Chapter 12

Mobile Governance for Affordability and Profitability/Feasibility

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ABSTRACT

The chapter expresses the extent of the application of “e” and mobile mode for governance along with the extent to which, this application can be uplifted through building up the case around the healthcare system and changing market scenario in rural areas because of the researches which the authors/proponents of this chapter have been conducting. The premise that emerges in the chapter has evolved through the primary interaction with the concerned population. The findings suggest that the rural people of India opine and desire for better healthcare services and market scenario through alternative means, they are willing to pay for the services, they have opined positively and they wish to be involved in the market development scenario wherein E-governance and m-governance has emerged to be an important mode.

INTRODUCTION

This chapter expresses the extent of the application of ‘E’ and Mobile mode for governance along with the extent to which, this application can be uplifted through building up the case around the ‘Health Care’ system and ‘Changing Market Scenario’ in rural areas because of the researches which the authors/proponents of this chapter have been conducting.

The chapter highlights the aspects of

- E-Governance and Citizen Trust
- E-Governance and Digital Divide and
- Mobile Government

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The premise of the preceding elements and propositions those emerge as cases and examples in the chapter has evolved through the primary interaction longitudinally pursued through Reflexive Research Approach.

The findings suggest that:

1. The rural people of India opine and desire for better ‘Health Care’ Services and Market Scenario through alternative means,
2. They are willing to pay for the services,
3. They have opined positively and are willing for suitable Health –Insurance cover and
4. They wish to be involved in the market development scenario.

Importance of ‘E’ and ‘M’ Governance

The important point to be noticed here is that not only ‘E’ and ‘M’ Governance has provided impetus to the above aspects but also has become a mode of delivery for the same. Further, it is interesting to find out that how they (the population concerned) are adopting ‘E’ and ‘M’ in their daily lives and subsequently how Governance is getting inclined towards these modes and further how the said modes may be foreseen to enhance the intensity and capacity of Governance especially for the domains chosen for demonstrative purposes in this proposed chapter?

The evidences are suggestive of an association as expressed below:

Development of Association of Health Care to other Business Opportunities or vice versa through Mobile Governance

- As in the case of ITC’s E-Choupal (https://www.echoupal.com) and many other interventions along with the adoption of Mobile Communication by the rural population, where the said organizations propelling their interventions are supplementing their ICTs (Information and Communication Technologies) based business activities with the ‘Health Care’ activities.
- Here, begins an extensive usage and spread of Health Insurance Propositions further propelling the market development, further triggering the process towards other areas that, if strategically is complimented with objective Governance as in the case of a massive demonetization exercise in India.

SUMMARY OF THE CHAPTER

The Basic Model

An Integrative Model

Integrating the perspective of the findings of the researches as suggested above, the role of ‘E’ and ‘M’ Governance and Market Development in the Rural Areas of India and the similar countries, this research work puts forward a model/a proposition based on the premise of ‘Affordability for the Poor & Profitability/feasibility for the Provider’ (This model was presented at Network of Asia-Pacific Schools and