

# Smart Cities Mission on MyGov



my  
GOV  
मेरी सरकार

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GOVERNANCE  
WITH YOUR  
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# What is MyGov...



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# MyGov : An Introduction



A uniquely Indian citizen engagement platform for participative governance

Launched by Prime Minister on 26<sup>th</sup> July 2014

## PM and MyGov

- *'Mann Ki Baat'* inputs
- Independence Day speech
- PMO application contest
- Inputs for his Australia speech

**1.21 million registered users**  
( ~30 million unique views)



**@mygovindia**  
**1,81,000 followers**



MyGov India

**32,382 views**

since March 2015

# MyGov : An Introduction



## Popular mentions of MyGov by PM

Independence Day Speech

['Mann Ki Baat'](#)

India Leadership Forum, NASSCOM

Digital India Week launch

Madison Square, USA

Allphones Arena, Australia

**37**  
ministries



**276** Discussions  
and **6,35,930**  
comments



**195** Tasks  
and **1,31,150**  
submissions



**19** Polls



**73** Blogs



**20** Talks  
Including *Mann  
Ki Baat*



**130** Volunteers



# MyGov: Highlights



# MyGov: Recent Initiatives

*New Education Policy*



*Innovate for Digital India Challenge*



*PMO App Contest*



*Net Neutrality*



*Swachh Bharat*



*Smart city consultations and talks*



*Logos for national schemes*



# MyGov and Smart City Mission



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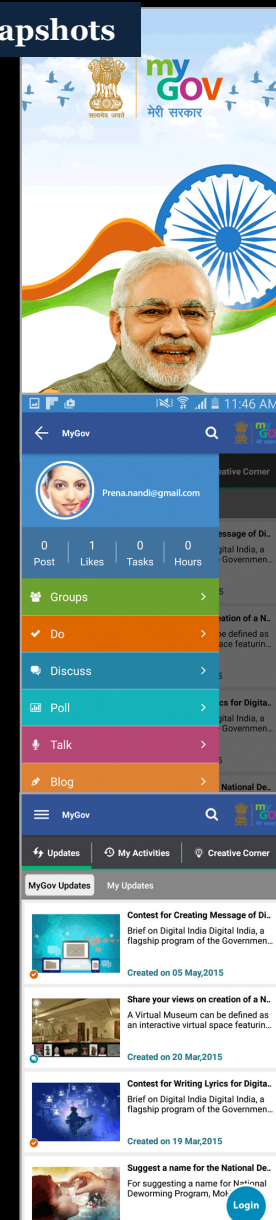
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# MyGov functionalities



## App snapshots



## Multitude of engagement opportunities

- Create Groups
- Host citizen consultations
- Post surveys and polls
- Launch contests
- Hold and post Talks
- Write blogs

Do



Online and  
on-ground  
Tasks

Discuss



Groups &  
Open  
Discussions

Polls



Making  
opinions  
count

Blogs



Stay updated  
with MyGov  
activities

Open  
Forum  
Share



opinion on  
national  
issues

Talks



Dialogue  
with decision  
makers

MyGov  
In Media



MyGov's  
media  
coverage

Podcast



Audio  
updates of  
MyGov

MyGov mobile App

Over 25,000 downloads



# Smart City Citizen Consultation on MyGov



*Poll*

*Task*

*Talk*



*Poll*

# Smart City Citizen Consultation on MyGov



## 1. Discussion

Place Draft Pan City proposal (prepared with citizen inputs) in public domain. Invite, evaluate and incorporate Citizen comments before submission to Gol  
Can be supplemented with a Talk

### Citizen Consultations Round 2

Place Draft Area Based Development proposal/s (prepared after citizen inputs) in public domain. Invite, evaluate and incorporate Citizen comments before submission to Gol.  
Can also be supplemented with a Talk

## 2. Discussion



# Smart City Citizen Consultation on MyGov



## 1. Blog

Place final Pan City proposal prepared after the citizen inputs in public domain

Can be supplemented with a Talk

### Citizen Consultations Round 3

Place final Area Based Development proposal/s prepared after citizen inputs in public domain

Can be supplemented with a Talk

## 2. Blog



# MyGov Volunteers



## MyGov advantage

Leverage MyGov volunteer network (India and abroad) such as:

Social media account handling

Liaison officers

Citizen Consultation camp support

Event management

Creatives development

# Leveraging MyGov for Smart Cities



Twitter Promotions

# Thank you



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