

**GOVERNMENT OF INDIA  
COMMUNICATIONS AND INFORMATION TECHNOLOGY  
LOK SABHA**

UNSTARRED QUESTION NO:1516  
ANSWERED ON:21.07.2014  
MOBILE SEVA  
Antony Shri Anto

**Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:**

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(a) whether the Government has recently launched a scheme called Mobile Seva to provide public services through Mobile Service Delivery Gateway; and

(b) if so, the salient features thereof along with the funds allocated for the purpose?

**Answer**

MINISTER FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD)

(a): Yes, Sir.

(b): Mobile Seva aims to provide a centralised platform to all the Central and State government departments and agencies across the nation for all their mobile service delivery needs. Mobile Seva initiative was initiated in July 2011. The objective of the initiative is to provide a centralised platform namely Mobile Service Delivery Gateway (MSDG) that allows all government departments and agencies to expeditiously start offering their services through mobile phones without having to invest heavily in creating their own separate mobile platforms. A mobile applications store (m-AppStore) has also been created and made operational in January 2012. As on date, 1067 Central and State Departments/agencies have been integrated for "PUSH SMS" services and more than 100 crore SMS notifications have been sent to citizens for various public services. 340 public services have been operationalized for "PULL SMS". Also, 304 live mobile apps for various government services have been developed & hosted on the Mobile AppStore.

The details of funds provided for Mobile Seva are as follows:

Total Outlay      Rs. 21.50 Crore  
Funds released to the implementing agency,      Rs. 5.25 Crore  
Centre for Development of Advanced Computing  
(CDAC)