

Citizen's Perception Towards Government Mobile Application: A Step Towards Digital India

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ABSTRACT

The significance of mobile technology among the masses in our country has been a mile stone in Indian economy and e- governance. Its ever increasing use has been of tremendous significance. Just after demonetization in India, the Central Government has launched many mobile apps for the convenience of citizens which has started showing significant change in the society.

Keywords: Mobile technology; Digitization

INTRODUCTION:

The usefulness of mobile devices is greater than before in recent times allowing users to perform multiple tasks in moments. This increase of mobile applications has come at the expense of the usability of these devices in different contexts. I have conducted a review of mobile usability models and have found that usability is usually measured in terms of three attributes; effectiveness, efficiency and satisfaction. Other attributes, such as cognitive load tend to be overlooked in the usability models that are most prominent despite their likely impact on the success or failure of an application.

The reach of mobile technology and devices has percolated beyond the last point of connectivity into every home of the most difficult locations in India. Therefore, it becomes important that government service delivery is undertaken through this medium to increase the scale and it's availability throughout the nation. As a result it is required that the applications that is planned to deliver these services, use the mobile medium to provide services (Kleinhans et al., 2013) There are following means through which applications can be engineered to provide services through mobile enablement:

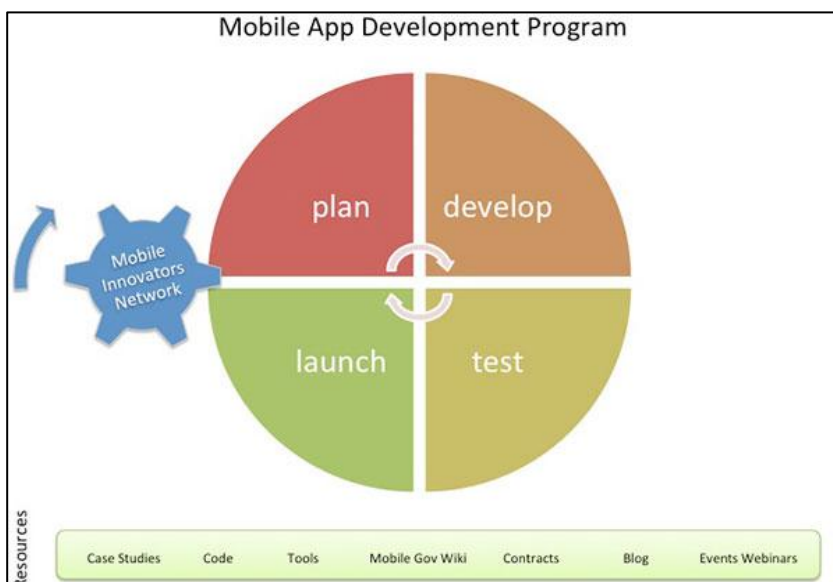
- Accessing application on a mobile device
- Accessing a mobile version of the application through a mobile device
- Redevelopment of Additional applications

Accessing a mobile application through a mobile device:

At the onset, the accessibility of the application through the medium changes translating from a system based access to a mobile device. The second means assumes the redevelopment or reconfiguration of the application to suite a mobile based delivery platform (m.website). This follows best practices in providing applications with limited or complete functionality to be accessible over a variety of mobile service delivery resolutions (such as in case of smart phones, tablets, key interface phones). The third means assumes the redevelopment of an additional application or app, which can be downloaded and run on the mobile device.

Furthermore, the application access can be given through multiple means over mobile devices in formats such as UDDS, SMS, apps etc. It is predominantly decided that the services being offered by the parent domain department / agency to select the means through which the services can be provided. In case of native mobile application development wherein business layer is planned for deployment on remote tier, a separate service layer can be designed. Services should be designed for maximum.

Mobile Application Development Program:



- Plan-To build a mobile strategy, and to find out the procedures adopted by other agencies, use new acquisitions tools to find top mobile developers.
- Develop-To create great mobile apps and sites using mobile user experience guidelines.
- Test-To make sure your app works on all devices and work for security & accessibility.
- Launch-To let people know that it is an official government app by registering on it.

The mobile applications have become a necessity for us especially after demonetization. The Government of India has introduced many mobile apps to support Digital India concept. Regardless of the company's size or industry, mobile apps have become an integral part of every business. There are many reasons for a company to launch its own mobile applications which includes all time availability, direct marketing channel, reminder for business, providing value for customers etc. (Reddick & Zheng 2017).

Mobile Government services can be defined "as a strategy and its implementation involving the utilization of all kinds of wireless and mobile technology, services, applications and devices for improving benefits to the parties involved in e-government including citizens, businesses and all government units"(Kushchu & Kuscu, 2003). Its benefits include cost reduction, improved efficiency, better serviceability and so on. These benefits can be enriched and analyzed fewer than three categories: benefits to the government, citizens and the industry.

