

F.No.J-21011/1/2013-e-Gov.  
Government of India  
Ministry of Water Resources,  
River Development & Ganga Rejuvenation,  
(e-Governance Cell)

Shram Shakti Bhawan, Rafi Marg,  
New Delhi dated the 01 May, 2015.

To

**Heads of Organizations under Ministry of Water Resources**

**Subject:- Government Mobile AppStore - reg.**

Sir,

I am directed to refer to forward, herewith, a copy of DO letter No.3(72)/2012-EG II (Vol-I) P-I dated 20.02.2015 received from Secretary, DeitY, Ministry of Communications & IT addressed to Secretary (WR) on the subject mentioned above and to say that it has been recommended by DeitY to use Government mobile AppStore for hosting mobile applications which are developed in-house by a Ministry/ Department for public services.

2. In view of the above, It is requested to examine the above proposal and take action as deemed appropriate for using Government Mobile AppStore. Action taken be informed to the undersigned at [egov-mowr@nic.in](mailto:egov-mowr@nic.in) within 31.05.2015.

This has the approval of Joint Secretary (Administration).

**Encl:- As above:-**

Yours faithfully,

*Ashok*  
11/5/15

**(Ashok Kumar Gupta)**

Under Secretary to the Government of India  
Ph:- 011-23714350

Copy for similar action to:-

- I. All Wing-Heads of the Ministry.
- ✓ II. Technical Director, NIC with a request to kindly upload this on Intra-MoWR as well.

Copy for information to:

**PS to Secretary (DeitY),** Ministry of Communications & IT w.r.t. their DO letter cited above.

सर एस शर्मा

R S Sharma  
Secretary

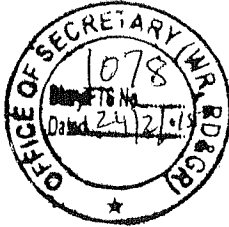


भारत सरकार

पंचायत और सूचना प्रौद्योगिकी विभाग  
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग

Government of India  
Ministry of Communications &  
Information Technology  
Department of Electronics &  
Information Technology (DeitY)

DO No. 3(72)/2012-EG II(Vol-I) P-I  
20th February, 2015



FFS  
24/2/15

Subject: Government Mobile AppStore

Dear Secretary,

As you may be aware, DeitY has operationalized Mobile Seva—the National Mobile Governance initiative — which enables government departments and agencies in the Centre and the States/UTs to leverage mobile governance for the benefit of citizens. Already, over 1500 departments/agencies across the nation have adopted Mobile Seva to connect with citizens, businesses and other stakeholders through a variety of mobile-based channels, such as Short Message Service (SMS), Integrated Voice Response System (IVRS), Unstructured Supplementary Service Data (USSD), and mobile applications (mobile apps). This project has received the prestigious United Nations Public Service Award in 2014. Real-time status and information is available round the clock on our portal <https://mgov.gov.in/> and also through frequent posts made through social media ([www.facebook.com/DIT.MGOV](http://www.facebook.com/DIT.MGOV)).

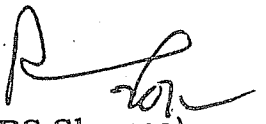
/ 2) A key thrust area of Mobile Seva is development and hosting of mobile apps for public services. In this regard, a government mobile appstore has been made operational in 2012 (<https://apps.mgov.gov.in/index.jsp>) and currently it hosts over 400 fully functional mobile apps that are free to download, most of which have been developed in-house by our development team in collaboration with the concerned government departments and agencies.

3) However, several departments and agencies in the Centre and the States/UTs are also developing and launching their own mobile apps as part of their mobile governance initiatives. These apps are generally hosted by the owner departments on popular market appstores.

4) I request you to kindly also host these apps on the government appstore under Mobile Seva. Further, you may consider having mobile apps developed around the solutions provided under the e-District and State Service Delivery Gateway (SSDG) projects. For developing these Mobile apps, the Mobile Seva team of DeitY and CDAC would provide all support and assistance. For the necessary modalities, your team may get in touch with Ms. Kavita Bhatia, Additional Director at DeitY ([kbhatia@gov.in](mailto:kbhatia@gov.in), 011- 24364729) or Dr. Zia Saquib, ED, CDAC Mumbai at [saquib@cdac.in](mailto:saquib@cdac.in)/022-26201606.

Regards,

Yours sincerely,

  
(RS Sharma)

To

Secretaries of all concerned Line Ministries and Departments, Govt. of India