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संख्या: 16/22/2025-Admn./E.257155

सेवा में,

निदेशक/प्रभारी निदेशक परिषद के सभी संस्थान/केन्द्र

महोदय/महोदया,

विभिन्न मंत्रालयों/विभागों से प्राप्त निम्नलिखित अर्ध सरकारी पत्र, सूचना एवं अनुपालन हेतु संलग्न है।

क्रम सं.	संदर्भ संख्या एवं दिनांक	मंत्रालय का नाम	विषय
1.	डी.ओ. सं.CEO/MyGov/2025/5 दिनांक: 30.10.2025	इलेक्ट्रॉनिक्स एवं सूचना प्रौद्योगिकी मंत्रालय, लोधी रोड, नई दिल्ली	भारत सरकार के "Citizen Engagement Platform" के संबंध में
2.	डी.ओ. सं. P- 13013/23/2021-UDID (Part-3) दिनांक: 24.11.2025		फर्जी यूडीआईडी कार्ड और दिव्यांगता प्रमाण पत्र की रोकथाम के संबंध में सलाह।

भवदीय.

Digitally signed by Jaibir Singh Datg: मेरे 1हैं 2025 सहायक महानिदेशक (प्रशासन)

अनुलंग्नक:यथोक्त प्रतिलिपि:

- 1. महानिदेशक/अपर महानिदेशक/वरि.उपमहानिदेशक (प्रशा.)/वरि.वित्त सलाहकार के निजी सचिव
- 2. परिषद के सभी प्रभाग प्रमुख
- 3. उपमहानिदेशक (प्रशा.)/सहा. महानिदेशक (प्रशा.)/सहायक महानिदेशक (वित्त)
- 4. डॉ. मनजीत सिंह चालगा, आई.सी.एम.आर. की वेबसाइट पर अपलोड करने के अनुरोध के साथ।

वी. रामलिंगस्वामी भवन, पोस्ट बॉक्स नं. 4911, अंसारी नगर, नई दिल्ली - 110 029, भारत V. Ramalingaswami Bhawan, P.O. Box No. 4911, Ansari Nagar, New Delhi - 110 029, India

Fwd: Advisory Regarding Prevention of Fraudulent UDID Cards and Disability Certificatesreg.

2 emails



Office of Secretary DHR < secy-dhr@gov.in >

Tue, 25 Nov 2025 9:24:22 AM +0530

To "Richa Khoda"<richa.khoda@gov.in>,"Manisha Saxena"<srddga.hq@icmr.gov.in>

Cc "DG ICMR"<dg@icmr.org.in>

4597315 25/11/2025

40, Administration

From : Ayushi Dixit<ayushi.dixit@gov.in>

To: "secretaryda-msje" < secretaryda-

msje@nic.in>,"csoffice"<csoffice@nic.in>,"secywel"<secywel@nic.in>,"secy-ipp"<secy-ipp@nic.in>,"secy-steel"<secy-

steel@nic.in>,"secymca"<secy.mca@nic.in>,"secretary"<secretary@mospi.gov.in>,"secy-fs"<secv-

fs@nic.in>,"secyrd"<secyrd@nic.in>,"secybm"<secybm@nic.in>,"chairman"<chairman@isro .gov.in>,"dstsec"<dstsec@nic.in>,"secyship"<secyship@nic.in>,"secydbt"<secy.dbt@nic.in>, "dgcsir"<dgcsir@csir.res.in>,"secy-agri@gov.in>,"secy-dolr"<secy-agri@gov.in>,"secy-dolr"<secy-

dolr@nic.in>,"secyahd"<secyahd@nic.in>,"secy-road"<secy-

road@nic.in>,"dgicar"<dg.icar@nic.in>,"secy-power"<secy-power@nic.in>,"secy-ca"<secy-ca@nic.in>,"secpng"<sec.png@nic.in>,"secy-food@nic.in>,"secy-arpg"<secy-arpg@nic.in>,"secydoner"<secydoner@nic.in>,"secy-dea"<secy-

dea@nic.in>,"secy_mop"<secy_mop@nic.in>,"secymofpi"<secy.mofpi@nic.in>,"secympa"<secympa@nic.in>,"secy-dpe@nic.in>,"secy-mnre"<secy-

mnre@nic.in>,"cdssectt"<cds.sectt@gov.in>,"secy-mines"<secy-

mines@nic.in>,"secyinb"<secy.inb@nic.in>,"seccpc"<sec.cpc@nic.in>,"secydivest"<secydivest@nic.in>,"secylaw-dla@nic.in>,"secy-sports"<secy-

