M Governance: Challenges and Prospects

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Abstract:
With its e-governance plans making little headway, the UPA Government has devised a new strategy to reach out to the electorate in remote areas. The framework for mobile governance has been notified in The Gazette of India, February 2012. The proposal suits the UPA's plan to make inroads into rural areas with its populist schemes, not to miss benefits of direct cash transfer and Bharat Nirman. The ministry has entitled the new project- national Roll- out for mobile service delivery gateway (MSDG) – last November and is upgrading the service under it. This governance has a main objective to provide an effective deliver services that can enhance communication between government and people. This growth has taken India by storm with such developed technology reaching millions of homes, not only in urban areas but also rural hamlets in far-flung regions.
Present study is an attempt to understand and explore the various dimensions related to M-governance, its future prospectus and the challenges foreseen. Secondary data has been gathered for this purpose and basic research method has been used for explaining the phenomena. As the term e-governance has got prominence in due course of time, likewise the M-governance is getting footage in the country. The things which needs due recognition is that how to make the effective use of it with a set up framework.

1. Introduction

M-government framework in the public sector is an important factor. Like a number of other European countries, Macedonia has now placed e-government services development high on its agenda. But the recent survey shows lack of awareness about m-government among the citizens. In this fashion, the development of m-government standard unites innovation of architecture, technology, feasibility and citizen's education and awareness.

The Web-based e-government in the current phase has been conceived to consist of three sub-phases: (a) Customer Service (1995-2000) (E-commerce inspired) (b) Virtual Agency (2000-2005) (Portal-inspired), and (c) M-government (2005-) (Technology-inspired) (Misra 2010). A sub-set of e-government, m-government, is 24/7 "everywhere e government mainly, but not entirely, relying upon cellular or mobile telephone whose rapid penetration in India has been astonishing by any standard. There were 380 million cellular subscribers in India as of December 2009 (COAI 2009). Worldwide there were 4.1 billion subscribers as on January 19, 2010 (GSM World 2010). According to International Telecommunication Union (ITU 2009), "Mobile cellular has been the most rapidly adopted technology in history. Today it is the most popular and widespread personal technology on the planet, with an estimated 4.6 billion subscriptions globally.

India is the second fastest growing market in the world after China (Next Billion 2009). The mobile telephone subscribers constitute an excellent base of people who are literally available to governments worldwide for contact. No wonder, many countries like Malta, available to governments worldwide for contact. No wonder, many countries like Malta, government a strategic objective (Rossel, Finger and Misuraca 2006:82). The message here is clear: e-government is now required to deliver public services on mobile phones, giving birth to m-government.

The three channels of mobile communication (Voice, Signaling and Data) and a wide range of technologies (Voice Applications, Applications using signaling channel and data service based Applications) are being used for this purpose. The approach adopted is to identify services and design solutions, wherein the primary focus has been to leverage the existing networks and available wireless technologies. As many as 90 departments are now using the m-SDP to provide their services and the portfolio of services is expanding.

The potential benefits associated with the mobile platform, such as lower costs, greater accessibility, real-time monitoring and effective adaptability, are providing impetus to the implementation of m-governance services in India. These benefits have led to the Indian government adopting the m-governance framework as an extension of the national e-governance plan in order to reach a wider audience and increase the effectiveness of various welfare schemes. The main challenges of m-Governance are typically the same as those of e-Governance, such as low levels of computerization of government operations at the back-end, lack of digitized data or content and change management.

