

## Urban Development Mobile App empowers Customers under DAY-NULM in Himachal Pradesh

### 1. Mobile Apps in e-Governance in India

India is the climbing mobile subscribers arcade in the telecommunication domain all over the globe with zillions of mobile users in every age group and in every class whether it's literate or illiterate. Mobile phones have turn out to be the most vital component in Indian families. As per the digital Indian society the tariff plans in India are very low-priced as compared to other nations. Simultaneously e-governance is in its flourishing state, all courtesy to our Prime Minister's endeavours in this direction. Mobile user community in India has two categories simple mobile users and smart mobile users with further division of smart mobile users into users with internet access and users without internet access.

Ministry of electronics and information technology (MeitY) has launched Mobile Seva in 2012, which aims at providing government services to people through mobile phones and tablets. The governance can boost for sculpting the power of telecommunication set-up on a nation's e-government growth. In this respect; ICT strategies for e-government growth essential to address and comprise activities that embrace governance. This article aims to analyse the pattern of e-governance mobile apps based projects in various domains.

### 2. Why Mobile Devices for e-Governance in India ?

This is all because mobile has entirely transformed the realm of communication in this century especially in India. Mobile devices are observed as operational tools to bring revolution in governance. In the initial stages mobile was mainly used as a way of communication but the Government agencies today find it appropriate to not only propagate crucial information but also to deliver services to the citizen. Mobiles are now being used to provide services like health, education, banking, judiciary transport, and so on. If we talk about the rural citizens of India we have simple mobile users and when we talk about urban India then we have simple mobile phone users as well as smart mobile device users whether its phone or tablets.

### 3. Features of Mobile Apps

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing **Internet connectivity** or by making the country digitally empowered in the field of technology.

The point of a **Mobile App** is to seamlessly connect and interact with customers, making it a valuable tool for the service delivery to the citizens. **Apps** reduce costs of SMS messages and paper newsletters. They simplify communications by securely, instantly and directly messaging customers.

### **Mobile apps are the best social media platform**

Mobile apps have made services much easier than ever before. It is changing the way people review, buy or sell services/ products. Hence, it is important to provide your client with a dedicated mobile app.

Mobile App is an effective way for service delivery to citizens in today's e-Government scenario. As most of the people in the community are using smartphones (android, IOS, windows based phones), the apps are easily downloaded and installed on these phones which gets connected to the web.

#### **4. CLC HP and e-Aajivika Kendra Mobile Apps by Urban Development Department, HP**

An android based mobile application has been developed along with web based administration and management tool for City Livelihoods Centres (CLCs) established in the State at 10 District Head Quarter towns i.e. Shimla, Solan, Bilaspur, nahan, Hamirpur, Mandi, Una, Kullu, Dharamshala and Chamba under Denn Dayal Antyodaya Yojana – National Urban Livelihoods Mission (DAY-NULM). These City Livelihoods Centres have been established with an aim to bridge a gap between the demand and supply of services in a city. This will work as a platform for the suppliers and the customers/ users of the city so that the suppliers (skilled/ semi skilled urban poor) could provide their services in order to bridge the gap between the demand and supply of the services in the city. Services like requirement of Carpenter, Electronic repair, Tiffin services, Beautician, Food services and other demand based services of the city are being provided in these centres. In order to save the time and get easy access to both the users and suppliers, these service have been made online through the web app by creating a database of the service providers/ supplier in the cities who wish to provide their service through these centres.

There are two types of mobile apps developed for making the above services online and to facilitate the citizens. The First app is for customers/ users who require services at their doorstep which is available in Google Play Store with the name of “**CLC HP**”. By downloading and installing this app from the play store, one can register on the app and login. After login, the customer/ user can submit request for a new service available on a particular date and time. The request shall be assigned automatically to the available Service Provider who will accept the request. Once the request is accepted by the Service Provider, an SMS shall be delivered to the

Customer saying that your request has been accepted by the Service provider/ Supplier and his/ her details shall be shared through the app to the customer/ user.

The second type of mobile app is for the Service Providers/ Suppliers which is available in Google Play store by the name “**e Aajivika Kendra**”. The Service Providers/ Suppliers can use this app for checking the requests submitted by the customer and accept or reject the same. The service provider/ supplier shall create his profile on the app by registering and submitting the required docs to the concerned Urban Local Body. After accepting the request for service, the service provider/ supplier needs to visit the desired place of service of the customer/ user.

These two mobile apps have been officially launched by Ms. Manisha Nanda, Additional Chief Secretary (Urban Development) to the Government of Himachal Pradesh on 6<sup>th</sup> Sept, 2017. While launching of this App., Dr. Devender Kumar Gupta, Director, Urban Development, Commissioner, MC Shimla, Other Officers from the department, Mission Managers from DAY-NULM and representatives from Urban Local Bodies were also present in the launch ceremony. This App will be applicable/ accessible in all District Head Quarter ULBs and can be accessed from anywhere and anytime.

We, the Urban Development Department, Shimla, Himachal Pradesh have developed one of its own kind of mobile App service and has been introduced first time by Himachal Pradesh State in the country. A helpline number i.e. 155304 has also been provided in these Urban Local Bodies for enquiring about availability of services in the city livelihood centres.



**Lunching of mobile apps by Ms. Manisha Nanda, IAS, Additional Chief Secretary (UD) to the Government of Himachal Pradesh on 6<sup>th</sup> Sept, 2017 at the Directorate.**

## **6. Bridging the Gap Between Demand and Supply of Services in A City Through the App**

The apps shall be useful to those suppliers/ service providers who are not able to get customers in a city due to lack of access and publicity. Any supplier who is skilled/ semi skilled can register using this app with the urban local body and be available for all citizens of the city for providing his services. In this way, the supplier has a large circle of customers and demand in the city and the urban poor or who are in search of livelihoods can use this app as an platform to bridge the gap between the demand and supply of services in the city and ultimately this will add to their income and better livelihoods thus upliftment of the urban poor from their current situation.

There are around 36 types of services in various sectors being provided in all 10 ULBs as on date and 550 Service Providers have been registered, out of which 100 Suppliers are available to provide services. The ULBs are in process to register maximum no. of suppliers and get them approve soon so that all are readily available to provide their services in the market.

## **7. Future perspective**

The mobile app for users and suppliers are being used in 10 towns as of now since the city livelihood centres are established in these towns. The mobile app can be extended to other towns as well once city livelihoods centres are established in these towns.

The department of Urban Development is of the view to develop the same mobile app for those users who are using ios and windows based smartphones in near future for covering users from this segment.

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