sports@nic.in>,"secyurban@nic.in>,"secy-mma@nic.in>,"secy-mma@nic.in>,"secy-mpa"<secy-tribal@nic.in>,"secy-mopr"<secy-

mopr@nic.in>,"sectour"<sectour@nic.in>,"secy-jus"<secy-jus@gov.in>,"secy-textiles"<secy-textiles@nic.in>,"secy-iscs@nic.in>,"secy-ayush"<secy-ayush@nic.in>,"Apurva Chandra"<secyhfw@nic.in>,"rsecy"<rsecy@nic.in>,"secyexp"<secyexp@nic.in>,"secy-moef"<secy-

moef@nic.in>,"dirfs"<dirfs@mea.gov.in>,"secretary"<secretary@meity.gov.in>,"secyeast"<s ecyeast@mea.gov.in>,"chairman"<chairman@dae.gov.in>,"secymoca"<secy.moca@nic.in>,"fertsec"<fertsec@nic.in>,"secy-pharma"<secy-pharma@nic.in>,"secy-ya"<secy-ya@nic.in>,"secretary-posts"<secretary-posts@indiapost.gov.in>,"secy-culture"<secy-

Mishing

culture@nic.in>,"secydrdo"<secydrdo@hqr.drdo.in>,"secyesw"<secyesw@nic.in>,"secy-fisheries"<secy-fisheries@nic.in>,"secyoffice-ld"<secyoffice-ld@gov.in>,"secy-mowr"<secy-mowr@nic.in>,"defsecy"<defsecy@nic.in>,"secydws"<secydws@nic.in>,"secretary"<secretary@moes.gov.in>,"secyer"<secyer@mea.gov.in>,"secywest"<secywest@mea.gov.in>,"shioff"<shioff@nic.in>,"secy-coop"<secy-coop@gov.in>,"secy-dot"<secy-dot@nic.in>,"secy-labour"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-labour@nic.in>,"secy-dhr"<secy-lab

Cc: "wb113" < wb113@ifs.nic.in > , "Vineet

Singhal"<vineet.singhal17@gov.in>,"manishmishra13"<manish.mishra13@nic.in>,"Anand"<anand.51@gov.in>,"sushil-kumar59"<sushil-kumar59@gov.in>

Date: Mon, 24 Nov 2025 18:19:22 +0530

Subject: Advisory Regarding Prevention of Fraudulent UDID Cards and Disability Certificates-

======== Forwarded message =========

dhr@gov.in>,"eo"<eo@nic.in>,"cabinet"<cabinet@nic.in>

Sir/Madam,

I am directed to forward D.O. letter dated 24.11.2025 (attached below) for your kind attention and necessary action please.

With Kind Regards

Ayushi Dixit,
Assistant Section Officer,
Department of Empowerment of Persons with Disabilities (DEPwD),
Ministry of Social Justice & Empowerment,
Government of India
Website:www.depwd.gov.in

1 Attachment(s)

D.O. Letter..pdf 1.7 MB

Ayushi Dixit < ayushi.dixit@gov.in >

Mon, 24 Nov 2025 6:20:01 PM +0530

To "secretaryda-msje"<secretaryda-msje@nic.in>,"csoffice"<csoffice@nic.in>,"secywel"<secywel@nic.in>,"secy-ipp"<secy-ipp@nic.in>,"secy-steel"<secy-steel@nic.in>,"secymca"<secy.mca@nic.in>,"secretary"<secretary@mospi.gov.in>,"secy-fs"<secy-fs@nic.in>,"secyrd@nic.in>,"secybm"<secybm@nic.in>,"chairman"<chairman @isro.gov.in>,"dstsec"<dstsec@nic.in>,"secyship"<secyship@nic.in>,"secydbt"<secy.







भारत सरकार सामाजिक न्याय और अधिकारिता मंत्रालय दिव्यांगजन सशक्तिकरण विभाग Government of India

Ministry of Social Justice & Empowerment
Department of Empowerment of Persons with Disabilities (Divyangian)

D.O. No.: P-13013/23/2021-UDID (Part-3)

Dated: 24th November, 2025

Jear Madown Sir

The Unique Disability ID (UDID) Card and Disability Certificate serve as the primary and authentic documents enabling persons with disabilities to avail various benefits notified by the Central and State/UT Governments. Eligible holders of UDID cards and disability certificates can apply for employment and admission in higher educational institutions operated by or receiving aid from the competent government. They may also avail welfare schemes such as pension, transport concessions, assistance in procurement of vehicles, distribution of assistive devices, and other applicable benefits.

