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IMPACT OF UMANG APPLICATION ON USER EXPERIENCE LEADING TO SUSTAINABLE DEVELOPMENT-STUDY ACROSS BENGALURU

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ABSTRACT

The research aims to determine how the Unified Mobile Application for New-Age Governance UMANG's e-governance capabilities contributes to sustainable development by analysing the effects of the app's features on users' happiness. In order to facilitate sustainable development via user empowerment, a well-structured questionnaire was developed to document the advantages of the UMANG Application and its effect on user satisfaction. The dependability of the survey was confirmed using the Gaskins master validity table, and the validity of the questionnaire was reviewed by specialists. In addition, the results of the SEM model study show that the direct benefit aspects of UMANG have a favourable and substantial effect on user satisfaction, which contributes to sustainable development. Standardised estimations show that UMANG advantages significantly boost user happiness, which in turn has a huge influence on sustainable development.

KEYWORDS: e-governance, Sustainable development, UMANG Application, User experience, User empowerment.

INTRODUCTION

As part of the Digital India initiative, the Unified Mobile Application for New-Age Governance (UMANG) is a vital effort. Its goal is to build a unified platform and app that people can use to access all the services offered by the government with ease. (UMANG Spirit if new India, 2024)

In an effort to improve the lives of Indian citizens, the Ministry of Electronics and IT has launched a number of tech-driven projects under the umbrella of the Digital India program (Sneha Kulkarni, 2024). Mobile governance, which entails providing services using mobile phones, was given significant attention. The Hon'ble Prime Minister's vision was the driving force behind Project UMANG. (UMANG Spirit if new India, 2024). The prime minister formally launched the 163-service UMANG Mobile app to the nation on November 23, 2017. At now, the app grants access to more than 1,750 services and 316 government entities. Quickly, the UMANG mobile app was awarded four major prizes. (Services on UMANG, 2024)

In February 2018, during the 6th World Government Summit in Dubai, UAE, the m-Government Service was honoured with the Best Service award. Additionally, it was recognised as the 2018–19 Digital India Jury pick and went on to win the Omni-experience Innovator category at the IDC Digital Transformation Awards in August. On top of that, in 2018–19, it won the DARPG Gold award for excellence in citizen-centric delivery. (Sneha Kulkarni, 2024) With the UMANG app, important services provided by the federal, state, and municipal governments, as well as essential utility companies, are consolidated into one easy-to-use platform, accessible from anywhere at any time. With a storage footprint of about 21 MB, UMANG can function in 23 distinct languages (UMANG Dashboard, 2024). Locating and bookmarking useful services for easy and frequent access is made easier with its help. Customers may access all documents on DigiLocker's front page, and the dashboard showcases popular and trending services for them to explore (UMANG Dashboard, 2024). There is no longer a need for third-party agencies because to UMANG's simplified integration process with government departments. In as little as one week, departments can have their services up and running on UMANG (UMANG Dashboard, 2024)

Aadhaar, DigiLocker, e-Raktosh, CIBIL, and Indian Railways are some of the main integrations of UMANG. Government Process Re-engineering (GPR) and platform upgrades are two other areas where UMANG is providing assistance to departments. In order to improve the end user experience, the UMANG team works together with other departments to resolve user problems, understand their obstacles, and address their issues efficiently. With 56.1 million registered users and 50 million downloads, UMANG has been a steady success on the Play Store, with an average rating of 4 or higher based on comments from more than 300,000 people. Between twenty-five thousand and thirty thousand new users sign up for UMANG every day (UMANG Dashboard, 2024). A network of twelve delivery partners, including Common Service Centres (CSCs), enables UMANG's 'Assisted Mode' to execute service delivery. Several nations are launching the global edition of the UMANG mobile app, including the United States, the United Kingdom, Canada, the Netherlands, Australia, New Zealand, Singapore, and the United Arab Emirates. UMANG has come a long way from its start. Over 1,750 services, including those from 316 federal and state agencies, are available through the mobile app at

this time. More than 386 crore transactions have also been processed through these platforms. (Nidhi Singal, 2024)

