

- Issue/Problem (1 Paragraph)
- Proposed solution
Flow chart: Conceptualized
- Details of Technical aspects.

Knowledge management Mechanism through M-Governance in Agriculture

Issues:-

- Information asymmetry in terms of soil, weather, pesticides, fertilizers, market, storage etc.
- One stop shop solution for all issues mentioned above.
- One-to-One knowledge sharing & interlinking with research org & agri. universities.
- Linking farmers to urban, regional & global market to maximize return on investment.
- Prevent growth of pests, Reducing the adverse impacts of chemi extensive usage of pesticides & chemical fertilizers.

Read M-Gov book by OCED & ITU.
Best Book.

Rural populatⁿ > 70 %
mobile penetration = 900 m < U = 530
Unique users = 300 M. (26% as per research)
Mobile + Internet = 100 m (12%)

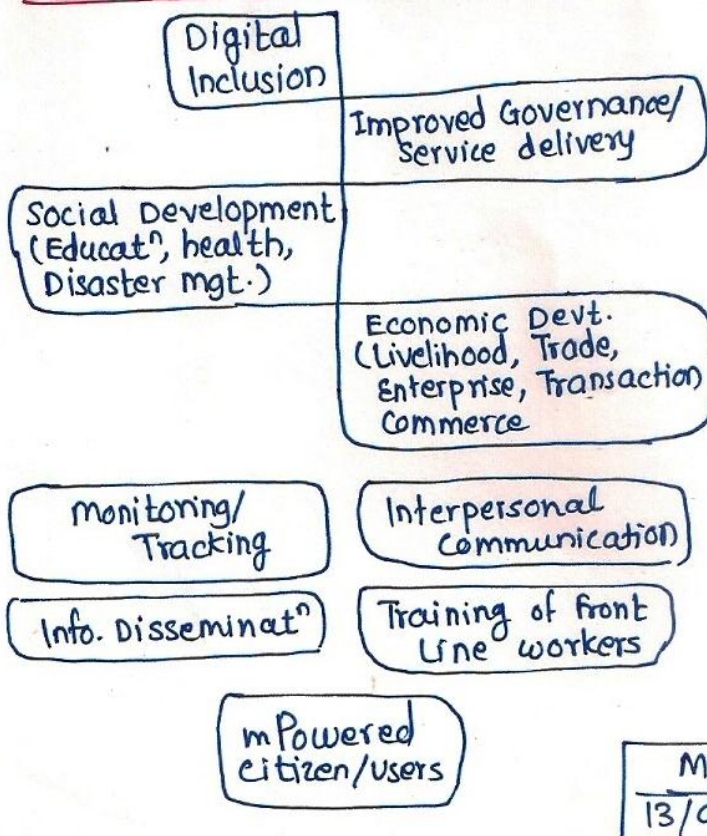
[Osama Manzar + mint] - Google it
Read columns.

- Mob & Radio very imp. tool for 21st century
↓
Community Radio
- 833m living rural area ~ 38 m use internet
- 900 m mobile phone subscribers -
323m are from rural india.
- 3.6 m (12%) use mobile to access internet
- 5.9 B mobile subscribers in world of
populatⁿ 8.9 B.
- Mobile: "Mass Game changer"
- India-Oral society.

Mobile Penetration = No. of sims sold.

2010 - 50%
2011 - 60%
2012 - 72%
2013 - 80%
2014 - 86%
2015 - 97%

Mobile India Development Ecosystem:-



Resources:-

- mbillionth.in - Awards.
- mobileforgood.in → NGO: How they use
- usa-mobile.org → worldwide best practices
- defindia.net (Pub → Newsletters)
- MGov book by OCED & ITU.
- Airtelmoney
- mposisa in Kenya
- Akshaya project in Kerala.
- economist.com
- Mgov in water
- wforc.in
- Digital knowledge center - Video's.
- Book: Netchakra.net
- Govt. of Korea - eTextbooks - Act.
- BBNL Project of India.
- Public Administration Network (PAN)
- manthanaward.org
- Creative commerce in open source.
- www.aimglobal.org } RFID
- www.epcglobalinc.org }
- www.pm.go.th → Flood mapping Real time
- Cell phone nation: Book @ mob. revolutⁿ
- Unpan - eGov/ mgov in India. reports
- Infographics - Artistic approach to present information.

- MRNEGA: Govt. Tracking - AP - TCS s/w
: People Tracking - MP-

- Kisan Charcha - Haryana.
- Nono Ganesh - Machine2Mobile
- Controlling irrigation machines.
- Peer water exchange. (PWX):
Mapping & reporting water system.
- NeerJal.org:
- <http://goo.gl/LsxJD> - Columns of
Osama Manzar.
- Kisan Raja Smart Irrigatⁿ Automatⁿ solⁿ

Session-III

-Dr. madanmohan Rao.

8 C's of mobile Govt:-

C

- Connectivity
- Content
- Community
- Culture
- Capacity
- Cooperation
- Commerce
- Capital

M-Gov maturity model:-

- ① Initial - Basic wireless access,
 - fixed answer to inquiries
 - Broadcasting. (one-way)
- ② Enhanced - Updated info. eg: weather
 - Personalized info.
- ③ Interactive - 2 way communication
- ④ Mature/ Transactional:
 - Payment feature.
- ⑤ Fully interactive:-
 - Secured transaction with entire services via mobile.

