

No. F.5(722)/DoIT/Tech/13/ I/10842/2013

Dated: 26/08/2013

**CIRCULAR**

**Delivery of Govt. Information & Public Services to Citizens by various departments through Mobile Phones**

The State Government's initiative of providing Govt. information & public services to the residents of Rajasthan, especially in the rural areas, by utilizing the reach of mobile phones and the innovative potential of m-Services will empower Rajasthan in harnessing the potential of m-Governance for inclusive development.

With the aforementioned vision, Hon'ble Chief Minister made a budgetary announcement (FY 2013-14) at S.No. 379 regarding the delivery of Govt. Information & Public Services to Citizens by various departments through mobile phones, reproduced as under,

“विभिन्न सरकारी सूचनाओं एवं सेवाओं की पहुँच आम नागरिकों तक, विशेषकर ग्रामीण क्षेत्रों में बढ़ाने के उद्देश्य से सूचना प्रौद्योगिकी एवं मोबाइल टेलीफोनी का एकीकरण कर विभिन्न विभागों की कम से कम एक सेवा, प्रदेशवासियों को मोबाइल के माध्यम से उपलब्ध करवाई जायेगी।”

In compliance of this announcement, DoIT&C, for m-Service delivery in Rajasthan, has signed a MoU with C-DAC, Govt. of India and has also set-up a dedicated Mobile Service Delivery Gateway (MSDG) Server at Rajasthan State Data Center (RSDC), Jaipur. This is also connected to National MSDG Gateway (C-DAC) on a 24x7 basis.

The establishment of dedicated MSDG Server in RSDC enables us to rapidly provision the following m-Services for various line departments/ corporations/ nigams/ boards etc.

4. **PUSH SMS Service**: Dissemination of public services information to Citizens by sending an SMS automatically through a departmental back-end application or manually where back-end application is not available.
5. **PULL SMS Service**: SMS based query services wherein a Citizen would send a short code followed by some application number or other input through SMS to a pre-determined number (51969) and get the response through SMS.
6. **m-Application (m-App)**: Android based mobile application for PULL SMS based services for Citizens.

All these m-Services including the required basic application development & database creation work are offered FREE to departments and expenditure incurred, if any, is presently met by the budget available with DoIT&C.

**GOVERNMENT OF RAJASTHAN**  
**Department of Information Technology & Communication**

DoIT&C, in compliance to the Hon'ble Chief Minister's budgetary announcement 2013, has already successfully commissioned the targeted delivery of service/ information from various govt. departments to citizens through m-Services. The details of the LIVE m-Services are as under:-

4. Push SMS Services: 38 Services
5. Pull SMS Services: 9 Services
6. M-Apps: 12 apps (Android) and published on National m-Gov Appstore

All the departments are enjoined to identify at least one departmental public service or information (alert messages) which can be rendered through MSDG Gateway to the citizens. Further details of aforementioned m-Services can be seen at <http://msdg.rajasthan.gov.in> and queries, if any, can be sent at [rajmsdg@rajasthan.gov.in](mailto:rajmsdg@rajasthan.gov.in).

By order of the Governor,

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(Sanjay Malhotra)  
Secretary & Commissioner, IT&C

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Copy for information and necessary action to:

1. Chief Secretary, Government of Rajasthan
2. All Additional Chief Secretaries, Government of Rajasthan
3. Principal Secretary to Governor, Government of Rajasthan
4. Principal Secretary to Chief Minister, Government of Rajasthan
5. All Principal Secretaries, Government of Rajasthan
6. All Divisional Commissioners, Government of Rajasthan
7. Commissioner, Police, Jaipur / Jodhpur, Rajasthan
8. All Secretaries, Government of Rajasthan
9. All Heads of Departments, Government of Rajasthan
10. All District Collectors / SPs, Government of Rajasthan
11. Director, Programme Implementation, Govt. of Rajasthan

27/2013

Secretary & Commissioner, IT&C