by four sub-inspectors and six constables. It will remain functional round-the-clock.

Special provision has been made to address the issues of children, women and senior citizens.

Initially, the toll-free numbers were launched for 176 police stations across Kanpur, Dehat, Kannauj, Fatehgarh, Etawah, Auraiyya, Jalaun, Jhansi and Lalitpur districts coming under the zone.

## E-Visa facility extended to more airports

The Home Ministry reportedly has given the green signal to extend electronic-Tourist visas (eTV) facility to seven more airports.

At present, nine airports – Delhi, Mumbai, Kolkata, Chennai, Goa, Hyderabad, Bangalore, Trivandrum and Kochi are equipped to accept electronic visas, which also requires biometric identification. The government has now extended it to seven more airports – Ahmedabad, Varanasi, Gaya, Amritsar, Jaipur, Lucknow and Trichy.

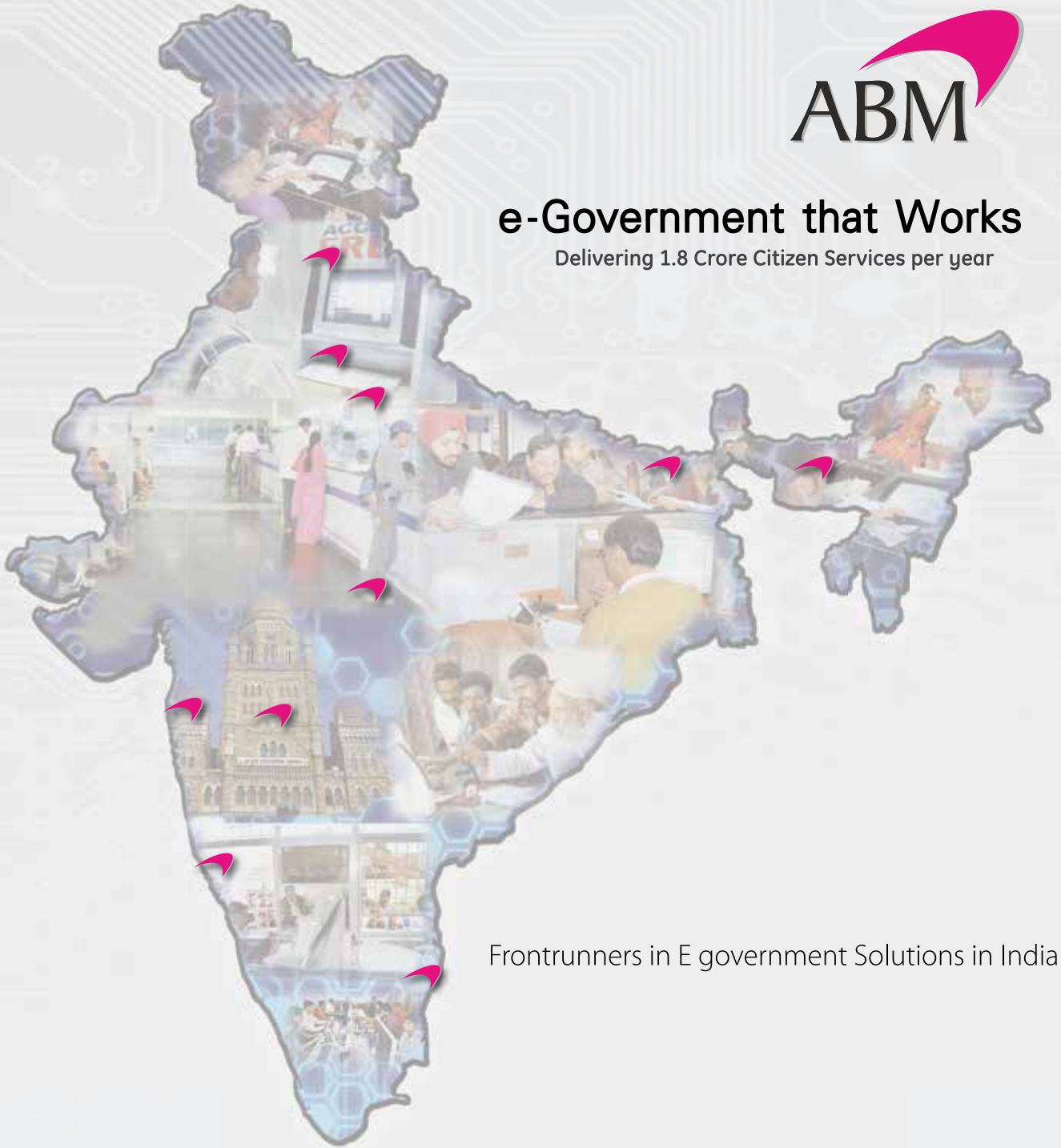
Currently, the facility is extended to Japan, Singapore, New Zealand, Philippines, Singapore, Indonesia, Finland, Myanmar, Vietnam, Cambodia, Luxembourg and Laos.





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