

Impact Assessment for My Gov

Executive Summary

Launched on 26 July 2014 by the Hon'ble Prime Minister, MyGov was conceived as a digital platform to strengthen *Surajya* (good governance) through active citizen participation. Over the past decade, it has evolved into India's flagship instrument for participatory governance, integrating public feedback into policy formulation, programme design, and strategic communication.

With over 54 million registered users, MyGov enables citizens to engage through discussions, polls, pledges, tasks, and idea submissions, transforming governance into a two-way dialogue. The platform has institutionalised transparency, accountability, and inclusivity, bridging the gap between government and citizens across 25 States and Union Territories. It operates in 13 Indian languages, ensuring accessibility and regional representation.

As part of India's broader Digital India vision, MyGov exemplifies the use of Information and Communication Technologies (ICTs) to advance citizen-centric governance. It has not only enhanced service delivery and reduced administrative inefficiencies but also emerged as a model for digital democracy. The platform continues to drive collaborative governance by integrating innovative tools, social media engagement, and multilingual communication, making policymaking participatory and inclusive.

India's rapid digital expansion—now home to over 806 million internet users—further amplifies MyGov's potential as a transformative public interface. By continuously adapting to evolving technologies and citizen expectations, the platform stands as a global benchmark in e-governance, redefining how governments can engage, inform, and empower citizens.

E 1 About the Study

This impact assessment study, conducted under the aegis of the Ministry of Electronics and Information Technology (MeitY), evaluates the performance, institutional relevance, and public value of the MyGov platform in alignment with the MyGov 2.0 Roadmap (InCEP 2021-26) and national priorities such as Digital India and *Viksit Bharat@2047*.

E 1.1 Review of Literature

The comprehensive literature review reveals both strengths and limitations of MyGov as a digital citizen engagement platform. Existing research by Malhotra et al. (2019) and Misra et al. (2018) acknowledges MyGov's contributions to transparency, participatory governance, and community engagement, while identifying technical and operational challenges. Studies demonstrate the development of specialized analytics tools such as Citizen Pulse, a text analytics system designed to analyse unstructured citizen feedback on

the MyGov portal using components like named entity recognition and stemming, highlighting the platform's data richness and analytical potential. International comparative studies position MyGov within the global ecosystem of digital governance tools, highlighting its evolution from a late starter to a competitive platform. Studies document an extraordinary user growth, while identifying gaps in gender participation, regional variations, and digital literacy challenges that informed this comprehensive assessment approach

E 1.2 Methodology

This comprehensive impact assessment employed a rigorous mixed-methods approach integrating quantitative performance metrics with qualitative stakeholder insights to evaluate MyGov's multidimensional performance and institutional value. The study utilized dual analytical frameworks - one focused on technical and operational metrics, the other on governance impact assessment - to ensure holistic evaluation of the platform's transformational role in India's digital democracy. Both frameworks were operationalized through defined Key Performance Indicators (KPIs) encompassing technical performance, economic sustainability, organizational efficiency, and social impact parameters. The analysis was conducted through five sequential stages: preliminary analysis involving comprehensive literature review, multi-stakeholder consultations with officials and ministry representatives, detailed secondary research including platform analytics and international benchmarking, primary survey phase using structured questionnaires, and report finalization incorporating validated data through March 31, 2025. This integrated approach systematically aligned social media engagement analytics, website traffic analysis, mobile application performance metrics, citizen participation data, and international benchmarking results with established KPIs, ensuring comprehensive evaluation of MyGov's transformational impact on India's digital governance ecosystem.

E 2 Key Findings and Observations

This comprehensive assessment examined MyGov's performance through systematic analysis of platform data, user engagement metrics, and stakeholder feedback collected through mixed-methods research and consultations. As per demographic analysis of the data from My Gov's 34.95 million users (as of March 31, 2025), 62.72% participants were male (21.92 million), 37.13% participants were female (12.98 million), and 0.15% users chose not to disclose their gender.

Platform engagement data demonstrates significant citizen participation across key pillars: 71.68 million submissions through 135 Innovate India activities, 48.67 million submissions across 138 pledge campaigns, 5.28 million contributions across 1,042 discussion forums, and 1.65 million task submissions. Age-wise analysis shows 40.86% users are below 17 years (13.63 million) and 68.18% users are under 24 years (22.74 million), indicating strong youth engagement.

