UMANG MOBILE APP DIGITAL INDIA KNOWLEDGE INDICATORS TOWARDS SUSTAINABLE DEVELOPMENT: AN OVERVIEW

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Abstract: Mobile Apps play a vital role for knowledge access for such as e-education, e-learning, e-governance, e-health, e-commerce. The UMANG (Unified Mobile Application for New-Age Governance) is one of the key initiatives under the Digital India program to develop a common, unified platform and mobile app to facilitate a single point of access to all government services such as central, state and local bodies. **UMANG** is conceptualised to bring governance on the fingertips of individuals through 'mobile first' strategy. This multi-lingual app is developed and operated by National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY) to fast-track Mobile Governance in India for knowledge dissemination towards rural sustainable development.

Keywords: Mobile App, Digital India, Digital Knowledge Management.

1.0 Introduction

This app service was launched by the Honorable Prime Minister of India Shri Narendra Modi ji   at the fifth edition of the Global Conference on Cyberspace in New Delhi on 23 November 2017. During the time of launch the app had 162 services from 33 state and central government departments and four states, a number that will soon go up to 1,200 and more. App is for everyone who needs to interact with any government or semi-government department at Centre, state or local level in India. It makes available online plethora of off-line services through single unified app. Customer Support is available from 8 am to 8 pm all days of the year. Users can create or change Profile, browse Service Dictionary, check Transaction History, view their DigiLocker and change Settings of the app. App homepage shows recently viewed services, new services, recently updated services, trending services section, top rated services and suggested services, with ability to bookmark favorite services in these respects.

2.0 Review Of Literature

The **'Web-Knowledge Literature'** sources served as a tool for this present study scientific paper on *"***Umang Mobile App Digital India Knowledge Indicators towards Sustainable Development: An Overview".**

3.0 Digital Divide On Definitiional Analysis

The value added paper theme related concepts are identified on **'**Definitional Analysis 'part in Table 1

TABLE – 1 The Value Added paper Theme Concepts

S.NO	DIGITAL DIVIDE OF UMANG	DESCRIPTION
1	Universal Access to Mobile	❖ Mobile apps access to more than 55,600 villages that do not have mobile coverage ❖ 55,669 villages to be covered by March 2019. 8,621 villages in the North East to be

		connected by September 2017-18
2	Public Wi-Fi Hotspots	❖ Creation of public Wi-Fi hotspots in India to enable citizens to access content without depending on mobile data. ❖ India currently has over 31,000 Wi-Fi hotspots.Over 100 hotspots to be made operational at various railway stations by March 2017
3	Rural connectivity	❖ Digital India to have a large scale impact on citizens across the nation, the digital divide needs to be addressed through last mile connectivity in remote rural areas. Currently, over 55,000 villages remain deprived of mobile connectivity.
4	Mobile networks	❖ 4G networks are currently being deployed by most service providers. To increase available capacities, the government announced rules for spectrum sharing and has increased available spectrum for auction. The government has also partnered with the private sector to setup Wi-Fi in public places.

4.0 The Scope and Objectives As Highlighted in the Following Respects:
- ❖ To act as an enabler and facilitator in developing overall mobile based service delivery ecosystem in India.
- ❖ To provide easy access for individuals to various services via single Mobile Application, easy to remember short code and single Toll Free number.
- ❖ To provide easy discoverability of services, easy manageability and standardisation of service delivery.
- ❖ To provide for quick mobile enablement of e-Gov applications/services of Government departments through easy and fast integration, on-boarding, mobile front-end roll-out by bringing their services on this mobile application platform.
- ❖ To provide another value added services to departments via a common platform through integration with Telecom Service Provider and Payment gateway.

