



सत्यमेव जयते

D.O. No. CEO/MyGov/2025/5

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Respected Ma'am/Sir

MyGov has been established as the Government of India's Citizen Engagement Platform with more than 5.9 million registered users. With its Presence in 28 states & UTs, MyGov collaborates with multiple Government bodies and Ministries to engage with citizens for policy formulation, seeking the opinions of people on issues/ topics of public interest and welfare.

2. MyGov is amongst the most active profiles on Social Media – Twitter, Facebook, Instagram, YouTube & LinkedIn with the username @MyGovIndia. MyGov has a significant presence on social media platforms. Below are the Key Features of the MyGov Platform:

3. **Citizen Engagement Tool:** MyGov provides diverse channels for citizens to share their ideas, opinions, and creativity, ensuring participatory governance:

- **Discussions:** Open forums where citizens can contribute inputs, share views, and offer suggestions on government policies and schemes.
- **Polls/Surveys:** Quick, real-time opinion-gathering tools to gauge public sentiment on current issues and initiatives.
- **Tasks / DO Activities:** Opportunities for citizens to actively participate through creative submissions, research projects, design challenges, and awareness drives.
- **Blogs:** A repository of expert insights, thought leadership articles, and awareness posts authored by ministries, professionals, and domain experts.
- **Talk:** A platform for direct interaction between citizens and government representatives, enabling transparent two-way communication.

4. **Campaign & Outreach Tools:** MyGov runs large-scale campaigns to promote citizen participation and engagement at national and regional levels:

- **Townhall / PM Interaction Campaigns:** Flagship events like *Pariksha Pe Charcha* and *Mann Ki Baat* to foster direct communication with citizens.
- **Competitions and Quizzes:** Interactive initiatives encouraging participation from all age groups, often offering certificates and rewards.
- **Innovate Platform:** Crowdsourcing ideas and solutions for governance and public service innovations.
- **YuWaah & YUVA Platforms:** Youth-centric engagement programs fostering leadership, innovation, and volunteering among young citizens.
- **MyGov Live Events:** Webinars, online discussions, and live sessions with policymakers, experts, Social Media & Channel experts and influencers.
- **Twitter Spaces & Social Media Integration:** Broader outreach through digital platforms, ensuring multi-channel engagement and visibility.

5. **Communication Tools:** To maintain constant and effective public communication, MyGov utilises multiple digital and traditional outreach methods:

- **Emailers and Newsletters:** Personalised updates and informative content reaching millions of registered users.
- **SMS Outreach:** Quick, wide-scale messaging for public information and campaign awareness.
- **WhatsApp Connect:** Direct, interactive communication through verified government WhatsApp channels.
- **IVRS Support:** Voice-based systems for those with limited digital access, ensuring inclusivity in engagement.

6. **Digital Participation Certificate System:** MyGov promotes active participation through recognition and digital certification:

- **Automated Certificate Generation:** Participants in quizzes, pledges, and contests automatically receive digitally verifiable certificates.
- **DigiLocker Integration:** Certificates are securely stored and easily accessible through the Government of India's DigiLocker platform.

7. **MyGov State & UTs Portals:** Maximum states and union territories in India now have their own **State MyGov Portal**, enabling localised citizen engagement and governance participation:

- Tailored content and campaigns aligned with regional priorities.
- Encouragement of local innovation and public involvement in grassroots development initiatives.

8. **Data Insights & Dashboard:**

Strategic Data Partnerships for High-Impact Outreach

MyGov can forge data-driven partnerships with platforms like Income Tax, Aadhaar, and DigiLocker to enable targeted, consent-based citizen engagement. By leveraging verified demographic and behavioral insights, campaigns can reach the right audiences with precision and relevance—similar to PPC-style outcomes. Integrating APIs for secure, anonymized data exchange and co-creating impact dashboards with these agencies will enhance personalization, reduce redundancy, and significantly amplify outreach effectiveness while upholding privacy and trust. MyGov features robust analytical tools to assess and enhance engagement outcomes:

- **Social Media Analytics:** This encompasses in-depth performance tracking of all official social media handles managed under MyGov. Metrics such as follower growth, engagement rates, content reach, platform-wise performance, and audience demographics are analyzed regularly. The insights guide ministries in tailoring their content strategies, optimizing posting schedules, and ensuring message consistency across platforms to maximize citizen engagement and awareness.
- **Platform Traffic and Participation Analysis:** Tracks citizen engagement across MyGov platforms, covering user visits, registrations, and participation in different activities. Helps ministries identify engagement trends and understand what content drives maximum participation.
- **Sentiment Analysis:** Using ML & AI to assess public opinion on government initiatives across MyGov and social media platforms. Provides insights into citizen sentiment — positive, neutral, or negative — enabling ministries to address concerns and improve communication strategies.

- **Campaign Performance Analysis & Reporting:** Evaluates the performance of digital campaigns run by ministries. Detailed reports highlight what worked well, areas for improvement, and content or platform-specific insights. This enables ministries to measure campaign effectiveness, assess ROI, and refine strategies for greater public participation and impact.
- **Hashtag Analysis Reporting of around the Internet:** Monitors the usage, reach, and sentiment of official campaign hashtags across platforms. Helps ministries measure organic visibility, identify key amplifiers, and refine hashtags for better online traction.

9. **MyGov Products & Platforms:** A suite of digital products ensures convenience, creativity, and accessibility:

- **MyGov App:** Mobile-based engagement for discussions, quizzes, pledges, and updates.
- **Merchandise Store:** Campaign-themed merchandise to promote awareness and national causes.
- **Swachhta Portal, Pledge Platform, Self4Society:** Specialised sub-platforms promoting cleanliness, social pledges, and volunteerism.

10. **Collaborations & Partnerships:**

MyGov works with **educational institutions, corporates, NGOs, influencers, and creators, with special initiatives** like the Campus Ambassador Program to encourage youth participation.

11. **Grievance and Feedback Mechanism:** A structured mechanism ensures responsive and accountable governance:

- **Public Feedback Loops:** Collection and analysis of citizen feedback to inform policy improvements.
- **Escalation Channels:** Coordination with ministries for effective redressal of issues and suggestions.

12. **Inclusive & Secure Platform:** MyGov upholds inclusivity, accessibility, and data security as key priorities:

- **Multilingual Interface:** Support for multiple Indian languages to ensure participation from all regions.
- **Secure Data Management:** Compliance with privacy standards to safeguard citizen information.

Through these multifaceted tools and initiatives, **MyGov continues to empower citizens as partners in nation-building and policy innovation**, truly embodying the spirit of “*Sabka Saath, Sabka Vikas, Sabka Vishwas, aur Sabka Prayas.*”

13. Ms. Renu Singh, Head of Partnership and Outreach, will be the Nodal Officer for further communication. Her mobile number is **8130570259**.

Regards

Yours sincerely,

Nand Kumarum

(Nand Kumarum)

To,

The Secretaries of all Central Line Ministries / Departments