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Digitising India through mobile applications – Measuring the success of the Indian Government

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Abstract

The recent development in the smartphone technologies and internet services lead to new development in the way e-government efforts to provide services to citizen. In this paper we present the initiatives taken by the government by launching mobile application for public welfare. This paper looks at the characteristics, constraints, limits and success of application since they have been launched. The focus is on analysing the level of success and to investigate consumer preferences and perception of these mobile applications. The results of the survey indicate high level of consumer satisfaction in terms of accessibility, comprehensibility and efficiency of process. However, the study points towards certain areas of improvement like regular updation and increasing the reach towards rural consumers.

Keywords: Government initiative, Mobile apps, Welfare, Review.

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