With the emergence of the new concept, several researchers have tried to explore the various dimensions of M-governance, its challenges and prospectus. M. Shakhawat Hossain Bhuiyan Asiimwe in the article titled "Contemporary Research on Mobile Government" _in the year of 2010 published this article. This article mainly focused on Continuous developments in mobile technology have led to massive acquisition and adoption of mobile devices at a fast pace. The outcome of this study is to investigate the current status of mobile government research. This study is based on literature reviews. "Mobile governance for development: strategies for migrant head porters in Ghana", Johanna Awotwi 2011, A promising strategy to promote good governance is harnessing the opportunities provided by the use of mobile phones, widely accessible to most segments of the society, for delivering public information and services and for decision-making by government. This paper investigates the design and implementation of mobile governance (MGOV) strategies for development (MGOV4D). Specifically, it presents an MGOV4D strategy framework to support mobile Information and Communication Technologies (ICT) for development (MICT4D) projects in meeting their development objectives. Geoffrey A Sandy Associate Professor, Information Systems Victoria University, have done a study titled as "A Success Factors Model For M-Government " suggests the most important factors in successfully implementing M-government include procedural benchmarking, the "championing" of the project, the existence of a "tight" Service Level Agreements, securing Long Term Contracts, ease of transition to wireless M-government and minimizing the risks associated with employment of new technologies. Rameesh Kailasam "Implement laws for mobile Governance for better m-Governance services" in the year 2014 in the article published in M-gov world has mentioned that m-Governance is not a replacement for e-Governance; rather it complements e-Governance. M-Governance is the use of mobile or wireless to improve Governance service and information "anytime, anywhere". The outcome of the study was the Mobile applications rely on good back office ICT infrastructure and work processes using mobile phones as input devices in certain areas where last mile connectivity becomes issues for simple data inputs of critical importance for decision making in government departments. Johan Hailstorm (2009) in his paper titled "Mobile Governance: Applications, Challenges and Scaling-up" have suggested that Mobile phones as a tool for service delivery and a way to communicate with its citizens. Mobile phones affect the way citizens interact with each other and with the society as whole. The ever popular and totally unpredicted beeping culture in East Africa is a good example on how mobile telephony has changed the way people communicates.

2. Status of M Governance in India
Information and Communication Technology (ICT) is very useful for processing, storing, organizing, and presenting data and information. Indian telecom subscriber base reached the extraordinary figure of 700 mn; mobile phones have become the most accessible tool of communication available to such a large population. Recently, Reserve Bank of India has allowed commercial banks to provide banking services on mobile phone, whereas Government of India has approved the "Framework for delivering financial services through mobile phone" developed by Inter-ministerial group. After the launch of 3G technologies in India, users will be able to access health, educational, agricultural, infotainment services on their mobile phone. Around 54 Gram Panchayats in five remote blocks of West Bengal State will soon have SMS alerts on disasters, funds inflow and outflow, information about health camps and pulse polio campaigns will be sent to and from between the State departments, district offices and Gram Panchayats, block development offices. In India, m-Governance is still at a nascent or new stage. While many innovative applications are underway in both private sector as well as government domains, it may be a little premature to celebrate its success. However, embracing the possibilities by developing mobile applications in local languages and more mobile utilization applications. To improve the m-Governance in India, it is proposed that development of suitable mechanisms to enable users to pay for public services through mobile phones, and develop and deploy innovative public private partnership. The inception of the M-governance concept will certainly lead to prove that how the effective digital medium can bring the profound returns in the country and lead to effective development of society.

3. Challenges
Although the concept of m-governance has got its footage in southern part of country and have shown the positive levels in the development, yet there are certain important challenges which are to be faced for the implementation of this concept on national basis:
- **Cost**: M-government can truly substitute for other delivery channels. Such substitution will be viable for applications within government. Such systems are likely to be cost-addition rather than cost-substitution initiatives for example, using fee-sharing arrangements that avoid the public sector having to provide many up-front costs.
- **M Digital devise**: In particular ever one, older and poorer groups in society tend to be excluded from this technology. If there are benefits to be had from m-government, these groups will be denied them, and a challenge to m-government is to ensure it is not just one more way in which the "haves" benefit at the expense of the "have nots".
- **Mobile mindsets**: mobile devices-cell phones particularly - are seen by many as tools more for fun and entertainment than for serious activities. Yet politics is a serious business involving difficult choices. Aligning these two mismatched worlds

may be difficult. One sign already emerging of this underlying tension is the use of m-government systems for playing pranks, such as hoax messaging, encouraged by the anonymity that many mobile devices (which are often unregistered) offer.

- **Trust/security**: if m-government is to encompass m-payment systems or other transactional public services, then it must have good security and must be trusted. As yet, there is still a credibility gap to be crossed for many mobile device users.
- **Data overload**: mobile devices increase the pressures of a world in which users are permanently connected: "always on". These permanent connections increase the number of messages circulating and can create a blizzard of communications - some valuable, some not - in which public service communications can come to be devalued or lost.

4. Conclusion

M-Governance in India is to give a better view of the government services through mobile devices technology. So far the paper discussed many issues challenges and ideas involving m-Governance applications in India. In India, m-Governance is still at new stage and still need for more improvement to get a better m-Governance. Currently, m-Governance in India is still facing challenges in both management and technology. Hence, to improve the m-Governance in India, some suggestions have been recommended which are to overcome those challenges in order to implement m-Governance and make it successful in next few years. M-governance is about identifying and solving real problems, come with realistic solutions involving the state, market and civil society state in order to improve the way people live. Many, small solutions together will eventually empower the citizens.

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