

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION NO. 5377
TO BE ANSWERED ON: 05.04.2023

MYGOV 2.0

5377. SHRIMATI POONAMBEN MAADAM:

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state: -

- (a) the details of benefits do citizens receive through the use of MyGov 2.0;
- (b) the details of the number of citizens registered on MyGov 2.0;
- (c) whether the Government has raised awareness about the usage of this platform to improve citizen engagement and feedback processes;
- (d) if so, the details thereof; and
- (e) the manner in which the Government ensure the privacy and security of user data on the platform ?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI RAJEEV CHANDRASEKHAR)

(a): MyGov has been established as Government of India's Citizen Engagement Platform which collaborates with multiple Government bodies/ Ministries to engage people in policy formulation and seeks the opinion of people on issues/ topics of public interest and welfare.

Citizens are getting following benefits through MyGov-

- Properly communicate schemes/initiatives of Government to citizens.
- Facilitate two way communication by bridging the gap between citizen and Government
- Citizens can engage and share ideas, feedback and opinions through quizzes, pledges, discussion forums, surveys etc. for promoting participatory governance
- Use of data, infographics, videos, podcasts that are easy to understand by citizens
- Fight fake news with real, timely information (e.g. Covid)
- Citizens gets information about government policies, schemes, and campaigns through MyGov and its social media platforms

(b): Since its launch in July 2014, MyGov has around 3.04 Crore registered users.

(c): Yes, Madam.

(d): MyGov has followers across various social media platforms that includes WhatsApp, Twitter, Facebook, Instagram, Chingari, ShareChat, You Tube, Koo, Telegram etc. MyGov has adopted multiple engagement methodologies like discussions, tasks, polls, surveys, blogs, talks, quizzes, innovate activities and on-ground activities by innovatively using internet,

mobile apps, IVRS, SMS, outbound dialling (OBD) technologies, AI Chatbot etc. MyGov creates awareness through the following mediums.

- MyGov Platform
- MyGov Social Media Platforms
- The Centralized Info-banner Publishing System (CBPS)
- Emails and SMS campaigning through e-Sampark
- Weekly Newsletters

MyGov also participates in physical / offline engagements in colleges trade fairs and exhibitions, seminars etc.

(e): Privacy and Security of user data in MyGov is of utmost importance and hence is embodied in the design. Here are some key points followed in MyGov to protect user data:

- **Encryption:** MyGov uses encryption techniques to protect user data in transit and at rest. Data of user accounts stored in an encrypted format.
- **Access Control:** MyGov has robust access controls to ensure that only authorized persons have access to user data. All MyGov user's data is stored in the NIC National Data Centre.
- As far as user consent, transparency of the user data management is concerned are published in the "Privacy Policy" under usage "Terms & Conditions" of MyGov.
