



## MyGov Mobile Application

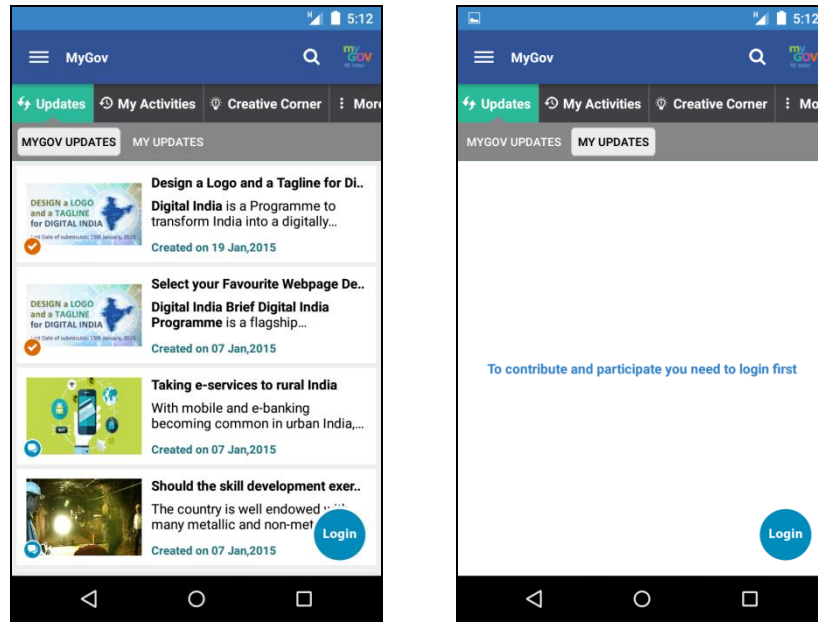
Mobile App-to collaborate the Government and the citizens

## About the Project

As people of India are exploring and reaping the benefits of digital gadgets, such tools are fast becoming a platform for civic engagement. The rolling innovation of mobile apps is radically lowering the cost of collaboration and the distance between the government and the citizens. In this perspective, our client wanted to develop an application which would connect the Indian Government directly with the citizens and vice-versa. Their aim is to allow citizens participate in government decisions, policies, theme-based discussions, sharing ideas, and good governance.

## How We Helped

Developer team at Indus Net technologies helped developing an application that is solely targeted for end users or citizens. The key functions and features of the app incorporates



- The portal is divided into categories including 'Girl Child Education', 'Clean Ganga', 'Clean India', 'Skilled India', 'Digital India', and 'Job Creation'
- The application is developed for iOS, Windows, Android and Blackberry and designed in English and Hindi languages
- Users can share the link of the app at store on Facebook and invite friends to use the same by sharing the app store URL on Facebook wall
- Citizens can participate in different forms and modes including group information, group graphic, and group matrix with sub sections including
  - **Do-take lists** : This section covers the entire tasks within the group
  - **Discuss**: This section will show the lists of ongoing discussions within the group
  - **Poll**: Registered users will be able to post their choices for the public polls posted by the moderators

- **Blog:** These are micro pages with generic content. The blog pages can be linked with the groups
  - **Talk:** This section will contain rich media content hosted of YouTube. Users can share and comment their views on the video
- The app architecture will allow multiple users to login from the same phone once the other users have logged out. Users can login via two processes –
1. *with userID and password*
  2. *via mobile phone using OTP*
- Mobile app has push notification for the groups. Users can receive push notifications during a new discussion, when a poll is added, when a new Do is added on the subscribed Do's and once when the user post is published
- Most of the discussions and group activities can be shared socially
- Provision for real time content filtration for abusive keywords and tagging content with user location
- Additional benefits include
- Users can take pictures while commenting on posts
  - Users can add tasks to phone calendar
  - Users can invite friends or contacts on any tasks
  - Provision for Google Analytics to track application performance and usage pattern and behavior of the users
  - The app will have custom error handling module to inform users about any error that the app may encounter

### **The Business Achievement**

- The app helped citizens to instantly connect with the governance body regarding any raised concerns on numerous social initiatives
- The app is highly engaging and an interesting crowdsourced platform for group discussions and activities related to the betterment of the country
- Government can be made aware of any crisis or exigency immediately through this solution.

MyGov is a valuable app for making government aware of the society's issues and receiving public feedback on the government initiatives.