E-governance is closely related to the goals of Sustainability Development Goals (SDGs). These include SDG 10: Monitoring and evaluation of disparities, forth sustainable development goal: promoting inclusive economic growth and technology advancement, and sixteenth sustainable development goal: purchasing efficient and responsible institutions Lyulyov et al., (2024). The essence of the e-governance then is to ensure that the attainment of better quality in governance processes at least provides the lower income group with an improved outlook as a result of better use of technological applications Misra, (2012). Expenditure in the information communication and technology can also expand the economy and improve the living standards of people in the future. Altogether, e-governance, as essential to achieve the UN's Sustainable Development Goals and to form a just and affluent world, as it fosters good governance Labanava et al., (2023).

With this background, the current study seeks to evaluate the user satisfaction using digital platforms for e-governance. More precisely, the feel, the navigability, the targeted website's readability, the participant's satisfaction with the websites offered by government institutions will be observed. In the long run, the idea is to foster a system that improves both the function and usability of the e-governance platform, so that it becomes easier for the citizens to find and access the government services they require on the Internet.

REVIEW OF LITERATURE

The present study employs a systematic literature review to evaluate the user experience of the UMANG E-governance application. In the first place, such works as connect between e-governance and SDG are discussed and in second place user satisfaction level about the design and features of the UMANG app are explored. First SDG are studied followed by an analysis of user feedback regarding the design and functionality of the UMANG app.

Sarabadani et al., (2024). "Electronic government" means that citizens have constant access to official documents and data via digital means, such as the Internet. Without the component known as artificial intelligence, the electronic government revolution would have been nearly useless in its potential to revamp the public sector and restore trust between the state and its inhabitants. Launching e-government globally through artificial intelligence is one of the most significant developments of the last several years.

Abdurahman and Kabanda, (2024). The results also shed light on how e-government services are now being designed and implemented with an eye toward accessibility. When it came to creating and

launching user-friendly e-government services, four established practices stood out. The first is promoting accessibility; the second is embracing digital learning and awareness; the third is creating internal guidelines and best practices; the fourth is supporting the development of assistive technologies; and the fifth and last is engaging in reflective practices. Implications for future research are addressed in the work.

Alfiani et al., (2024) There is a widening gap between rural and urban communities due to the lack of basic infrastructure, especially dependable internet connectivity, which makes these difficulties even worse. These results highlight the critical need of well-defined rules and consistent backing from upper management. Organizational, technical, and environmental variables must all work together for technology adoption to be successful. Policymakers, practitioners, and scholars negotiating the intricacies of digital governance will find useful insights from this comprehensive inquiry into the dynamics of e-government adoption in developing nations.

Malhotra, (2024) When governments adopt the "Whole-of-the-Government Approach," they will be able to accomplish the ultimate goal of "Minimum Government and Maximum Governance" in the face of such national strategic catalysts. There needs to be more use of a number of global indices, such as the e-Governance Development Index (eGDI), the Good Governance Index, the e-Participation Index (ePI), and others, to measure the effectiveness of governance.

Thangavel (2024) The goal of the groundbreaking initiative Mobile Seva is to make mobile governance, also known as m-Governance, the norm in the country. In order to facilitate the delivery of services to citizens and companies via mobile devices, it provides a common platform to all Indian government agencies. It aspires to expand the reach and accessibility of various public services to stakeholders by using the creative potential of mobile applications in the delivery of these services. The accessibility of state and federal e-government services, including healthcare, daycare, education, research, and pension schemes, was the major emphasis of this article.