- 2. It has come to notice that incidents of issuance and circulation of fraudulent or fake disability certificates and UDID cards have been reported from various States/UTs as well as by members of the public. Chapter-XVI of the Rights of Persons with Disabilities (RPwD) Act, 2016 prescribes stringent penalties for such offences. In particular:
 - (a) Section 89 provides that any person contravening any provision of the Act or related rules shall, for the first contravention, be liable to a fine up to ₹10,000 and for subsequent contraventions to a fine between ₹50,000 and ₹5,00,000.
 - (b) Section 91 stipulates that any person who fraudulently avails or attempts to avail any benefit meant for persons with benchmark disabilities shall be punishable with imprisonment up to two years, or with fine up to ₹1,00,000 or with both.
- 3. In the interest of ensuring integrity and transparency in the delivery of benefits to persons with disabilities, this advisory is issued to all active UDID card and disability certificate holders to verify and validate their disability credentials before availing any benefits. This is essential not only to maintain the sanctity of the system but also to safeguard individuals from penalties under the Act in cases of misuse, whether intentional or inadvertent.
- 4. It is further requested that all Ministries/Departments of the Government of India, and the Social Welfare Departments of State/UT Governments dealing with disability-related matters, may kindly issue necessary instructions to recruiting agencies, higher educational institutions, and other implementing bodies under their administrative control or in the jurisdiction of respective State/UT administration. These agencies/institutions may be directed to authenticate the UDID card and disability certificate of applicants/beneficiaries with the issuing medical authority or designated hospital prior to granting any benefit, appointment, or admission. Additionally, revised advisory No. P-13013/95/2023-UDID/IT/Statistics dated 15th October be followed for the cases as mandated in the said advisory.
- 5. Your personal attention to this matter will greatly strengthen the credibility and reliability of disability-related service delivery mechanisms across the country.

Vegards

Yours sincerely,

(Rajeev Sharma)

1. All Secretaries to the Government of India (As per standard list).

All principal Secretaries / Secretaries of social welfare department dealing with the subject of disability of all State/UTs (As per standard list).

3. All UDID related nodal officer in the State/UTs (Through website and UDID portal also).

4. All UDID and disability certificates holders in the country through website and UDID portal.



5वां तल, पं. दीनदयाल अंत्योदय भवन, सी.जी.ओ. कॉम्पलेक्स, लोघी रोड़, नई दिल्ली─110 003 5th Floor, Pt. Deendayal Antyodaya Bhavan, CGO Complex, Lodhi Road, New Delhi-110 003 Tel.:+91-11-24369069 Telefax:+91-11-24365014, E-mail:wb113@ifs.nic.in www.disabilityaffairs.gov.in

@ @socialpwds





Fwd: Introduction to MyGov - "The Government of India's Citizen Engagement Platform"

2 emails

Office of Secretary DHR < secy-dhr@gov.in >

Thu. 30 Oct 2025 3:58:28 PM +0530

To "Richa Khoda"<richa.khoda@gov.in>,"Manisha Saxena"<srddga.hq@icr

(A O, Administration

======== Forwarded message ========

From: Nand Kumarum <ceo@mygov.in>

To: "Secy-agri"<<u>Secy-agri@nic.in</u>>, "dgicar"<<u>dg.icar@nic.in</u>>, "secy-fisheries"<<u>secy-</u> fisheries@nic.in>, "secyahd"<secyahd@nic.in>, "chairman"<chairman@dae.gov.in>,

"headicpd"<head.icpd@dae.gov.in>, "secy-ayush"<secy-ayush@nic.in>,

"seccpc" < sec.cpc@nic.in >, "secy-pharma" < secy-pharma@nic.in >,

"secymoca"<<u>secy.moca@nic.in</u>>, "fertsec"<<u>fertsec@nic.in</u>>,

"secymoc"<<u>secy.moc@nic.in</u>>, "secy-ipp"<<u>secy-ipp@nic.in</u>>, "csoffice"<<u>csoffice@nic.in</u>>, "secy-dot"<<u>secy-dot@nic.in</u>>, "secretary-posts"<<u>secretary-posts@indiapost.gov.in</u>>,

