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
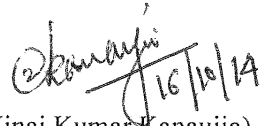
New Delhi, Dated the 16 October, 2014

Subject: **MyGov – Citizen Engagement Platform**

Hon'ble Prime Minister had launched the Citizen Engagement Platform "MyGov" (http://www.MyGov.nic.in) on 26th July, 2014. This Platform presents a unique opportunity for the Government departments to benefit from the sharing of ideas, thoughts and on-ground participation by the people, thereby contributing immensely towards good governance. Basically, MyGov is a virtual space for continued and deep engagement between the government departments and citizens.

2. In this context, kindly find enclosed herewith a copy of letter no. 207934/2014/DC(WS) Pt dated 9th September, 2014 from Secretary, DeitY for information/ necessary action.

3. It is also 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)
Telephone: 23036509

Copy to:

1. PS to Hon'ble MoC&IT
2. PPS to Secretary(T)
3. PPS to Member(S), Member(T), Member(F)
4. PPS to Additional Secretary(T), Advisor(S), Advisor(T), Advisor(F)
5. All Sr. DDG/ DDG/ JS level officers of DoT(Hq.)
6. Heads of all Attached/ Subordinate/ Field Offices of DoT
7. Sr. Technical Director, Principal System Analyst, NIC-DOT
8. E-Notice Board and DoT Website

आर एस शर्मा
सचिव

R S Sharma
Secretary

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

Dated : 09th Sept. 2014

Dear Shri Garg,

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.
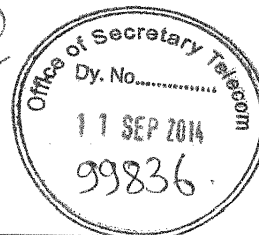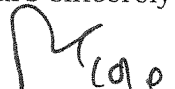
(iv) Time-bound analysis and examination of comments and ideas received with status updates in terms of action taken by department to select the best and most workable ideas and their subsequent implementation. The contributors of such ideas may also be informed through updates on MyGov as well as traditional 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)

Shri Rakesh Garg
Secretary
D/o Telecommunications
Sanchar Bhawan
20, Ashoka Road
New Delhi

Step 1: Identify a name of the group that covers any aspect related to your Ministry.

Step 2: Clearly and briefly define the objective of the group- what does that group aspires to achieve and what are the desired outcomes.

Since all groups will have online tasks, onground tasks and discussion forums the following lines should be added at the end of the 'objectives' section.

The group consists of Tasks and Discussions. Tasks are both online and onground. Discussions enable participants to share ideas.

Step 3: List out the online tasks followed by the onground tasks with a short paragraph on why such as task has been created. The desired outcome should reflect in this short paragraph.

Step 4: List out the discussion topics. Discussion topics should stimulate healthy exchange of views and ideas. There is no need to place a 'why' paragraph for a discussion topic.

Step 5: Add corresponding images for each task and discussion. Ensure that the images are original.

Objectives:

This group seeks inputs and suggestions towards creating a greener India where development complements care towards the environment. The Prime Minister firmly believes that coming from a culture that worships Nature as our Mother, we have to live in harmony with nature not just for the present but also leave a greener India for future generations.

The group consists of Tasks and Discussions. Tasks are both online and on ground. Discussions enable participants to share their thoughts and ideas.

Tasks:

Online Tasks:

Task 1: Prepare a policy document with ideas and suggestions on how to further promote tourism while preserving the local ecosystem.

Why?
This task invites you to share a blueprint on how to balance tourist development with local ecosystems. For example, the Himalayan states have become hotbeds for tourists from across India and the world. Yet, the arrival of tourism has put considerable strain on the local ecosystem.

Task 2: Share 10 global and domestic best practices adopted in order to improve environmental conditions in a particular area.

Why?
It is always important to learn about best practices around the world, especially in the field of environmental conservation where there is a lot of research and innovation happening regularly.

Onground tasks:

Task 1: Share a media album capturing the various shades of any one wildlife park, natural reserve etc.

Why?
This task is for those interested in photography. You are required to spend time at any wildlife park, natural reserve and share a photo album/videos that capture aspects about that park. Along with the photos/videos you are required to share a report on how to improve infrastructure in the area, particularly to prevent further environmental degradation.

Task 2: Volunteer at a local eco-centre.

Why?
This task enables the doer to spend time at a local eco-centre and volunteer there. The nature of the work can be decided by the doer in consultation with the eco-centre.

Discussion Forums:

Discussion 1: Can only Government mitigate the menace of climate change or is public participation the way ahead?

Discussion 2: Through sound and innovative policies, how can we achieve both development and a clean environment?

Clean Ganga

The Ganga is our soul, our culture and is our Mother! Since centuries it has defined India's existence. Sadly, due to neglect the condition of the Ganga has become pitiable. There have been Plans and there have been initiatives but they have not been enough to bring a qualitative change to the Ganga.

This Group is a determined effort to seek ideas and opinions on how to clean the Ganga and restore the glory of this pristine river that is India's pride.

The group consists of Tasks and Discussions. Tasks are both online and on ground. Discussions enable participants to share their thoughts and ideas.

Tasks:

Online Tasks:

Task 1: Identify the 10 major challenges/issues facing the Ganga that need improvement.

Why?
People are aware of the problems but there is a need to prioritize the challenges in order to tackle them effectively. This task gives the freedom to identify the challenges and list them out in proper order.

Task 2: Suggest a roadmap of how Government, Saints, NGOs and individual efforts can coordinate in an institutionalized framework to clean the Ganga.

Why?
This task gives you the freedom to come out with your own draft roadmap on how various stakeholders can come together and work towards cleaning the Ganga. This document must be rich in research and must contain effective solutions and a futuristic outlook. The key lies in working together and embracing PPP model.

Task 1: Conduct field work in any 1 of the following locations and submit a comprehensive report on the problems facing the Ganga in that particular area with actionable solutions:

A- Allahabad

B- Haridwar

C- Kanpur

D- Patna

E- Varanasi

Why?
This task gives you the opportunity to work on the ground and provide feedback on crucial issues related to Ganga cleaning.

Task 2: Give a detailed field report on the scope for further development in Gangotri and Gaumukh.

Why?
Gangotri is the land from where the holy Ganga originates. Like other places, Gangotri too has become a centre for tourists and devotees thus putting some strain on the natural ecosystem there. This task involves travelling to Gangotri and Gaumukh. You can present a comprehensive report of the problems and scope for innovation as well as development in the area so that the Ganga is clean, the ecosystem flourishes and more tourists and devotees can also grace this sacred spot.

Discussion 1: Can cleaning of the Ganga only be done through Plans or there is a larger need to integrate other stakeholders more effectively?

Discussion 2: How can it be ensured that not only does the arrival of tourists increase but also the Ganga remains clean?

Discussion 3: How can the proposed waterways and similar initiatives complement the various efforts to clean the Ganga and at the same time enhance tourism? Should such an initiative be replicated for other rivers as well?