Sekar and Rao, (2024) When it comes to e-learning, e-health, e-education, e-governance, and e-commerce, mobile apps are crucial for accessing knowledge. One of the major projects within the Digital India program is the UMANG (Unified Mobile Application for New-Age Governance), which aims to create a unified platform and mobile app that will allow citizens to access services provided by all levels of government—federal, state, and local. UMANG is designed to put government at the fingertips of people by utilizing a 'mobile first' strategy. In order to expedite Mobile Governance in India for the distribution of knowledge towards rural sustainable development, this multi-lingual app was created and is maintained by the National e-Governance Division (NeGD) of the Ministry of Electronics and Information Technology (MeitY).

Palma et al., (2023) This research classifies the primary features of the application and catalogs the various forms that e-government services take. The most popular G2C and G2B services should be the first to be implemented when an e-government system is being considered. Web portals, social media, mobile apps, and web apps are all vital for reaching different community personas and communicating government activity quickly.

Al Kilani and Kobziev, (2023) Researchers examine the domains of e-government, the e-government development life-cycle, the advantages and disadvantages of adopting an e-government project, and the components that contribute to the success of e-services in this chapter. Researchers provide an overview of the concept of e-government and e-government globally. The utilization of information and communication technology (ICT) networks and apps will allow for future e-government to facilitate contact and exchange regardless of location or time of day

Begum, (2023). In order to provide recommendations for the enhancement of administrative machinery in India, the Union Government of India established the Administrative Reforms Commission (ARC). This article delves into the Eleventh Report of the Second ARC, which offers suggestions for enhancing e-Governance in India. The Indian government has taken several steps to encourage e-Governance and increase citizen participation in policymaking, as highlighted in this article. In order to encourage good governance through the e-Government mechanism, these measures have been or are currently being put into action.

Lobo and Noronha, (2023) As a form of electronic government, mobile governance (or M-governance) allows for more flexibility and accessibility. The goal of mobile governance is to make it easier for people to use their mobile devices to access government services. Mobile governance is the future because of its cheap cost and capacity to reach out to citizens in remote locations. The federal government has made extensive use of mobile technology, especially in the healthcare, agricultural, and banking sectors. This article lays out the many factors that have led to the shift from electronic to mobile governance. A variety of mobile governance services and the uses for each are detailed in this research. Using the SWOC analytical framework, this paper examines mobile governance.

Jain et al., (2023) When properly implemented, digital governance may help any nation's economy thrive in a way that benefits all its citizens. As a once-in-a-century event that produced enormous turmoil and disruption during its trial, the COVID-19 pandemic was a major threat, and technology was essential in countering this threat. Not only did the health services sector feel the effects of the systemic shock, but the restriction of movement and subsequent statewide lockdowns wreaked havoc on people's lives by disrupting the delivery of even routine governance services. The confusion was exacerbated by the fact that the virus's origin and propagation were unknown, and that false

information circulated about it. This chapter discusses the ways in which digital governance assisted the Indian government in handling the COVID-19 pandemic and maintaining the continuity of government service delivery through the use of various digital apps. Using the India Enterprise Architecture (IndEA) framework, it explains how the government's "Digital India Mission" prepared the way for this initiative, which aimed to develop sector-wide digital infrastructure like the Unified Payment Interface (UPI), Diksha, Ayushman Bharat, etc. Using its current apps and developing a few specialized ones for preventive communication, illness management, and delivery of governance services, the Government of India utilized these initial head starts to run COVID-19. In particular, we discuss how applications like DigiLocker, MyGov platform, Aarogya Setu, CoWin, UMANG, and others have emerged, been used, and are being improved to facilitate the timely distribution of genuine information along with citizen-centric services. This has helped both citizens and the government to better manage their resources. Lastly, the chapter touches on the main obstacles that currently hinder the widespread adoption and efficient use of these digital solutions.

