MyGov Citizen Engagement Platform

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The Chief Minister of Goa has launched the MyGov Goa portal, making Goa join the MyGov Citizen Engagement Platform for enabling participative governance. It will **allow the state to connect to nationwide audiences** allowing citizens to participate in different forums and give their view/ inputs on government policies/ schemes.

MyGov Platform

MyGov (mygov.in), the Government of India's **citizen engagement and crowdsourcing platform, aims to promote active citizen participation in governance and policy making.** Since its launch in 2014, MyGov has adopted multiple engagement methodologies like **discussions, tasks, innovation challenges, polls, surveys, blogs, talks, quizzes and on-ground activities by innovatively using internet, mobile apps, IVRS, SMS and outbound dialing (OBD) technologies**. MyGov user base has expanded to more than 1.25 Crores and millions of citizens engage with

MyGov on its social media platforms like Instagram, Facebook, Youtube, LinkedIn and Twitter. MyGov has also recently launched its channels on new age Apps like Sharechat and Roposo. MyGov's Helpdesk on WhatsApp and Newsdesk on Telegram have greatly augmented Govts communications on COVID19.

In order to engage with citizens at the State level, MyGov has enabled **state instances to crowdsource ideas and creative content for state specific initiatives in a Software-as-a-Service (SaaS) mode.** 12 states had already launched their MyGov platforms, namely, Maharashtra, Haryana, Madhya Pradesh, Assam, Arunachal Pradesh, Manipur, Tripura, Chhattisgarh, Jharkhand, Nagaland, Himachal Pradesh and Uttarakhand. With

consistent efforts of MyGov team and respective state government's support, the initiative has been a great success and is able to efficiently achieve its objective.