

UMANG

(Unified Mobile App for New-Age Governance)

India Stack Developers Summit

1100 Hours, Jan 25, 2023



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



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



android



Mobile Apps



Web Apps



**UMANG
Conversational
AI Platform**



helps in improving governance



SMS Gateway



eMail Gateway



Customer
Support



nps
national
pension
system



Jeevan Pramaan



CONNECTING FARMERS
TO MARKETS



COOK FOOD. SERVE LOVE.



GUJARAT



Service Excellence



my PAN



GOV. OF INDIA



Sarathi



CHHATRA SAHITYA



Vahan



GOVERNMENT OF ASSAM



PRADHAN MANTRI KAUSHAL VIKAS YOJANA

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



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)

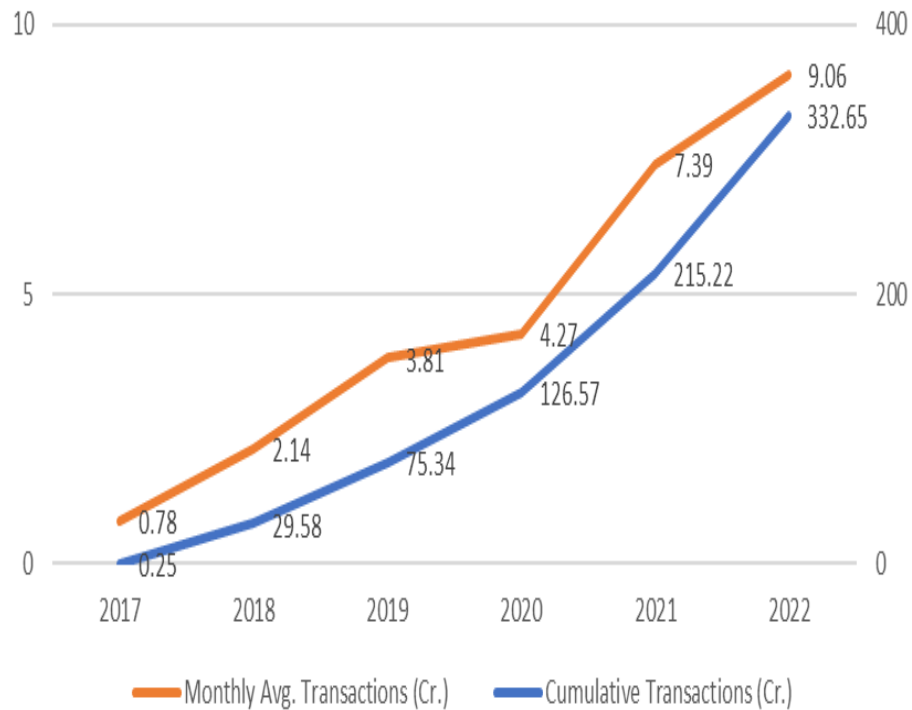
DBT Schemes & Services

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

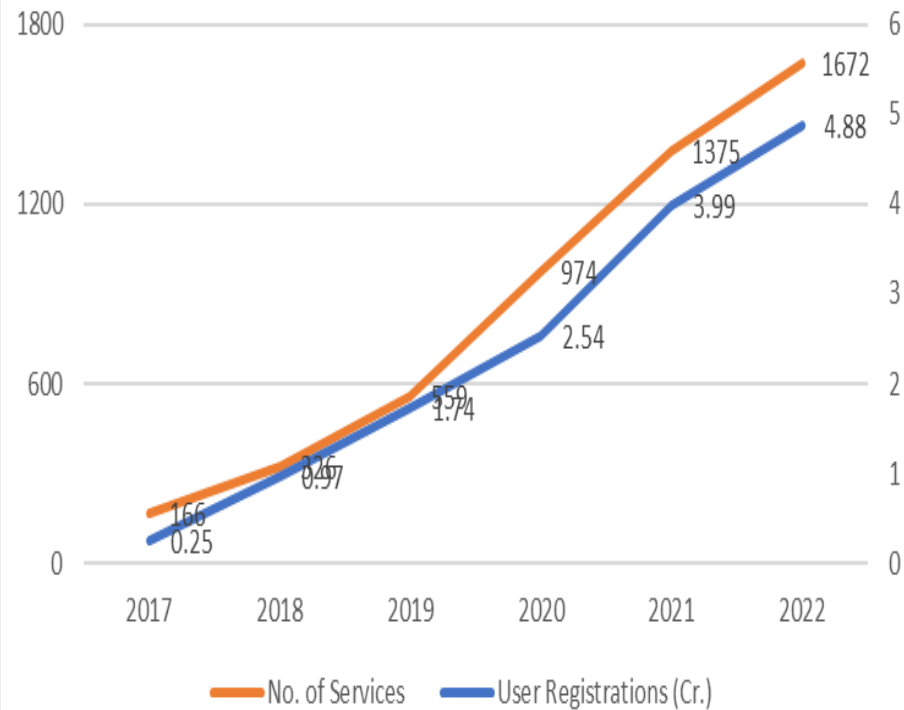
Awards & Recognition

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

Cumulative & Monthly Average Transactions



User Registrations & No. of Services



❖ 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 features 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

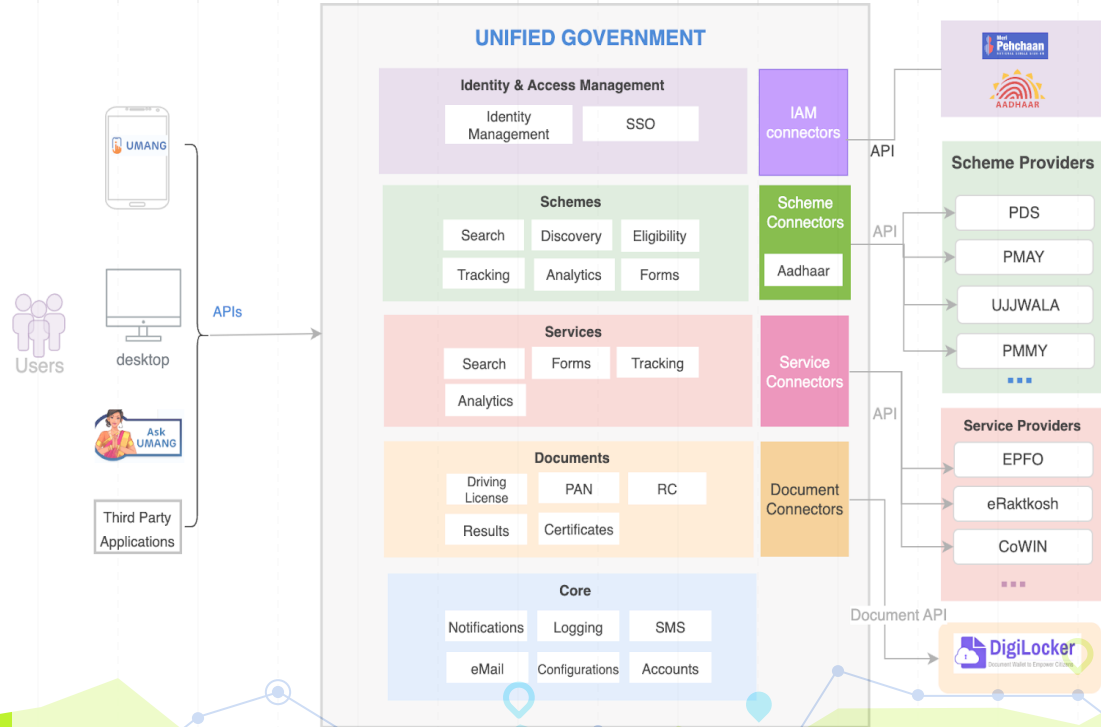


DI UMANG Whole Government

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

To download

Missed Call: 97183-97183

For On-boarding Please Contact

Services: sarwesh.kr@digitalindia.gov.in | +91 9911536788

Partners: abhishek.negd@digitalindia.gov.in | +91 95995 59961

anil.agarwal@digitalindia.gov.in | +91 99870 26343