

## UMANG

(Unified Mobile App for New-Age Governance)

### India Stack Developers Summit

1100 Hours, Jan 25, 2023

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## UMANG – Purpose/ Objective



- ❖ Empower citizens, using M-power i.e., mobile power
- ❖ Improve ease-of-living – avail major government services with just few clicks
- ❖ No need to download myriad of apps
- ❖ Reduced personal interactions; enhancing transparency & fairness
- ❖ Get citizen centric services quickly on mobile & web platforms
- ❖ FastTrack mobile governance in country
- ❖ Address challenges in delivery & consumption of citizen centric services
- ❖ Launched on Nov 23, 2017, by Hon'ble Prime Minister of India

## UMANG – Relevance & Benefits

### To Citizens



- Single **Unified App** for many govt. Services
- On **All Platform** – Android, iOS, Web
- Ease of Access** – anytime, anywhere,
- Multi-lingual** (23 languages)
- Ease of Discovery**, Single 'Go-To' place
- Consistent UI/UX** – Shortened Learning Curve
- Optimized, Minimal, Record Keeping**
- Easy document upload/ download
- Increased & faster **Awareness**
- Relief from Fake Apps**
- Support** in 13 languages; phone, chat, email

### To Departments



- Quick rollout** of services
- No DPR/ RFP/ Budget/ Fund/ Vendor**; funded by MeitY
- All technical work by UMANG team** for onboarding
- Supports federal structure with **custom branding & landing page and no data storage**
- No O&M cost & efforts** to manage mobile apps
- No separate Promotion needed
- Self-Care** to manage services

### To the Nation



- Fast-track m-Governance**
- Lower overall cost** due to synergy in development, maintenance, A&C etc.
- Benefits of **aggregation on a unified app** such as quick awareness about other services
- Virtualization** of Services Delivery; Bringing in **Transparency**
- Performance Improvement** – Peer Pressure, Pull & Push Effect
- Optimization in Services Delivery** – GPR, sharing of Best Practices, mobile friendly pages & flows

## UMANG – Logical Architecture

**AI Chat Bot**

**Services Through Assisted Mode**

**Mobile Apps**

**Web Apps**

**UMANG Conversational AI Platform**

**UMANG PLATFORM**

**AADHAAR**  
**DigiLocker**  
**Pay Gov India**

**ras** Rapid Assessment System  
**SMS Gateway**  
**eMail Gateway**

**Customer Support**

**nps** national pension system

**AGMARKNET**

**Bharatgas**  
COOK FOOD. SERVE LOVE.

**GUJARAT**

**my PAN**

**भारतीय वायु सेना**  
भारतीय वायु सेना

**Sarathi**  
दिल

**Vahan**  
दिल

**PMKVY**  
कर्मणो भवति कर्मणो भवति  
प्रधान मन्त्री कर्मणो भवति

**Government Services**

## UMANG – Open, Evolving and Sustainable Solution

- ❖ API based integration with department application back-end
- ❖ Cloud hosted – on demand scalable
- ❖ Open-source stack, build on open standards – no lock-in
- ❖ Modular, loosely coupled, configurable architecture – add or swap easy
- ❖ High Available – redundancy/ cluster approach
- ❖ Multi-layer Security – data encrypted at rest & on move
- ❖ Built-in Analytics & Recommendation Engine
- ❖ Supports federal structure – tabs for center, states, favorite

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## Services Count & Awards (As on Dec 31, 2022)

### Services Break up (1672 Government Services, 20197 Utility Bills)

- **Centre** - **834** (156 depts.)
- **State** - **475 + 363 of Service Plus** (155 depts from 34 States)
- **Bharat BillPay** - **20,197** (27 Categories)