As the devices and applications continue to proliferate at an amazing rate, Government services, staff, and development efforts will become more and more mobile in coming years. Within the next five years, "more users will connect to the Internet over mobile devices than desktop PCs." Department of Electronics and Information Technology (DeitY) has announced plans for all its department and agencies to develop and deploy mobile applications to provide all their services through mobile applications.

The eGovAppstore available at <http://apps.gov.in> is a National level common repository of components and mobile based applications alongwith web services that can be re-used by various government agencies/departments at Centre and in the States, The eGovAppStore operates in collaboration with all the stakeholders and under the guidance and policy framework of Department of Electronics & Information Technology (DeitY). It also provides technical guidance to the contributors (Thunibat et al, 2011). It highlights sharing and searching of applications, providing basic information about an application and the details of the applicant, allowing users to review an application, providing feedback etc.

The world watched the impact of mobile technology and social media on the "Arab Spring" uprisings in 2011, and citizen's engagement with mobile devices extending throughout the international arena and into all aspects of life (Gilbert et al.2004). The mobile apps not only help people stay connected to the government and get the latest information, enable them take part in its initiatives. The following are some of the Indian government's apps which citizens can use to access or get information about government services and initiatives, with just a click on the smart phone.

OnlineRTI – File RTI Online:

The Right to Information Act (RTI) initiative will provide the basic information regarding filing of RTI by the applicant. The experts will frame the application and would send the draft back to the user for revision or

approval. All information about State and Central government rules for RTI applications can be accessed on the catalogues available. Users can connect with famous RTI activists, track application status, etc.

MyGov – Access Government Initiatives:

MyGov is Government of India’s innovative citizen engagement platform for direct participation of citizens in governance. It provides an avenue for channelizing the ideas, comments and creative suggestions of the citizens by connecting them to central ministries and associated organizations. After creating a login id on this feature-rich app, a citizen can easily access numerous government initiative sites, including Swachh Bharat, Open Government Data Platform, My Gov Task Management, and My Gov Newsletter.

MpassportSeva App – Anytime Access to Passport Services:

The Ministry of External Affairs launched the mPassportSeva app that will offer a wide variety of passport-related services to Smartphone users who can search for nearby Passport Seva Kendras (PSK) or District Passport Cells (DPC) in a district.

India Voter List App:

It is a useful electoral app developed by the Election Commission of India. With this app, a voter can check whether his/her name has been included in the electoral roll of his constituency; he/she can also find out the name and location of the polling station. The data used in this easy-to-use app is 100% authentic and verified.

Swachh Bharat App – Track and Contribute to Swachh Bharat Mission:

This app contributes to Clean India mission. All a citizen needs to do is click a picture of the garbage dump or overflowing dustbins and post it on the Swachhata (Cleanliness) app, a mobile application on Android and iOS launched by the Union Urban Development (UD) ministry for addressing complaints related to civic issues. Once a complaint is registered, the complainant will be provided with regular updates on its status, including a picture uploaded by the sanitary inspector once the issue is resolved. Citizens will have the option to give feedback on the quality of resolution.

E-Aadhar:

The Unique Identification Authority of India (UIDAI) is a statutory authority established under the provisions of the Aadhar (Targeted Delivery of Financial and other Subsidies, Benefits and Services) Act, 2016 (Aadhar Act 2016) on 12 July 2016 by the Government of India, under the Ministry of Electronics and Information Technology (MeitY).UIDAI was created with the objective to issue Unique Identification numbers (UID), named as "Aadhar", to all residents of India that is (a) robust enough to eliminate duplicate and fake identities, and (b) can be verified and authenticated in an easy, cost-effective way. The first UID number was issued on 29 September 2010 to a resident of Nandurbar, Maharashtra.

DND Services:

DND (Do Not Disturb) Services app helps smart phone users to register their mobile number under DND to avoid Unsolicited Commercial Communication (UCC)/Telemarketing Calls/SMS. After registration if the telecom subscriber still receives any UCC via SMS or call, then this app will facilitate users to register complaint with their respective Telecom Service Provider (TSP). The interface of the app is very user friendly.