Sakolkar, (2023) This research delves at how the Digital India program has altered the way the government provides services and interacts with its citizens. One of the most important ways to increase the effectiveness of services and encourage more engagement from the public is through digital transformation. Unstructured interviews were the main means of data collecting for this research, which makes use of qualitative descriptive-analytical approaches. After reviewing the literature, a questionnaire was created with the Digital India platform as its focal point. Direct Benefit Transfer, UMANG, BharatNet, e-governance, and DigiLocker were the five dimensions covered by the questionnaire. The research factors were addressed methodically by means of fifteen questions. Twenty Indian citizens, from a range of ages and professions, made up the sample. Research shows that citizens' contacts with the government are greatly improved as a result of digital transformation, which has a positive and substantial effect on delivery and public engagement

Dash and Jain, (2022). Governments around the world are embracing digital technology like contact centers and internet portals to better serve their populations. Agencies must take the initiative to learn about citizens' experiences if they want to create e-government services that are centered around them, even though digitization offers a chance to increase people' happiness. An aggregated e-government mobile app of the Indian government, UMANG, was the subject of this study's examination of Google Play reviews.

Research Gap

The first research gap reveals that there is minimal literature on the role of e-governance in delivering sustainable development goals. Therefore, this area is a good research gap that future works could explore to establish e-governance as the tool that solves the main challenges affecting sustainable development. By analysing how e-governance initiatives can support the achievement of sustainable

development goals, the researchers can offer practical insights for decision-makers among the fans of e-governance platforms and application. The second greatest research gap is in defining the user satisfaction from using UMANG Application and other e-governance platforms. Despite the developing of various economic initiatives to support sustainable development, it is essential to know the level of satisfaction of users to evaluate the efficiency of these actions. Surveys help the researchers collect information from the user side on the usefulness, ease of use, and success of the e-governance platforms. Such data can then be applied to the need to upgrade and fashion a better user-centered e-governance service delivery in order to maximize on the prospect of e-governance in the realization of sustainable development goals.

Research Objectives

1. To analyse the impact of UMANG Applications benefits on User satisfaction
2. To assess the role of e governance through UMANG in achieving sustainable goals

RESEARCH METHODS

The present study is descriptive in nature, which measures the impact of UMANG benefits on user satisfaction leading to sustainable development. The data was collected from 100 users of the UMANG application, calculated by using the Cochran formula of unknown population at a 10% margin of error. A convenience sampling technique was utilized to select participants for the study. A well-structured questionnaire was prepared enlisting the benefits of UMANG Application and its impact on user satisfaction which enables sustainable development through their empowerment. The analysis was conducted using the SPSS and AMOS software. The questionnaire validity was checked with help of experts and reliability was affirmed with the help of gaskins master validity table

RESULTS AND DISCUSSION

Demographic profile of the UMANG Users

The gender ratio of UMANG Applications is High Male Dominated since 72 % of the total members are male while 28% are Female members. Most of the users hence are within the age of 18-34 years accounting for 55% of the total users of the UMANG application Most of the UMANG application users 56% are either graduates or possess a higher degree implying that the users are educated. Also, 40% of the users are employees within private sectors while 30% of the users are either independent employed or a freelancer. The findings of the analyse inform that UMANG applications are quite popular among youths, educated and working population with a pre-dominantly marginal bias towards the male users. Moreover, more than three quarters of users employ handheld technologies in the form of mobile devices to access UMANG applications, as the rest of them employ desktop or laptop. In conclusion, it may be concluded that UMANG applications are most time users are young males who prefer mobile devices for accessing the platform.

