File No.J-14017/1/2016-e-Gov
Government of India
Ministry of Water Resources, RD & GR
(e-Governance Cell)

Shram Shakti Bhawan, Rafi Marg,
New Delhi, dated 23rd June, 2016.

To,

The Head of Attached / Subordinate Offices under the Ministry.

Sub:- Unified Mobile Application for New-age Governance (UMANG) for onboarding Government Services- reg.

Sir,

I am directed to forward herewith a copy of D.O. letter No. NeGD/05-04/2016 dated 12th May, 2016 received from Secretary, Department of Electronics and Information Technology, Ministry of Communications and IT on the subject cited above informing this Ministry about the plan to launch UMANG, a mobile platform/application to provide single point access of Government Services to citizens.

2. It is requested to furnish requisite information in respect of the major Government Services pertaining to your Organization for onboarding on the UMANG application to DeitY under intimation to this Ministry.

This has the approval of Competent Authority.

Encl: as above.

Yours faithfully

3/6/16

(Ashok Kumar Gupta)
Under Secretary to the Government of India
Ph: 011-23714350
Email:-ashok.kgupta@nic.in

Copy for similar action to:

1. All the Wing Heads of the Ministry.

Copy to:

NIC Cell for uploading on the IntraMoWR.

जल बचत - जल संचय

डॉ. अरुणा शर्मा, आई.ए.एस.
सचिव

Dr. Aruna Sharma, I.A.S.
Secretary

सत्यमेव जयते

भारत सरकार
संचार और सूचना प्रौद्योगिकी मंत्रालय
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी विभाग
Government of India
Ministry of Communications &
Information Technology
Department of Electronics &
Information Technology (DeitY)

DO. No. NeGD/05-04/2016
Dated: 12th May, 2016

Dear Secretary,

Subject: Unified Mobile Application for New-age Governance **(UMANG)** – On-boarding reg.

DeitY proposes to launch Unified Mobile Application for New-age Governance (UMANG). It is an initiative to fast track mobile Governance in country by building a common, unified platform/application to have single point access of major Government services through mobile. Through the application, citizens can access pan India e-Gov services of his/her choice, from any location, offered by Central and State Government departments, Local bodies and their agencies. The advantages of UMANG to Central/State Gov. Departments will be as follows:

a. Availability of many services on a unified App will bring more utility to a citizen and will be a compelling reason for download of the application. Also, high footfall on a single application and the associated environment will act as a push for departments to on-board UMANG.

b. Citizens can download just a single application or access services on single mobile URL, thus bringing uniformity in user experience and ease of access.

c. Multi language support in 12 languages will also be an added advantage.

d. Handicap of limited capability/resources of the department will be addressed by UMANG. As in case, some department is willing to provide its services through Mobile, the UMANG team will readily help them to onboard. The departments need not go through pains of time consuming Tendering/consulting process. UMANG Program Management Unit (PMU) will hand hold departments for on-boarding.

e. UMANG will provide end to end Application/service level integration to the departments.

f. UMANG vendor will also provide requisite support for Government departments for developing their APIs for integration, wherever required.

g. UMANG will also provide necessary support to the Government departments for regular upgrades for the App, APIs etc.

h. All expenditure for the integration with UMANG and even for developing the APIs and maintenance will be borne by Govt. Of India.

इलेक्ट्रॉनिकी निकेतन, 6, सी.जी.ओ. कॉम्प्लेक्स, नई दिल्ली–110003 / Electronics Niketan,6, C.G.O. Complex, New Delhi-110003
Tel. : 011-24364041 • Fax : 24363134 • email : secretary@mit.gov.in

i. UMANG to be hosted on cloud to cater on demand scalability issues.
j. UMANG will also have a supporting backend system to provide for built in analytics and customized reports for the decision makers.
k. UMANG may also include popular utility & e-Gov services offered by private sector.

Thus the integration with UMANG will not only be expenditure free (initial & operational both) for the Central/State Gov. departments but will also save them time and energy while provisioning the services.

