

# MobileOne VAS On-boarding Guidelines

30<sup>th</sup> October 2015

# Agenda

- Introduction
- Objective
- Guidelines overview
- Q&A

# Introduction

The following are the salient design features that make Karnataka MobileOne unique:

- Unified User Interface
- Service Delivery based User Profiling
- Intra operability between channels
- Device and operating system agnostic

# Introduction

- 1.7 lakh app downloads (iOS + Android)
- 1,79,39,705 (~ 1.8 Cr) hits on MobileOne platform till date
- Rs. 9,35,52,995 (~ Rs. 9.4 Cr) worth of payments made on platform till date

# Objective

- To discover more citizen centric services that are currently available with Private/3<sup>rd</sup> party providers that can be integrated with the Karnataka Mobile One Platform
- To discover agencies that offer services similar to the ones already integrated
- To identify possible Revenue/Business models for onboarding private services on Karnataka MobileOne

# Guidelines overview - Eligibility

- The service provider should not have been blacklisted for fraudulent practices by Central / State / UT Government.
- The service provider must be a company registered in India under Indian Companies Act 1956 or Partnership Act 1932.
- The service provider should be in compliance with the provisions of the applicable laws, including but not limited to the Information Technology Act, 2000, and shall not infringe the rights of any third parties including rights in any form of intellectual property.
- Service specific criteria

# Guidelines overview – Service Categories

Broadly, the following types of services are available on the MobileOne platform.

- **Bill payments** (Electricity, Water, Traffic fines, post-paid connection bills etc)
- **Ticket/transportation booking** (KSRTC, IRCTC tickets as well as book cabs etc.)
- **Lead Generation** (Bank account opening, etc.)
- **Booking** (book appointments, resorts, holiday packages etc. )
- **Status checking** (Sakala, Passport application, Speed-post etc.)
- **Submission of Information/Data Capture** (Grievance redressal, field inspection etc.)
- **Subscription to information** (weather alerts, neo-natal & post-natal vaccination information etc.)

# Guidelines overview – Service Categories

<b>Service category</b>	<b>Channels (Mode of Communication)</b>
Push Informational Services	SMS & IVR
Pull Informational Services	SMS, IVR, Mobile web, Smart Client Apps
Payment Service	SMS, IVR, Mobile web, Smart Client Apps
Data Capture Service	USSD, IVR, Mobile web, Smart Client Apps
Third Party VAS	SMS, IVR, Mobile web, Smart Client Apps

**Note:** The guidelines document does not cover those services which require modification/enhancement and hence add more features to the MobileOne platform itself. This document is limited to the services that will be provided over the existing platform.



# Guidelines overview – Scope Document



Scope  
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# Guidelines overview – Business Models

- Enablement Fee Based
- Transaction Fee Based
- Hybrid Model
- Others

# Guidelines overview – Commercials

- Suspense account/Rolling Deposit
- Transfer of Money (T+1, T+2, etc)
- Payment Timelines and Procedure

# Guidelines overview – SLAs

- SLAs on Availability of Services
- SLAs on delay in Money Transfer

# Guidelines overview – Misc

- Duration of Contract
- Promotional Activities
- Intellectual Properties
- Testing and Approvals

Q&A