### DBT Schemes & Services

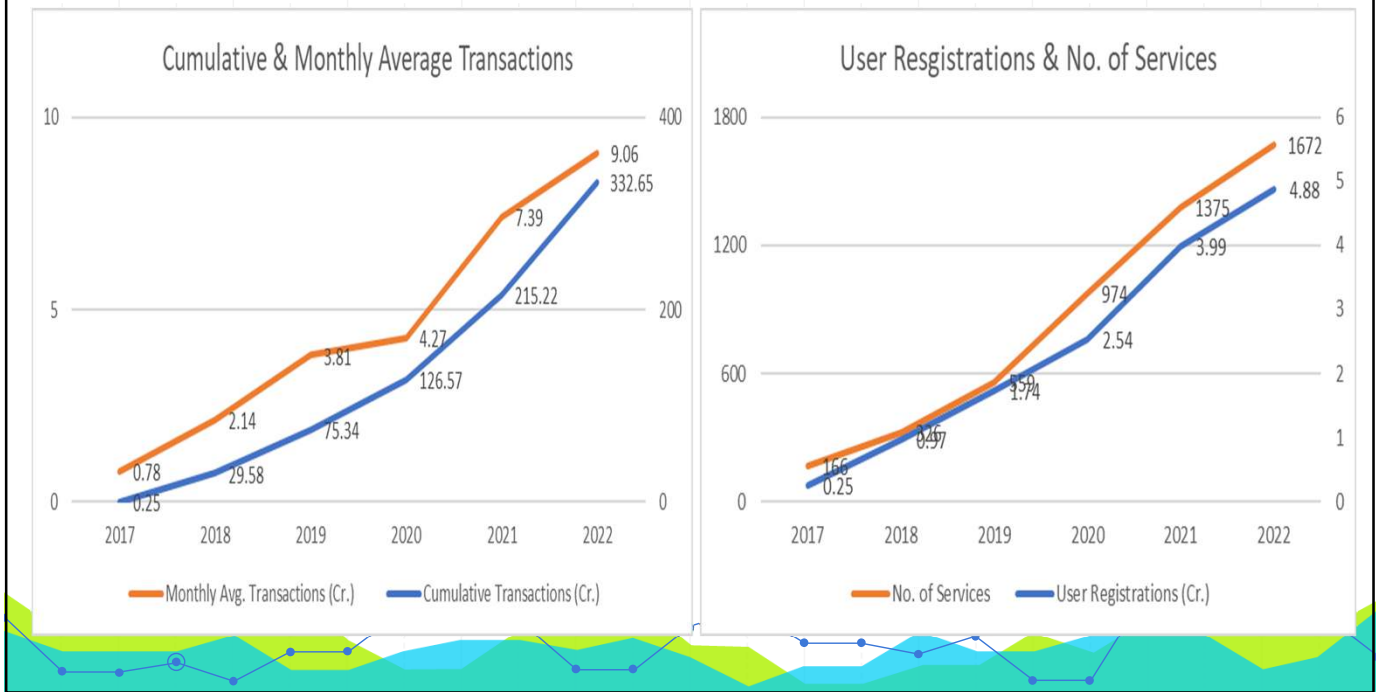
- **Schemes Integrated** - **214**
- **Services Integrated** - **554**
- **Services Integration (WIP)** - **~40**

### Awards & Recognition

1. Best m-Government Service at 6th World Government Summit held at Dubai, UAE
2. IDC Digital Transformation Award under Omni-Experience Innovator Category
3. National e-Governance Award by DARPG
4. Digital India Award
5. Dun & Bradstreet Award

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## UMANG – Journey So Far (till Dec 31, 2022)



## Assisted Mode Partners

- ❖ To expand reach “Assisted Mode Delivery of Services through UMANG

- ❖ Nine Partners already gone live

- |                        |                            |                 |
|------------------------|----------------------------|-----------------|
| ➤ 1. RNFI Services     | 2. Airpay Payment Services | 3. AISECT       |
| ➤ 4. OASYS Cybernetics | 5. Spice Money             | 6. Sahaj Retail |
| ➤ 7. UseLocator India  | 8. Nearby Technologies     | 9. CSC          |

- ❖ Four are under implementation

- |  |  |
|--|--|
| ➤ 1. Haqdarshak                        | 2. Electronic Delivery of Citizen Services |
| ➤ 3. Delicacy Recreation & Restructure | 4. BLS e-Services                          |

## UMANG – AI enabled Voice Access

- ❖ AI enabled Voice Access – to enhance accessibility
- ❖ To enable access from normal feature phones; through toll-free number
- ❖ Voice access on Smart phones with appropriate UI; convenience feature
- ❖ Start with Hindi & English, then gradually add regional languages
- ❖ Start with simple query services, then gradually add more complex services
- ❖ Standalone solution/ platform that potentially can serve all depts./states
- ❖ Ease of use, reliability, consistency & adaptability is the key

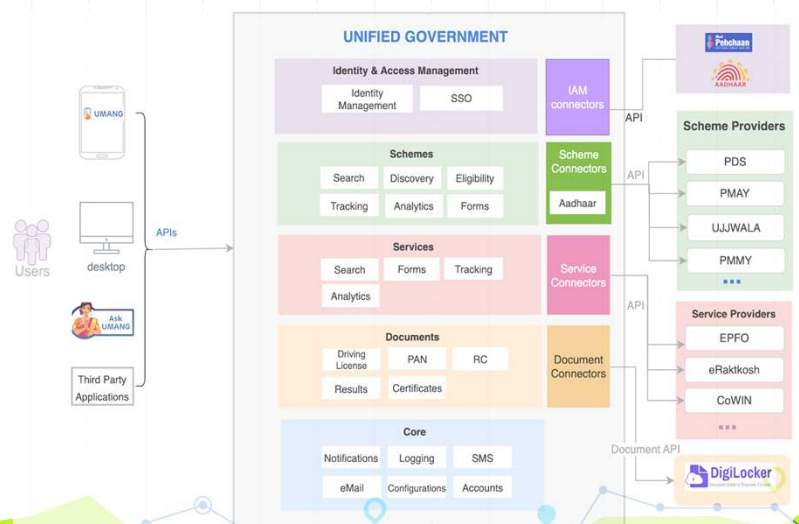
## Way Forward – DI UMANG 2.0

### DI UMANG Whole Government

Take UMANG to a Single National Platform to serve as a gateway not only to the Govt. services but also to the Govt. schemes (both Central & State)

Integration of various government schemes and benefit with the UMANG

Easier for citizens to find and access the services they need, and for the government agencies to manage and administer the schemes and services they provide



# THANK YOU!

[www.umang.gov.in](http://www.umang.gov.in)

**To download**

**Missed Call: 97183-97183**

**For On-boarding Please Contact**

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