Impact of MyGov Geographic analysis revealed MyGov's presence across 28 states and 8 Union Territories, with 13.14 million Saathis distributed nationwide. Leading states include Uttar Pradesh (1.67 million Saathi's, 12.76%), Maharashtra (1.15 million, 8.79%), and Delhi

(933.04 thousand, 7.10%). District-level analysis identified New Delhi leading with 162,496 users, followed by Pune (132,529) and Chandigarh (105,365).

Social media analytics documented over 10 million followers across platforms, with detailed content performance analysis showing Facebook achieving 7.317 million interactions across top posts, Instagram generating 4.187 million engagements, and YouTube recording 3.8 million interactions. Mobile application metrics showed 8.7 million users with 11,000 daily active users and a 4.3-star rating. International benchmarking recorded 16.45 million quarterly visits, 37% bounce rate (lowest among peers), and 4.23 pages per visit (highest globally).

E 2.1 Impact of MyGov

MyGov's transformational influence on India's governance landscape represents a paradigm shift toward participatory democracy, as evidenced through comprehensive REES (Relevance, Effectiveness, Efficiency, Sustainability) framework evaluation and TELOS. The platform has fundamentally redefined citizen-government interaction by converting traditional one-way communication into dynamic, multi-directional engagement that directly influences policy formulation and national development trajectories.

E 2.1.1 Relevance: Strategic Alignment with National Priorities and Citizen Needs

Relevance assesses how well MyGov aligns with India's national development agenda, policy priorities, and evolving citizen expectations, measuring the platform's strategic importance in contemporary governance.

MyGov has emerged as a critical enabler of India's flagship national missions, driving *Atmanirbhar Bharat* through indigenous innovation showcased in 135 Innovate India activities, generating 71.68 million citizen submissions. The platform's alignment with Digital India objectives is demonstrated through the highest engagement rates on technology-focused content, while its support for *Viksit Bharat 2047* is evidenced through systematic integration of citizen inputs into landmark policies, including the National Education Policy 2020 and Data Protection Policy consultations. The recorded 62-fold surge in citizen engagement (2014-2015) with MyGov's user base rising from 871,200 in March 2015 to an impressive 54.7 million in 2025-underscores the platform's growing centrality in India's democratic discourse.

E 2.1.2 Effectiveness: Transforming Engagement into Measurable Outcomes

Effectiveness evaluates MyGov's success in achieving its intended objectives of enhancing participatory governance, policy transparency, and citizen empowerment through measurable behavioral and institutional changes.

The platform has transformed crisis response capabilities, exemplified by the Self4Society microsite, which mobilized unprecedented community resources during COVID-19, establishing MyGov as a critical national emergency coordination mechanism. Educational

impact reached global recognition through *Pariksha Pe Charcha*, achieving Guinness World Records status, while behavioral transformation initiatives like *Lakshpati Didi* have measurably advanced women's economic empowerment across rural India. The Campus Ambassador Programme's 7,170 ambassadors generating 22,638 referrals demonstrates systematic institutionalization of youth-driven governance participation.

E 2.1.2 Efficiency: Optimizing Resources and Operational Performance

Efficiency measures MyGov's ability to maximize impact while minimizing resource expenditure, evaluating cost-effectiveness, operational optimization, and technological performance against both national and international benchmarks.

Technical architecture optimization through modular microsites has revolutionized government digital infrastructure scalability, while operational efficiency is reflected in 85% citizen satisfaction rates in grievance redressal mechanisms. Organizational excellence is demonstrated through 156 specialized team members maintaining seamless platform operations with 50% budget utilization (₹122.86 crores of ₹245.70 crores approved) for comprehensive platform enhancement, establishing new benchmarks for government digital project efficiency.

E 2.1.3 Sustainability: Ensuring Long-term Institutional Viability

Sustainability assesses MyGov's capacity for continued evolution, technological adaptation, and institutional resilience, ensuring the platform remains viable and impactful across changing political, technological, and social landscapes.

Platform evolution through MyGov 2.0 implementation and continuous technological advancement, including AI-driven personalization and container-based infrastructure, ensures long-term viability while maintaining free citizen access. Brand sustainability is evidenced through the National Creators Award generating 628 million interactions and 580 million views, establishing MyGov as India's premier civic engagement brand. Strategic sustainability is reinforced through systematic alignment with emerging national priorities, positioning MyGov as the foundational digital infrastructure for India's democratic transformation toward *Viksit Bharat 2047*.

E 2.2 Impact of MyGov

The TELOS framework was employed in this analysis to assess the impact of MyGov across technical, social, economic, legal, and organisational/operational dimensions.