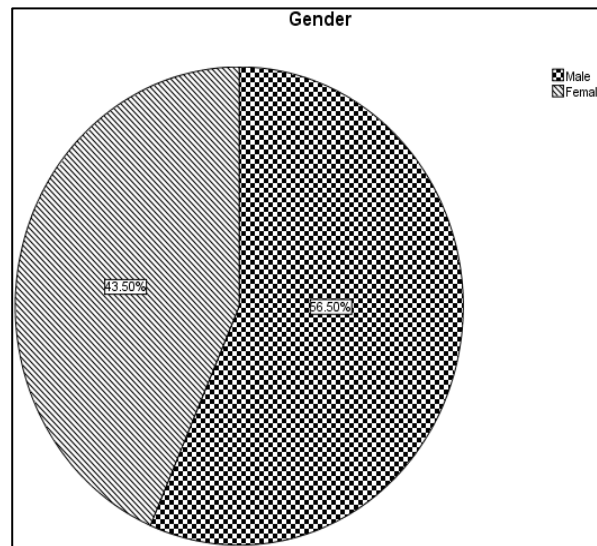
Aadhar KYC:

This is a service offered under Aadhar project by UIDAI department of Government of India. Under this service organizations can establish the positive Identity of their customers by validating their Name, Address and other information against their Biometric Identity with Aadhar data centre.

Table 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	113	56.5	56.5	56.5
	Female	87	43.5	43.5	100.0
	Total	200	100.0	100.0	

Fig. 1



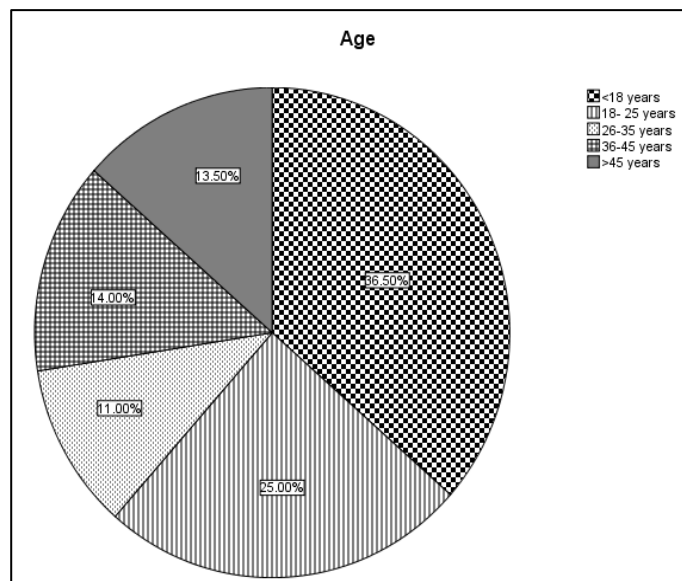
Interpretation:

Majority of the respondents are male with 56.5 percent and only 43.5 percent were female. The table gives a description regarding the demographic profile of the respondents under the study. The study had 200 respondents out of which 112 were male and 87 were female. Majority of the respondents are male with 56.5 percent and only 43.5 percent were female.

Table 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18 years	73	36.5	36.5	36.5
	18- 25 years	50	25.0	25.0	61.5
	26-35 years	22	11.0	11.0	72.5
	36-45 years	28	14.0	14.0	86.5
	>45 years	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

Fig. 2



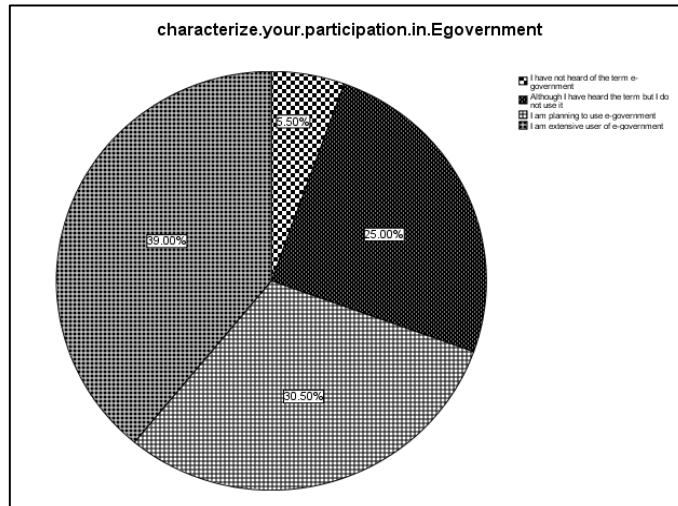
Interpretation:

The above table and chart represent different age group of respondents along with their frequencies. Majority of the respondents fall under the age group of less than 18 that is 36.5 percent. In the age group of 18-25 25 percent of respondents are present. Age group of 26-35 falls in the minority with 11 percent of respondents.