Item analysis

All 5 items that tapped the benefits derived from the UMANG application had a mean score ranging from 3.62 to 3.85 suggesting overall perceived benefits of the application. From these results, on top of the perceived usefulness of using this one-stop access point for government services, it emerged that the most satisfied user benefit was that they could find most of the government services they needed all in one place; while the least satisfied user benefit was the user interface design of the service. On balance, the impressions received indicate that the UMANG application does fulfil the expectations of the clients and offers useful services. Five items were used to determine the user satisfaction and the results were as follows: The overall satisfaction of the users is moderate as shown by the mean score ranging from 3.20 and 3.50. The best improvement in the reviewed criterion of user satisfaction was noted in the overall performance of the customer support service; however, the least satisfactory aspect was noted in regard to updates and improvements. Some questions are still remain, however, if to consider such indicators as points received for the degree of satisfaction, it is possible to state that most of the users are satisfied with the application and the services it offers. Sustainability development was measured using 3 items, while the mean rating for this dimension showed that users are very much satisfied by ranging between 4.00 and 4.20 indicating that the use of UMANG application increases empowerment of its users and enhances sustainable development.

H1- There is a significant impact of UMANG Benefits on user satisfaction leading to sustainable development

There is a Chi-square / Degree of freedom value of 4.231, which is less than 5.000, according to the model fit statistics. This indicates a satisfactory agreement with the study's model, as illustrated in figure 1. All three goodness-of-fit indices are greater than 0.90, with a point value of 0.931 for the index that takes into account the difference between the expected and observed covariance matrices. There is a little discrepancy between the expected and actual values, as shown by the RMR value (an index of absolute fit) estimate, which is 0.068. With an RMSEA of 0.032 for model fit per degree of freedom, they suggest a cut-off of 0.08 to confirm a good fit.

Table 1 Unstandardised and standardised estimates for impact of UMANG Benefits on user satisfaction leading to sustainable development

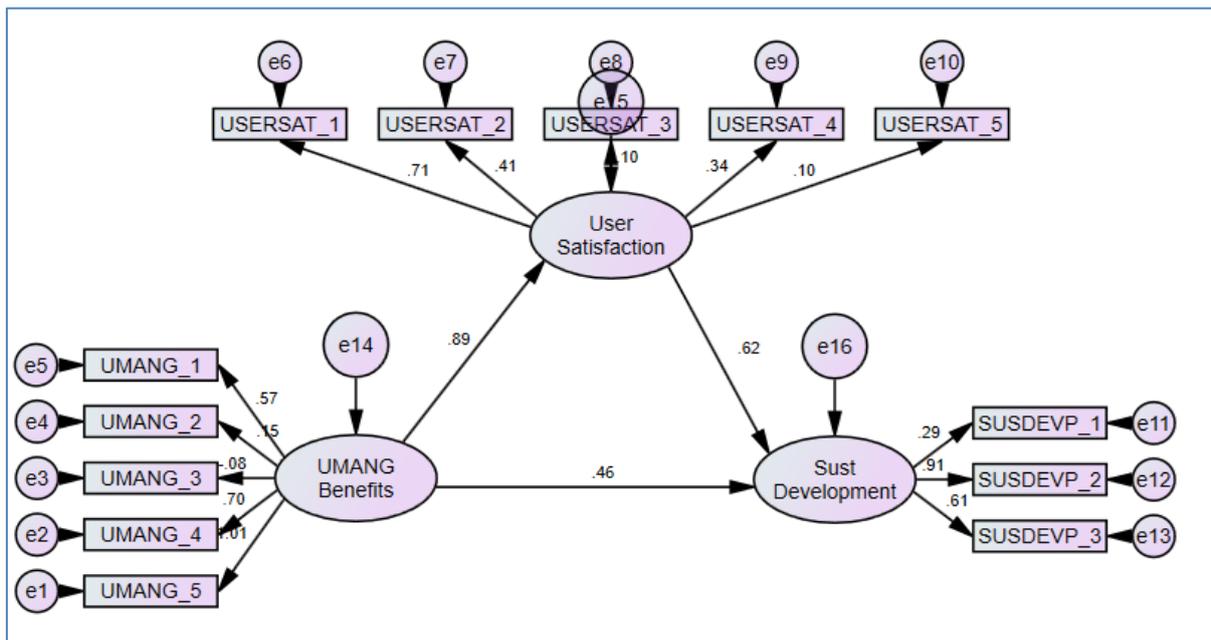
			Unstd Estimate	Std Estimates	P
User_Satisfaction	<---	UMANG_Benefits	0.491	0.889	***
Sust_Development	<---	User_Satisfaction	0.187	0.622	***
Sust_Development	<---	UMANG_Benefits	0.668	0.451	***

