

No.8-21/2014-IT-V
Government of India
Ministry of Communications and IT
Department of Telecommunications
Sanchar Bhawan, 20, Ashok Road, New Delhi-110 001
(IT Cell)

New Delhi, Dated the 30th January, 2015

Subject: MyGov – Citizen Engagement Platform

Kindly refer to the even number letter dated 16th October, 2014 on the subject cited above. In continuation to the same it is to mention that Citizen Engagement Platform mygov.in has created a separate sub-platform for the Swachh Bharat Abhiyan, <http://sbupdate.mygov.nic.in/>. This platform gives the unique opportunity for government departments and institutions to share their cleanliness activities under the broader mission.

2. In this context, kindly find enclosed herewith a copy of letter No.207934/2014/DC(WS)Pt dated 11th November, 2014 from Secretary, DeitY for information / necessary action.

3. It is to mention that Shri Amit Mishra, DDG(IT-II) is the Nodal Officer for Department of Telecommunications to perform the coordination role for MyGov activities.

Enclosure: As above.


(Vinai Kumar Kanaujia)
Director (IT-V)
Tel: 23036509

To

1. PPS to Secretary(T)
2. PPS to Member(S), Member(T), Member(F), Special Secretary(T)
3. PPS to Advisor(S), Advisor(T), Advisor(F)
4. All Sr.DDG /DDG/JS level officers of DoT (Hq)
5. Heads of all Attached Offices/Subordinate Offices/Field Offices/ Statutory bodies/ Autonomous bodies/ CPSEs of DoT
6. Sr. Technical Director & Principal System Analyst, NIC-DoT

आर एस शर्मा
सचिव
R S Sharma
Secretary



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)
F. No. 207934/2014/DC(WS)Pt
Dated : 11th Nov. 2014

Dear Secretary,

This is with reference to my communication of even no. dated 09 September (copy enclosed), 2014 requesting the following:

- (i) Nomination of Nodal Officer from your Ministry/Department for the coordination of activities for the Citizen Engagement Platform-MyGov.
- (ii) Creation of a MyGov Group covering your Ministry/Department domain comprising discussions as well as tasks to engage MyGov users.

2. The required information mentioned above is still awaited from your Ministry/Department. It is requested to kindly nominate the nodal officer as well as direct them to contact the MyGov team to initiate your groups and associated activities. It is also suggested that the same officer may also be designated the nodal officer for [e-greetings and Sampark] related activities. CEO, MyGov, Sh. Gaurav Dwivedi may be contacted at 011-24301720 or gauravdwivedi@gov.in.

3. This is to also inform you that the [Citizen Engagement Platform, mygov.in has created a separate sub-platform for the Swachh Bharat Abhiyan, <http://sbupdate.mygov.nic.in/>. This platform gives the unique opportunity for government departments and institutions to share their cleanliness activities under the broader mission.] I request you to direct all departments and institutions within your Ministry to post their activities on the platform.

With regards,

Yours sincerely,

(R S Sharma)

To,

Secretaries to Govt. of India as per list enclosed.



इलेक्ट्रॉनिक्स 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

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24/11/14

रमर एस शरुनर
सेक्रेररर
R S Sharma
Secretary



भररर सरकर
संघर और सूकरनर प्रौद्योगिकी मंत्ररलर
इलेक्ट्रॉनिकी और सूकरनर प्रौद्योगिकी विभरर
Government of India
Ministry of Communications &
Information Technology
Department of Electronics &
Information Technology (DeitY)

F. No. 207934/2014/DC(WS) Pt

Dated : 09th Sept. 2014

As you are aware Hon'ble Prime Minister had launched the Citizen Engagement Platform "MyGov" (<http://www.MyGov.nic.in>) on 26th July 2014. The Platform provides a virtual space for continued and deep engagement between the government and citizens for sharing ideas, creative concepts and on-ground participation. Subsequently, Cabinet Secretary had also written to all Secretaries on 23rd August 2014 to enhance participation on the platform.

2. The platform was initially launched with a limited number of groups with subjects like Clean Ganga, Skilled India, Girl Child Education etc. I am happy to inform you that in just over a month since the platform became operational, over two lakhs users have registered on the platform and have contributed over a lakh comments and creative ideas and shared nearly 4.5 lakhs media including images and videos.

3. While these numbers are remarkable in themselves, there is tremendous scope for enhancing the range of discussion groups and creative processes being performed on MyGov. It is important that all Ministries and Departments leverage the power of MyGov to connect with citizens. In this regard, I request you to kindly initiate the following steps:

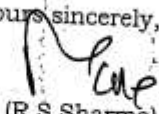
- (i) Creation of a MyGov Group covering your ministries/departments domain - The Group should comprise discussions as well as tasks to engage MyGov users. Step-wise guidelines along with templates of two groups are annexed with this letter for your perusal.
- (ii) It is necessary to facilitate constant activity and participation in the groups with new discussion topic and tasks to be performed through crowdsourcing.
- (iii) Moderation of the discussions in the group to ensure that the discussions are productive and contribute to the Department's requirements in terms of formulation of policies and programmes as well as their on-ground implementation.

- (iv) Time-bound analysis and examination of comments and ideas received with status updates in terms of action taken by department to select the best and most workable ideas and their subsequent implementation. The contributors of such ideas may also be informed through updates on MyGov as well as traditional media.
- (v) Organizing periodic interactions between the Minister and the significant contributors on a regional or subject specific basis to encourage greater public participation. The Hon'ble Prime Minister has also indicated his willingness to periodically meet the best contributors from each group to hear their ideas and to reward them for their contributions.
- (vi) The creative corner in MyGov can be used for crowdsourcing of creative ideas. As you may be aware, the name, tagline and log for the Pradhan Mantri Jan Dhan Yojana was created through this mechanism.
- (vii) Identification of domain experts including academicians and practitioners working with your Ministry to moderate and evolve the discussions would also allow for free flow of discussions. A senior official of Joint Secretary rank in your Ministry may be requested to perform the coordination role for MyGov activities. A detailed briefing for these officials would be organized by DeitY shortly. The MyGov team has also made presentations to several Ministries regarding the process to be followed for leveraging MyGov for Citizen Engagement. For any further query, you may contact Sh. Gaurav Dwivedi, Director (eGov) (E-mail : gauravdwivedi@nic.in, Ph. No. 24364706) or Ms. Neeta Verma, DDG, NIC (E-mail : neeta@nic.in, Ph. No. 24363692).

4. I look forward to your active contribution toward greater Citizen Engagement through MyGov.

With regards,

Yours sincerely,


(R S Sharma)