2. To make UMANG a reality, NeGD has floated the RFP (http://negd.gov.in/writereaddata/files/tender/RFP%20for%20UMANG.pdf) on 20th April 2016, for selection of Partner Agency which shall be responsible for development, implementation, enhancement and operations & maintenance of UMANG platform.

3. To realize UMANG's vision and make it a runaway success, it is imperative for Central/State Government departments and agencies to on-board their services on UMANG platform.

4. I would request your personal attention to ensure that the Government departments and agencies in your state/department make use of this unified platform to on-board their services. A nodal officer from your State/department may be nominated to coordinate with NeGD. From NeGD, Sh. Neeraj Kumar, Director (9868218069, neeraj@digitalindia.gov.in) will coordinate. The list of services to be on-boarded on priority on UMANG may also be identified and communicated to NeGD.

With regards,

Yours sincerely,

12/5/16

(Dr. Aruna Sharma)

To

All the Secretaries of Ministries / Departments, Govt. of India

CC:

1. Secretaries of all scholarship related Ministries/Departments
2. All MMP owners

Annexure

UMANG: Unified Mobile Application for New-age Governance

Vision of Hon'ble PM:

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

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

UMANG is a project to realize this Vision of Hon'ble PM.

1. Current Scenario:

Majority of Government departments/agencies have yet to provide services on line or on Mobile. Even those departments/agencies which have provided the services on Mobile; they have launched their own individual mobile applications. Such scenario of individual Apps inconveniences citizen since they need to manage multiple mobile apps for various services that are used not so frequently. Citizens also don't want to download lesser used apps. Multiple applications also pose technical challenges for the departments as well as agencies servicing them. Due to capability issues some departments are not able to select proper vendor for making their Apps and they remain laggard.

2. Objective of UMANG:

Objective of UMANG is to "Fast Track" Mobile Governance in Country with lower 'over all' cost to Nation.

3. What is UMANG?

UMANG is an initiative to build a common, unified platform and common mobile app to facilitate single point access of major Government services through mobile. Through the application, citizens can access pan India Government services from the central Government, State Governments, local bodies and their agencies and, even some important utility services from

private sector. Citizens need to just download a **single mobile app.** It will also provide services on SMS short code and IVR wherever required.

4. Why UMANG?

The increasing penetration of Smart Phones in India coupled with mobile Internet has created an echo system around App based services. UMANG will tap the same eco system to provide the Govt. Services.

With UMANG, citizens can access Government (and popular utility private services) through one Mobile App. With UMANG the citizens will have uniform/easy experience across Govt. Services and enhanced discoverability of available services.

5. How UMANG can Fast Track Mobile Governance in India?

Availability of many services on a unified App will bring more utility for a citizen and will be a compelling reason for download of the application. Also, high footfall on a single application and the associated environment will act as a push for other lagging departments to on-board UMANG. UMANG team will readily help them to onboard.

6. Why a Central/State department should integrate/on-board UMANG:

In case some department is willing to provide its services through Mobile, the readily available UMANG platform will enable departments, having limited capability/resources, to latch on to UMANG for provisioning their services through Mobile. To provision these services departments need not go through pains of time consuming Tendering/consulting process. UMANG PMU will hand hold departments for on-boarding. UMANG vendor will also develop APIs for the departments, if required. The integration with UMANG will not only be expenditure free (initial & operational both) for the departments but will also save them time and energy while provisioning the services. On preliminary enquires by the UMANG team, many States, central Deptts have shown keen interest to onboard the UMANG platform.

Thus a single, unified service delivery App/platform which provides access to

major citizen centric services will fast track Mobile Governance in country.

7. UMANG – Major Features and Benefits

a. Go Live :

UMANG platform can be launched with 5 services within 5-6 months of placement of order.

b. Mobile enablement of Government Services - Targets

Mobile enablement of 200 applications (around 1000 services) of various Government departments of at Centre, States and Local bodies in 3 years.