With regard to the anticipated accuracy of UMANG_Benefits the standard estimates indicate a rise in user satisfaction with a coefficient of 0.889. This shows a positive correlation between the perceived utility features by UMANG and the level of user satisfaction. The unstandardized coefficients estimate of 0.491 means that for each one-unit increase in UMANG_Benefits; user satisfaction is expected by 0.491 units.

The standard estimates are higher in the current model where the coefficient for user satisfaction stands at 0.622 this is more consistent with the premise that user satisfaction has a stronger association with sustainable development. This implies that satisfying the users can be a major factor that can induce the support towards sustainable development efforts. The fact that the unstandardized estimate is much smaller than the standardized estimate shows that scaling should always be taken into account when analysing the effects of variants for outcomes.

These results indicate that there is a large difference between the unstandardized estimate and standardized estimates for sustainment of development benefits in the UMANG program. The overall measure of effect size was 0.451 and is classified as small when compared to other studies, while a more accurate unstandardized measure is 0.668 suggesting relatively large effect. It may be necessary for these returns to be investigated in further detail in order to obtain a clearer picture of the effects of UMANG benefits for sustainable development.

Figure 1 Standardised estimates for impact of UMANG Benefits on user satisfaction leading to sustainable development



The above SEM model analysis also suggests the UMANG direct benefit factors positively and significantly influences user satisfaction which in turn supports sustainable development. This mean that if UMANG benefits are provided to the users, their satisfaction levels can be managed directly, thus promoting the concept of sustainable development. According to the standardized estimates, UMANG benefits have a vigorous positive impact on user satisfaction, and user satisfaction has a massive effect on sustainable development. With a view to the presented model, it seems to be crucial to take into account the factors such as usability or satisfaction of the user in promoting the principles stipulating sustainable development activities.

CONCLUSION

The UMANG application was developed and implemented by the government of India as a single access point of various government services. The services which are provided by the portal can be accessed by the users which includes Aadhar card, PAN card, and passport. The primary purpose of developing UMANG is to enable the citizens of India to access the executive works from the comfort of their homes. According to the findings of the current study, it is evident that the use of the UMANG benefits in enhancing user satisfaction results in enhanced sustainable development through strengthening the empowering of individuals. The populace has also embraced the app and has volunteered that it serves its intended purpose in an efficient way by handling the applications. Through the integration of various services of Central and State Government authorities, UMANG

has efficiently and effectively reduced the time and energy consumed in completing the given tasks by the citizens. In conclusion we can state that the implementation of UMANG proves effectiveness of using technologies in enhancing people's lives and contributing towards the sustainable development of a country. By the process of making the common man gain easy access to the various services provided by the government through the app, more people benefit from the available services. It is for this reason that the above increased efficiency and convenience will directly result to a more informed populace. With the increase in the usage of UMANG, the influence towards the achievement of sustainable development is automatically enhanced touching the lives of many in society. UMANG's success is the best example of how technology acts as an enabler to bring about a positive change in the well-being of a country.

Since the current study is quantitative research, it is recommended that future researcher continue to establish the relationship between the level of technology adoption and that of citizens. Thus, having collected facts and information concerning the users of the UMANG application, researchers are able to formulate recommendations that may be relevant to future policies. Furthermore, future works can also measure the overall effectiveness of increased government services provision on other sectors of development including education, health and others. In this context, it will be becoming increasingly significant for the policymakers and researchers to comprehend how the technology can be employed for supporting the sustainable development in the future.

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