Findings from field:-

- ① Service delivery & Technology sophistication.
- ② Cost, ROI, venture partners & secure services are major issues in govt. initiative.
- ③ Nature of contract: Length of duration.
- ④ Wireless as a backup.
- ⑤ Non-critical tasks implemented through M-Gov until current security standard evolve further.

Us of: Taxing on mobile revenue to provide services in rural areas.

Primary delivery models of m-Gov.

Front-office applications	mG2C	mG2B
Back-office applications		
	Individual	Organization

Knowledge management

- Crowdsourcing:- V. Imp in eGov.
- Ask question to crowd and using BI tools analyze it.

Session-IVProject strategy in m-GovmGov service implementation challenges:-

- ① Organizational:-
 - Lack of leadership
 - Economic & financial issues
 - Legal issues
 - Vision issues.
- ② Technical
 - Interoperability
 - Open source
 - Scalability
 - Reliability
- ③ Governance:-
 - Accountability
 - Transparency.
 - Openness
 - Accessibility
 - Participation
- ④ Social:-
 - Awareness
 - Pricing
 - Privacy
 - Security
 - Trust
 - Usability.

Source: EL Kiki, Tarek (2004), UTS.

MG-01
14/08

Session-5
15/08

Factors in mGov strategy:-

- ① Ability of Govt. to provide frequency of Service.
- ② Anytime-anywhere infrastructure.
- ③ Adopt open standards.
- ④ Suitable technology platform devt.
- ⑤ Affordable.
- ⑥ Compatibility of mobile devices.
- ⑦ Awareness & advocacy

Framework for mobile Gov - 2012

- ① Creatⁿ of Mobile Service Delivery Gateway (MSDG)
- ② Creation of mGov innovation fund.
- ③ Creation of Knowledge portal & KM framework on mobile Gov.



Session-5

OTA : Over The Operator.

WAP: Wireless Access Point

HTML5:

10% increase in mobile penetration increases GDP by 0.1%.

Development of service concepts:-

- Traditional service
- eService
- mService
- U-service

Challenges in RFID:-

- Cost: tags, readers, infrastructure, middleware
- Data standards
- Frequency interference
- Privacy
- Reliability
- Data Ownership, mgt, IPR
- Provable RoI models.

Standards for RFID:-

Codes:- EPC Defined, GTIN { Global Trade Item Number
Verisign, SAP
AIM RFID Mark
EPC Global
ISO
IATA

M2M shift

- From device-centric to service-centric
- From data-centric to knowledge-centric
- Incremental to radical innovation
- Design to disruption
- Sensing to sense-making
- software to application developer ecosystem.



Hockey stick curve

- Metrics:-
- Quantitative
 - Semi-quantitative
 - Qualitative (Anecdote/Story)
 - Technology/activity metrics
 - Process metrics
 - Knowledge metrics.
 - People metrics
 - Organisational metrics.

MG-02

14/08

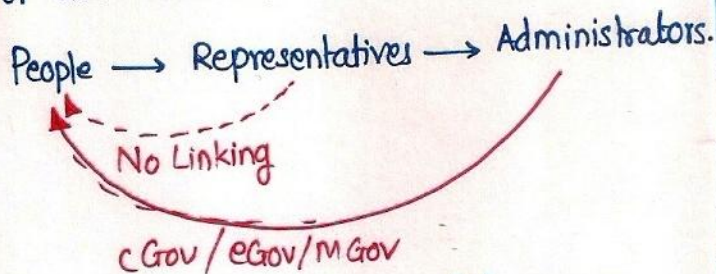
"Information Poverty
- mobile opportunity" - DEF

One database service all applications.
- Entertainment content in India is quite less except bollywood & cricket.

① India Governance

- Village Council - 2,50,000
- Village councilors - 30,00,000
- Legislative constituencies: 4011
- Parliamentary constituencies: 543.

No eGov/mGov is covered will cover constituencies; we have only mechanism for administration



∴ There should be change of focus.

② Schools:-

Schools = 14,00,000
Teachers = 70,00,000
Students = 2,00,00,000

} No Governance.

③ Health:-

PHC's = 85,000

④ Business: MSME's:-

MSME's = 2,60,00,000
Employment = 6,00,00,000

⑤ NGO:-

NGO's in India = 33,00,000
staff = 1 crore

⑥ अंतराष्ट्र = 1,00,000

अंतराष्ट्र Women = 2,00,000

Reach = 5.8 crore children & 1.0 crore women.

If these 6 areas are improved; country will be improved.

+ve

Women mobile users = 225 Mn
clusters = 2000
CSC = 1 Lakh
BPL = 37.50 crore
Farmers = 25 crore
Blocks = 5000
Post offices = 1,50,000
Anganwadi's = 1,00,000.
Aashaworkers = 1.8 Mn.

Technological advancement leads to obsolescence:-

- But advancement is mainly from user side. Like-3G/4G, Devices.
- Basic infrastr. for database is same. Backward compatibility, interoperability is possible.