5.0 Access An Android Mobile Umang Apps : A Descriptive Analysis :

Access e-governance services, the Umang app supports Aadhaar and other authentication mechanisms such as your phone number and location to give you single-point ubiquitous access to all government services. You need to register your identity to start using the UMANG app. The registration process begins with an OTP (one-time password) that will be generated to your provided mobile number. You'll also need to choose a couple of security questions and fill in their answers that will help you recover the Umang account. Once you've completed the registration, the app will ask you to set an MPIN that will be used alongside your mobile number to access the app.

6.0 Role Of Mobile App Knowledge Indicators Towards Rural Sustainable Development

The value added paper theme related concepts are identified on Mobile Application as follows:

Table -3

Sl.No	Government Institution	Logo	Description
1	Aadhaar		Card Utility You can view and download your Aadhaar card from DigiLocker Account. If document is not available please add your document from DigiLocker website.

2	AICTE		The AICTE approved Institutes/Colleges, Course details are available.
3	AKPS		Annapurna Krishi Prasaar Seva (AKPS) is mobile-based agro advisory service for farmers, currently implemented in Andhra Pradesh & Telangana.
4	Bharat BillPay		Bharat Bill Pay eases the payment of bills and improves the security and speed of bill pay.. Currently you can pay bills for GAS, Electricity, Water, DTH and Telecom billers.
5	Bharat Gas		Bharat gas consumers can avail various LPG related services like Book cylinder, pay online for certain distributors, see refill history and request double cylinder connection.
6	Buyer Seller - mKisan		Sell agriculture and farming products using Buyer Seller Portal. View the listed products and sell the products online.
7	CBSE		A single application where you can view exam results and locate the exam center for all your CBSE board and competitive exams.
8	CPGRAMS		CPGRAMS Public Grievance Users can use this service to Lodge grievances and get status of the lodged Application W.R.T Government department/Ministry/State Government.
9	Crop Insurance		Crop Insurance Agriculture the service that allows farmers to calculate Insurance premium and total insured amount for their crops according to the various schemes introduced by government.
10	CRPF		CRPF department user can directly reach out to their UNIT head office to share their feedback by email. They can even request for a change in their current data by using this service.
11	DigiSevak		DigiSevak Employment and Skills Digisevak is a national platform where you can view and apply for Freelance jobs posted by government organisations.
12	DMI		Directorate of Marketing & Inspection,under Department of Agriculture was setup to safeguard interest of farmers and consumers. It allows farmers to check commodity minimum market price in nearby Mandi
13			Users can view their land records of 7/12, 8/12 and 6/12 with respect to their District, taluka and village using this service
14	eMigrate		An app by Ministry of External affairs to ensure your safe employment abroad. Track your application and Emigration clearance status.
15	ePathshala		The Students can access E-Books, audios, and videos. Teachers can access E-Books, teaching instructions, curricular resources, audios and videos. Educators can access E-Books, curricular resources, periodicals, audios,videos etc

16	EPFO		EPFO Employment and Skills EPFO assists the Central Board in monitoring the PF for the workforce engaged in the organized sector in India. The services offered in the app are generic search services and employee services
17	EPFO		Employment and Skills EPFO assists the Central Board in monitoring the PF for the workforce engaged in the organized sector in India. The services offered in the app are generic search services and employee services
18	Finance Goods and Services Tax Network		Finance Goods and Services Tax Network provides GST related IT infrastructure and services. It plays a crucial role in registration and search of GST taxpayers, GST payment and filing of returns
19	HP		HP gas consumers can avail various LPG related services like Book cylinder, pay fee online , see refill history, check subsidy information and request double cylinder connection.
20	Indane		EnergyIndane gas consumers can avail various LPG related services like Book cylinder,set Prefer Time Delivery,book mechanic service, see refill history, request double cylinder connection etc.
21	Jeevan Pramaan		Jeevan Pramaan Generate and View your Life certificate. Service only for Pensioners. No need to visit any centre, generate your life certificate on your mobile phone.
22	KV		A unique application for kendriya vidyalaya. You can check the admission status, exam results and KV schools around you
23	Kisan Suvidha		Kisan Suvidha is an initiative by Agriculture Ministry to provide relevant information to farmers quickly. It enables farmers to check weather condition and agriculture advice for their city.
24	m4agriNEI		M4AgriNEI is mobile-based agro advisory service for farmers, currently implemented in Meghalaya through colleges of CAU. For more details, visit www.m4agrinei.in.
25	DigiLocker		You can view and download Subscription Voucher of your LPG connection from DigiLocker Account. If document is not available please add your document from DigiLocker website.
26	PAN		New PAN Card application form 49A for Individual, firm etc. You can change PAN card details using CSF form. Track PAN card status and make payment online. Resume your application of 49A and CSF.
27	National Scholarship Portal		National Scholarship Portal is a common portal for implementing various scholarship schemes by Union & State Government across country.
28	NDMC		New Delhi Municipal Corporation provides citizen-centric services such as Barat Ghar booking, Yellow Fever vaccination and allows to download birth and death certificates.

