

# Messaging Services of NIC

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Under the Digital India initiative, NIC has established a robust Messaging framework that includes core eMail, application Gateway services, Short Messaging services (SMS), OBD (Outbound Dialling) & an IT platform for citizen engagement (Sampark). These services collectively create a value chain over the existing NIC web portals that host Digital services.

During the Covid-19 pandemic lockdown, the messaging services played a critical role in maintaining 24x7 communications within the Government and with the Citizens. The NIC eMail as the primary channel for all communication in the Government both at the centre and States has become even more evident with officials working from home. The email transactions have increased from 2.5 crores daily to 4.6 crores daily during the ongoing pandemic with around 69% increase.

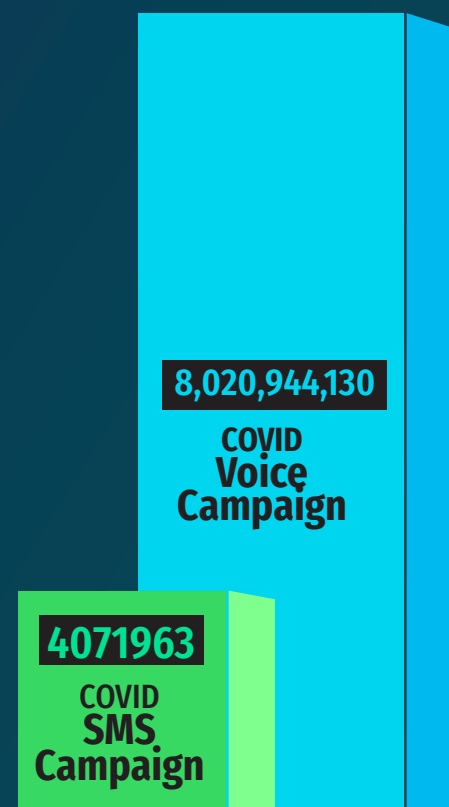
Further, NIC SMS and Voice Messaging Gateway established under Digital India program provide API based integration of eGov application for near real-time SMS based communication.

During COVID-19 pandemic, SMS service has seen a growth of almost 24% and has played a

critical role in communicating with citizens on COVID-19. Following are some of the major services supported through SMS and IVR:

- Aarogya Setu IVRS is enabled on shortcode 1921 and used country wide for submitting self-assessment by the users of feature phones and landlines
- Over 10 Outbound Dialling campaigns were conducted for COVID-19 and migrant labourer related issues
- COVID-19 survey is being conducted on shortcode 1921 and data is being shared with Asetu repository of ICMR

There has been an increase of **24%** in messaging during **1<sup>st</sup> Feb to 20<sup>th</sup> August 2020**



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