Table 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have not heard of the term e-government	11	5.5	5.5	5.5
	Although I have heard the term but I do not use it	50	25.0	25.0	30.5
	I am planning to use e-government	61	30.5	30.5	61.0
	I am extensive user of e-government	78	39.0	39.0	100.0
Total		200	100.0	100.0	

Fig. 3



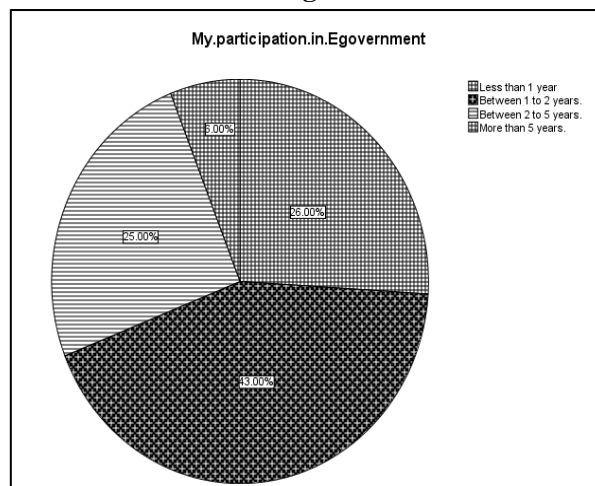
Interpretation:

Above table and chart describes level of awareness and its usage with respect to e-governance. From the respondents 39 percent of them are extensive user, 30 percent are planning to use, 25 percent know about e-governance but not using it and only 5 percent of the respondents are unaware.

Table 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	52	26.0	26.0	26.0
	Between 1 to 2 years.	86	43.0	43.0	69.0
	Between 2 to 5 years.	50	25.0	25.0	94.0
	More than 5 years.	12	6.0	6.0	100.0
Total		200	100.0	100.0	

Fig.4



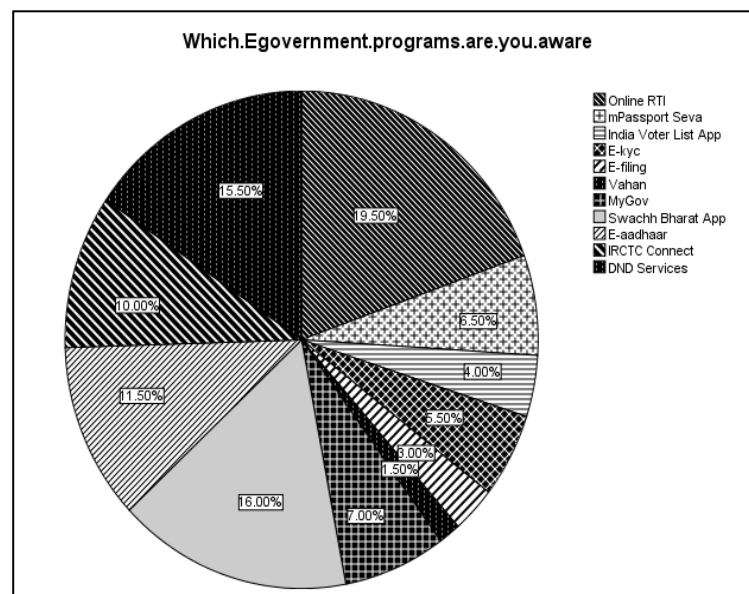
Interpretation

From the above table and chart it can be interpreted that, 43 percent of the respondents are using e-governance from 1 to 2 years and these respondents fall into the majority. Only 6 percent of the respondents are using e-governance for more than 5 years.

Table5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online RTI	39	19.5	19.5	19.5
	mPassportSeva	13	6.5	6.5	26.0
	India Voter List App	8	4.0	4.0	30.0
	E-kyc	11	5.5	5.5	35.5
	E-filing	6	3.0	3.0	38.5
	Vahan	3	1.5	1.5	40.0
	MyGov	14	7.0	7.0	47.0
	Swachh Bharat App	32	16.0	16.0	63.0
	E-aadhaar	23	11.5	11.5	74.5
	IRCTC Connect	20	10.0	10.0	84.5
	DND Services	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

Fig. 5



Interpretation:

The above table describes e-governance program and its usage. Majority of the respondents are using Online RTI and Swachh Bharat service of e-governance with 19.5 and 16 percent. After that DND service is used by the respondents with 15.5 percent. Vahan service is used by only 1.5 percent and is falling under minority.

Table 6

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.503	
Bartlett's Test of Sphericity	Approx. Chi-Square	138.317
	Df	105
	Sig.	.016

Interpretation:

KMO is the measure of sample adequacy. Since the value has come out to be .503 which is greater than 0.5, it appropriate to run factor analysis. Bartlett's Test of Sphericity - factor analysis is applicable when some items are co-related. The significance is 0.016.

CONCLUSION:

I have observed that Mobile government apps have been launched by different agencies to develop, test and launch different programs on mobile phone and services for the public. I have found out that the young generation have become more aware of different apps and prefer to use them. People by and large use mobile phones for accessing internet. They prefer e-governance sites to participate in day today activities of the Government. Most of the population is using online RTI and Swachh Bharat service of e-governance. Digital technologies have emerged as a powerful tool for rapid economic growth and citizens' empowerment across the globe.

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