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GOVERNMENT OF KERALA  
INFORMATION TECHNOLOGY (B) DEPARTMENT

No. IT-B1/107/2014-ITD

Thiruvananthapuram.  
Dated: 30.10.2014.

**CIRCULAR**

Sub:- Information Technology Department – Mobile Seva - Delivering public services through mobile phones and tablets using the centrally-available mobile service delivery gateway (MSDG) -reg.

Ref : G.O(Ms) 20/2013/ITD dated 5.8.2013

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Department of Electronics and Information Technology(DeitY), Government of India has developed the Mobile Service Delivery Gateway (MSDG) Viz, "Mobile Seva". This National Mobile Governance initiative aims to enable all government departments and agencies in the country to provide electronic services through various mobile channels such as Short Message Service (SMS), Voice/Integrated Voice Response System (IVRS), Unstructured Supplementary Service Data (USSD) and mobile applications (m-apps).

As per the G.O.(Ms) No.20/2013/ITD dated 05.08.2013, State Government has given approval for all departments to use MSDG (Mobile Service Delivery Gateway) for their SMS based services. The Mobile Service Delivery Gateway (MSDG) developed by DeitY, Government of India is the core infrastructure for enabling the availability of public services through mobile devices across various mobile delivery channels. MSDG enables government departments to integrate both web and mobile based services seamlessly and enhances the access to electronic services tremendously due to very high penetration of mobile phones.

Government of India has decided that SMS services on the MSDG will be offered free of cost to Government departments in the beginning for an initial period and to encourage early adoption of Mobile Seva. The Push SMS services are currently being offered free-of-cost to government departments for transaction of non-commercial messages.

Registration with the Mobile Seva platform is a very simple process that can be done fully online from the "Department Services" tab, on the home page of the Mobile Seva portal ([www.mgov.gov.in](http://www.mgov.gov.in)). DeitY and C-DAC teams will be happy to offer all possible assistance required. For any further clarifications in this regard, you may kindly contact Dr. Rajendra Kumar, IAS, Joint Secretary (e-Gov), DeitY at [jsegov@deity.gov.in](mailto:jsegov@deity.gov.in), 011-24363075.

In the above circumstances, all Departments having mobile based requirements are directed to make use of the Mobile Service Delivery Gateway developed by DeitY, Government of India. The Director, Kerala State IT Mission shall render necessary assistance, if any, in this regard.


**Subhash John Mathew**  
Additional Secretary

For Principal Secretary to Government

To

All Additional Chief Secretaries/Principal Secretary/Secretaries .  
All Heads of Departments.  
Director, Kerala State IT Mission, Thiruvananthapuram.  
Head, SeMT, Thiruvananthapuram.  
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Section Officer