- 50 in 1st yr,
- another 70 in 2nd yr and
- Another 80 in 3rd yr

c. Unified Central platform

UMANG shall provide for a single unified platform to Government departments for mobile enablement of their services. This would be a significant transformation from the current scenario which requires each department to develop (or get developed) their own mobile applications separately by engaging one or multiple entities. It will also have SMS/IVRS support, if required by a service.

d. On-boarding support to Government departments

Scope of UMANG project includes providing requisite support for Government departments for developing their APIs for integration with UMANG and a customized front-end for the applications that are integrated. By providing such end-to-end support, mobile enablement would be full, seamless and quick.

e. Enhanced and standard User Interface (UI) and User Experience (UX)

Currently, because of separate instances of mobile application development, there are myriad of user interfaces and the overall user experience is non-standard. The user is required to learn and get used to different interfaces. UMANG shall provide a uniform and standard UI/UX. To reach to a service, users would be able to set their preferences, favourites etc and search the required service.

f. Out-of-Box integration with common functionalities such as Payment

Gateways, Authentication etc.

For each mobile application, developed separately, there are some common functionalities or modules such as integration with payment gateways, authentication etc. Unlike, the current scenario where effort goes into developing these common modules again and again leading to waste of resources, UMANG shall have all such common functionalities in-built into the system.

g. Customer Support

To cater to the grievances of the users, UMANG shall have necessary provisions for customer support and help.

h. Built-in Analytics Support

Currently, though departments are getting mobile applications developed for their services, the need of getting deep insights into the usage is not fulfilled. This is because it requires not only mobile applications to be built in such a way but a supporting back-end system also. UMANG shall provide for built-in analytics and customized reports for the decision makers.

i. Multiple Indian Languages Support

Unlike current scenario, where mobile enablement with multiple languages is approached in a piece meal manner by having support only for one or two languages, UMANG shall provide support for around 12 Indian languages. This will support the need of a State to provide services in 2-3 languages.

j. Upgrades and Scalability

Maintaining and upgrading separate apps is a humungous task. Because of this several apps die a natural death in absence of regular support. UMANG shall provide necessary support to the Government departments for regular upgrades for the app, APIs etc. Also, UMANG shall be hosted on cloud to cater on-demand scalability issues.

k. Status

The RFP of the project is released on 20th April 2016.

FAQs

#	Question	Answer
1	In UMANG live?	No. The project is in the initiation phase.
2	What is the duration of the project?	The project duration is 3 years which would be extendable for another 2+2 years.
3	Will it be for all the government services?	The system would be built to subsume all, and any number of services. Though, to keep the scope limited and manageable, to start with UMANG will target only high impact services. This shall cover a wide array of useful services.
4	Who is the implementing agency for UMANG?	National e-Governance Division (NeGD) shall implement the project by engaging a private entity through a tender process.
5	Where will UMANG be deployed/ hosted?	UMANG shall be deployed on NIC Cloud.
For Departments		
1	How can a department integrate with UMANG?	Under UMANG, a self service portal shall be provided using which a department can place a request for integrating with UMANG and enabling various mobile channels. On approval, the department will be provided support for API development (if required), integration of the APIs with UMANG platform, development of interface for the given application on the UMANG Mobile App.
For Users		
1	Can services be availed only through mobile app?	Primarily yes. However some services will also be enabled on other channels such as SMS, IVR, as per requirement.
2	Will UMANG mobile app available on all the mobile platforms?	Yes. UMANG mobile app shall be available on all the popular mobile platforms such as iOS, Android, Windows. In addition, the service through UMANG can also be availed through a mobile browser.
3	Will a user be able to set preferences for the services he/she wants to use?	Yes. UMANG mobile app shall have provisions to set preferences.
4	Will UMANG provide multi lingual support?	Yes. UMANG shall support, in addition to English, 12 major Indian languages also.

5	Can someone else use the mobile app installed on my phone?	Yes. Provided he/she logs in using his/her credentials.
6	Is Aadhaar mandatory to use UMANG?	No. Aadhaar is not mandatory.