29	NPS		NPS The Subscriber can access latest account details using PRANand password. Subscriber can browse through account information, change scheme preference, contribute to subscriber account & many functionalities.
30	OJAS		Track notices, important information and easily download forms for various recruitment exams conducted by Government of Gujarat.
31	ORS		App for any government hospital. Now get an OPD appointment, View lab reports, View/Cancel appointments and Check for blood availability in any government hospital.
32	Parivahan Sewa - Sarathi		We can view and download your driving license from DigiLocker Account. If document is not available please add your document from DigiLocker website.
33	Digi Locker		Check and Download your vehicle registration certificate.
34	Passport Seva		Passport Seva is an initiative by Ministry of External Affairs, Govt. Of India. It enables simple, efficient and transparent processes for delivery of passport and related services.
35	Pay Income Tax		Tax payer can pay taxes like Advance Tax, Self Assessment Tax and other taxes, using challan 280 service. After submitting the challan, tax payers can track their challan using Track Challan Status service.
36	Pensioners' Portal		The department of Pension & Pensioners Welfare is the nodal department for formulation of policies relating to pension & other retirement benefits of Central Government Pensioners/Family Pensioners.
37	NPPA		Pharma Sahi Daam from NPPA is an online search tool for checking prices of Scheduled/Non-Scheduled medicines instantly at the time of purchasing medicines and for searching medicine substitutes.

7.0 Issues And Strategies On Umang Moile App

The issues and strategies are indicated in Table - 4

Table – 4: The Issues and Strategies on Umang apps

S.No	Issues related concepts	Planning strategies
1	Umang App to Provide Multiple Citizen-Centric Services Under One Roof	UMANG app has been designed keeping every citizen in mind. It offers services for every class of society.
2	Government services on finger tips	**Creating knowledge awareness** the concepts on mobile apps
3	Standardized UI and Rich User Experience	UMANG provides a uniform and standard UI/UX. UMANG has rich multimedia interface available on multiple channels with a focus on maximising usability and enriching user experience.

4	Planning strategies	Creating knowledge awareness for Knowledge Access On Sharing Information for Resources Approach Objectives **(KASIRAO)** on mobile applications in government services
5	Information Access	UMANG on your smart phones, desktops, tablets through App and Web.mobile app to facilitate a single point of access to all government services

Figure – 3 Your Handset Enter Your Phone Number :

8.0 Concluding Remarks

Based on the **Paper theme study,** the following **suggestions** were observed leading to **Concluding** remarks UMANG Mobile App, which will provide over a hundred citizen-centric services. At the back-end, these services will be catered for by many different departments of the Union and State Governments. The interface of the UMANG app appears to be convenient for novices. Similarly, the app comes with features like favourites and push notification alerts to help us the leverage of benefits on e-governance in the country. There is a support option available on the app to help citizens reach experts for their doubts related to the app or its listed services. However, that option didn't connect us with one of the agents at the time of our testing. The UMANG Mobile apps has connected citizen of India in every places towards rural sustainable development

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