2.2.1 Technical Dimension

The MyGov platform demonstrates strong international competitiveness in terms of platform performance and digital visibility. Compared with USA.gov, PM.gov.au, and Gov.sg, MyGov records the lowest bounce rate at 37.03%, reflecting its interactive architecture and engaging user experience. The platform also achieves the highest pages per visit at 4.23, indicating effective content structuring that encourages exploration. Device analysis shows that the majority of users access the site via mobile, underlining the importance of mobile-first optimisation. MyGov's mobile app further strengthens technical

performance, with more than 5 million installs, over 11,000 daily active users, and a total user base of 8.7 million. It supports 12 languages in version 1.0.66 and maintains strong user satisfaction with an average rating of 4.3 on Google Play and 4.1 stars overall. The platform also contributes to digital literacy and technology adoption by engaging citizens through e-learning modules, digital tools, and technology-focused content. Collectively, these metrics, including bounce rate, pages per session, device distribution, mobile engagement, and content interaction, highlight MyGov's robust technical infrastructure, high user engagement, and effective promotion of digital inclusion.

E 2.2.2 Economic Dimension

The MyGov platform demonstrates strong economic and technological sustainability through the use of container-based technology, dashboard implementation, and free public access, ensuring cost-efficient operations. The platform also promotes innovation and entrepreneurship, evidenced by 71.68 million submissions through initiatives such as the Innovate microsite. These efforts encourage active citizen participation, support the development of new ideas, and contribute to a vibrant digital ecosystem that fosters entrepreneurship and technological advancement.

E 2.2.3 Legal Dimension

The MyGov platform adheres strictly to data privacy and compliance standards, following all Guidelines for Indian Government Websites (GIGW) issued by NIC on uxdt.nic.in. These include requirements for domain name management, content ownership, feedback and grievance redressal mechanisms, privacy policies, and archival of content. The platform implements a cookies policy that only stores analytics data, service preferences, and form pre-fills for the session, without saving any personal information. Key metrics considered include NIC data standards, grievance portal usage, and mechanisms for data deletion, ensuring that the platform maintains legal compliance while safeguarding citizen data and privacy.

E 2.2.4 Organisational and Operational Dimension

MyGov demonstrates strong influence in policy and legal matters, incorporating citizen inputs on initiatives such as NEP 2020, collected during discussions from 24 to 31 August 2020, and the Data Protection Policy, discussed between 3 January and 5 March 2025. Public participation and outreach are robust, with citizens engaging through pledges, Innovate India activities, discussion forums, and task submissions, recording millions of contributions across various programmes. Specifically, 138 pledges saw 48.67 million submissions, 135 Innovate India activities received 71.68 million submissions, 1,042 discussion forum activities garnered 5.28 million submissions, and task submissions totalled 1.65 million. Regional and linguistic coverage is extensive, offering content in 13 languages to ensure accessibility and engagement at both state and national levels.

The platform maintains high organisational efficiency through specialised teams, workflow optimisation, and continuous upskilling initiatives. Its grievance redressal and accountability mechanisms are well-structured, with 85% of users satisfied, 10% indicating areas for improvement, and 5% noting service unavailability. Dedicated officers, including a

Chief Compliance Officer, Nodal Officer, and Grievance Officer, ensure timely resolution, supported by clear contact channels and the public grievance portal (pgportal.gov.in).

Finally, platform evolution and impact are evident in the redesign of the Transforming India page and similar updates across MyGov, incorporating participatory dashboards and implementing user-driven recommendations to enhance usability, engagement, and transparency. Key metrics include citizen inputs, grievance resolution, response times, content engagement, and platform enhancements.

E 2.2.5 Social Dimension

MyGov demonstrates strong alignment with national priorities, actively supporting initiatives such as *Atmanirbhar Bharat*, *Poshan Abhiyan*, and Digital India. The platform drives self-reliance through innovation via initiatives like the Innovate India microsite, Startup Gateway, Solutions to Urban Challenges, and the Supreme Court Hackathon, fostering a culture of homegrown technological advancement and economic self-sufficiency. MyGov also promotes citizen engagement and diversity, with a presence of 13.14 million *Saathis* across 28 states and 6 union territories, participating in quizzes, polls, discussions, podcasts, and competitions. Its campaigns, including *Lakhpati Didi*, *Shoonya Mobility*, and AI awareness programmes, have created measurable behavioural and societal impact, while educational initiatives such as *Pariksha Pe Charcha*, the Campus Ambassador Program, and student referrals enhance youth engagement. Finally, MyGov strengthens its branding and visibility through the National Creators Award, Yuva Pratibha, and active social media outreach, ensuring broad recognition and citizen participation.

