

A graphic featuring a dark blue background with a large teal circle in the center. To the left of the teal circle is a smaller white circle. The text 'INT.' is inside the white circle, 'My Gov' is inside the teal circle, and '#DigitalSuccess Stories' is below it. A thin white circle outlines the teal circle.

INT.

My Gov
#DigitalSuccess Stories

Rebranding

E-Governance :

**Recreating India by
reducing the distance
between government
and citizen of India**



INT. helped the Government of India to establish a direct channel of communication with the citizens via flagship virtual platform to crowdsource ideas and input for better governance as part of the government's “Digital India” initiative.

About The Client

Industry

E-Governance

Headquarters

Delhi, India

Website

<https://www.mygov.in/>

Digital India is a campaign launched by the Government of India in order to ensure that the services of the government are made available to citizens electronically through improved online infrastructure and by increasing Internet connectivity or making the country digitally empowered in the field of technology.

As a part of multiple digital enriched initiatives, the primary idea behind these are to radically reduce the cost of collaboration and the distance between the government and the Indian citizens for better governance.

The Problem Statement

The Government of India wanted to develop a virtual mobile platform that would connect them directly with the citizens and vice-versa.

Intention behind making the application is to share ideas and thoughts on various types of government initiatives where citizens from the grass root level could connect with the government and narrow down the distance.

End to end privacy and security, low transparency and high cost of implementation posed as major challenges. INT. helped the GOI to overcome these challenges and provided end to end solutions.

Business Solution

Technology Stack

Android and iOS platform

INT. leveraged its expertise to built a mobile application with multilingual capability.

This app allows the citizen of India to get access to the various resources on developments and the government initiatives .

Keeping in mind the demographics of India which is not very much digital friendly, the interface was made simpler for users. The app is also integrated with real-time information about new plans and initiatives.

INT. made an user friendly mobile app for both Android and iOS users.

The Impact

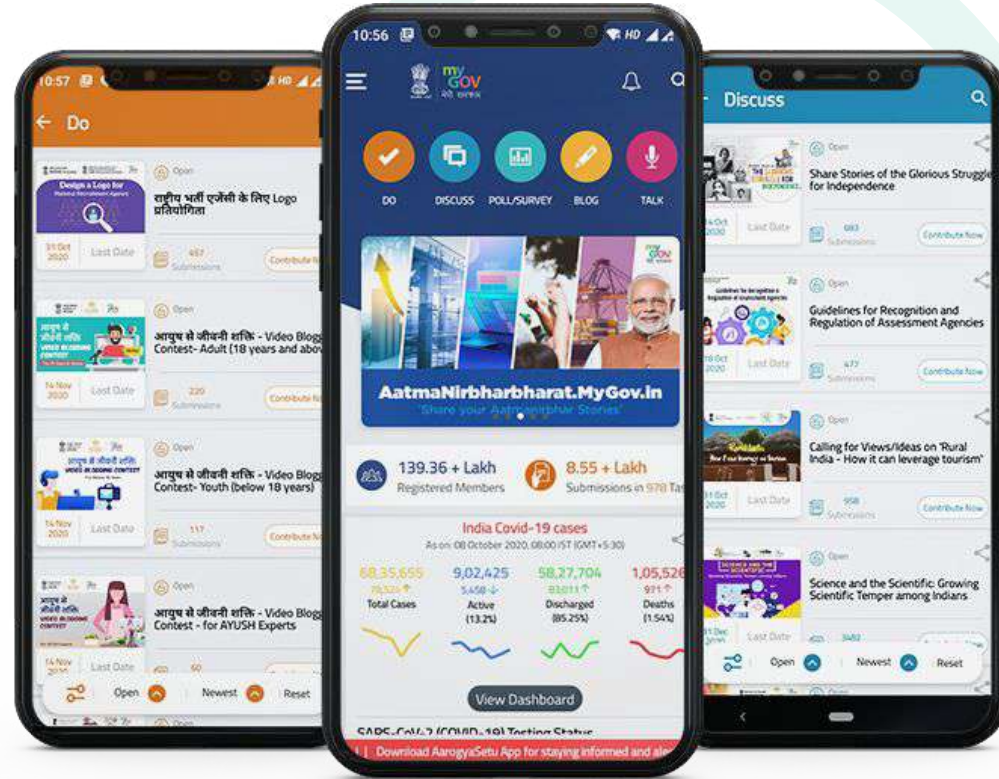
An interactive virtual collaboration platform was launched to bridge the gap between 1.3 Bn citizens of India and GOI

GOI aimed with INT. to launch a mobile app where the Indians could share their views for the development of the country. Following are the impacts:

- Bridged the gap between GOI and 1.3 bn citizen by opening a platform to share opinions.
- Ideation and collaboration for the better governance
- Enables simpler and compliant workflow for agents and employees to update information and spend less time with operational activities
- Emergency and crisis notification and management immediately
- Receiving public feedback on government initiatives

MyGov platform is extremely valuable for the government to co-develop policies and ideas for the country's betterment with its citizens. 1.68 million have registered in MyGov platform till Nov '16

Product Images





We Deliver
#DigitalSuccess

INDIA | UK | USA | AUSTRALIA | SINGAPORE

23+
Years

750+
Professionals

11k+
Projects

6m+
Hours

We are a team of digital engineers working towards innovation, reinvention and reshaping business models. We cater to multiple enterprise clients, fast growing product companies, digital agencies operating in the domain of banking, insurance, finserve, health, professional services and others in more than 45 countries.