"secy-ca"<<u>secy-ca@nic.in</u>>, "secy-food"<<u>secy-food@nic.in</u>>, "secy-coop"<<u>secy-</u>

coop@gov.in>, "secymca"<secy.mca@nic.in>, "secy-culture"<secy-culture@nic.in>,

"sdpns"<sdpns@nic.in>, "secyesw"<<u>secyesw@nic.in</u>>, "defsecy"<<u>defsecy@nic.in</u>>,

"secvdoner"<secvdoner@nic.in>, "secretary"<secretary@moes.gov.in>,

"secysel" < secy.sel@nic.in > , "secydhe" < secy.dhe@nic.in > ,

"secretary"<secretary@meity.gov.in>, "secy-moef"<secy-moef@nic.in>,

"secyeast" < secyeast@mea.gov.in >, "secyer" < secyer@mea.gov.in >,

"gov.in"<<u>secycpv@mea.gov.in</u>>, "secy-dea"<<u>secy-dea@nic.in</u>>,

"secyexp"<<u>secyexp@nic.in</u>>, "secy-fs"<<u>secy-fs@nic.in</u>>, "rsecy"<<u>rsecy@nic.in</u>>, "secydpe"<secy-dpe@nic.in>, "secymofpi"<secy.mofpi@nic.in>, "secyhfw"<secyhfw@nic.in>, "secy-dhr"<secy-dhr@gov.in>, "shioff"<shioff@nic.in>, "secybm"<secybm@nic.in>,

"secy-ol" < secy-ol@nic.in >, "secy-iscs" < secy-iscs@nic.in >, "hshso" < hshso@nic.in >,

"secyurban"<<u>secyurban@nic.in</u>>, "secyinb"<<u>secy.inb@nic.in</u>>, "secyinb"<<u>secy.inb@nic.in</u>>, "secy-mowr"<<u>secy-mowr@nic.in</u>>, "secy-mowr"<<u>secy-mowr@nic.in</u>>,

"secydws"<<u>secydws@nic.in</u>>, "secy-labour"<<u>secy-labour@nic.in</u>>, "secy-jus"<<u>secy-</u> jus@gov.in>, "secylaw-dla" < secylaw-dla@nic.in>, "secyoffice-ld" < secyoffice-ld@gov.in>, "secretary-msme" < secretary-msme@nic.in > , "secy-mines" < secy-mines@nic.in > , "secy-mines@nic.in > , "secy-mines@ mma"<<u>secy-mma@nic.in</u>>, "secy-mnre"<<u>secy-mnre@nic.in</u>>, "secy-mopr"<<u>secy-</u> mopr@nic.in>, "secympa"<secympa@nic.in>, "secy_mop"<secy_mop@nic.in>, "secy_mop arpg"<secy-arpg@nic.in>, "secpng"<sec.png@nic.in>, "secyship"<secyship@nic.in>, "secy-power"<<u>secy-power@nic.in</u>>, "secy-road"<<u>secy-road@nic.in</u>>, "secyrd"<<u>secyrd@nic.in</u>>, "secy-dolr"<<u>secy-dolr@nic.in</u>>, "dstsec"<<u>dstsec@nic.in</u>>, "secy"<<u>secy@dbt.nic.in</u>>, "secy-dsir"<<u>secy-dsir@nic.in</u>>, "secy-msde"<<u>secy-</u> msde@nic.in>, "secywel"<secywel@nic.in>, "secy-ncbc"<secy-ncbc@nic.in>,

Respected Sir/Ma'am,

Please find attached D.O. letter dated 30.10.2025 for your information and kind perusal please.

With Regards,

O/o CEO, MyGov

Ministry of Electronics & IT Govt. of India Electronics Niketan 6 CGO Complex, Lodhi Road New Delhi - 110 003 011-24369903, 011-24301815

1 Attachment(s)

Letter to GOI Secretaries_30.1...
1.3 MB

Nand Kumarum < ceo@mygov.in >

Thu, 30 Oct 2025 3:45:08 PM +0530

To "Secy-agri"<Secy-agri@nic.in>,"dgicar"<dg.icar@nic.in>,"secy-fisheries"<secy-fisheries@nic.in>,"secyahd"<secyahd@nic.in>,"chairman"<chairman@dae.gov.in>, "headicpd"<head.icpd@dae.gov.in>,"secy-ayush"<secy-

NAND KUMARUM

Chief Executive Officer

नन्द कुमारम

मुख्य कार्यकारी अधिकारी

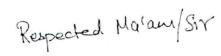




© 011-24369903

ceo@mygov.in

D.O. No. CEO/MyGov/2025/5 Date: 30th October, 2025



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 Kumonin

To,

The Secretaries of all Central Line Ministries / Departments