E 3 Recommendations

To elevate MyGov into a comprehensive ecosystem for participatory governance, our recommendations are anchored by the IAP2 Spectrum of Public Participation, a globally recognized five-pillar strategy developed by the International Association for Public Participation (IAP2).

E 3.1 Recommendations based on IAP2 Framework

This framework, comprising the pillars of Inform, Consult, Involve, Collaborate, and Empower, outlines a clear progression to deepen the relationship between citizens and government. It moves from enhancing transparent, multilingual citizen outreach to institutionalizing feedback, fostering continuous policy dialogue, building multi-stakeholder partnerships, and ultimately, enabling shared ownership in governance.

E 3.1.1 Inform - Strengthening Awareness and Transparency

Objective: To provide the public with balanced and objective information to assist them in understanding problems, alternatives, and solutions.

Enhance regional and multilingual outreach through Citizen Fact Sheets and Local Language Charters distributed via panchayats and Common Service Centres. Introduce AI-enabled personalisation on the portal and mobile app, and establish a unified analytics dashboard for ministries to promote real-time, transparent communication.

E 3.1.2 Consult - Structured Citizen Feedback in Policymaking

Objective: To obtain public feedback on the analysis, alternatives and/or decisions.

Institutionalise digital consultations for key government schemes with vernacular accessibility and published feedback summaries to demonstrate how citizen inputs shape decisions. Standard Operating Procedures should be developed by the Department of Administrative Reforms and Public Grievances (DARPG) and MyGov to ensure uniformity and accountability.

E 3.1.3 Involve - Continuous Citizen Participation

Objective: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Shift from campaign-based to deliberative engagement through Digital Town Halls, Policy Hackathons, and a Digital Sabha module for thematic discussions. A Campus Innovator Fellowship, building on the Ambassador framework, could formalise youth-led co-creation.

E 3.1.4 Collaborate - Multi-Stakeholder Partnerships

Objective: To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.

Establish a MyGov Partner Ecosystem integrating academia, startups, and civil society, with State Innovation Hubs anchoring regional engagement. Encourage CSR participation through a national-level Memorandum of Collaboration, enabling co-investment in civic innovation.

E 3.1.5 Empower - Citizen Ownership and Decision-Making

Objective: To place final decision-making in the hands of the public and implement what the public decides through delegated authority.

Pilot Participatory Planning Modules in select districts, incorporating digital ballots and community-based participatory budgeting to strengthen shared governance and accountability.

E 3.2 Operational Enablers and Strategic Priorities

To support this five-pillar framework, a set of operational enablers and strategic priorities are essential:

E3.2.1 Operational Enablers

- Diversify content themes to include sustainability, heritage, and health, leveraging visual storytelling and citizen narratives to enhance engagement.
- Optimise platforms for demographic-specific engagement using analytics-driven targeting.
- Expand regional branding and language coverage to enhance inclusivity.

- Promote user-generated content and peer-driven micro-campaigns for sustained participation.

E 3.3 Strategic Priorities Position MyGov as:

1. The nodal agency for integrated phygital campaigns across ministries.
2. A global soft-power platform, connecting with diaspora communities.
3. A regional enabler, focusing on rural digital inclusion.
4. A CSR collaboration channel, reviving *Self4Society*.
5. A youth-driven governance hub, institutionalising student and young professional engagement.
6. A coordinating mechanism for cross-ministerial communication, through unified templates and digital alignment reviews.
7. A central hub to showcase success stories and drive citizen traffic through a dedicated 'Transforming India' microsite
8. A periodic digital alignment review platform, hosting structured reviews with dedicated nodal communication teams from each ministry.
9. A comprehensive content coordination and co-branding hub, providing content calendars, coordination toolkits, and co-branded engagement playbooks.

MyGov has successfully established itself as India's premier citizen engagement platform, demonstrating measurable impact across all REES and TELOS dimensions. With its strong foundation, comprehensive reach, and continuous evolution, MyGov is well-positioned to advance toward *Viksit Bharat 2047* objectives while serving as a global model for digital participatory governance. The recommended IAP2 framework implementation along with operational enablers and strategic priorities, will further deepen citizen participation and strengthen democratic processes in India's digital transformation journey.

