

Cyber Technology Is the Need Of the Hour

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Many apprehensions remain including, but not limited to issues related to authorization to speak on behalf of the department/agency, technologies and platform to use to communicate, scope of engagement, creating synergies between different channels of communication, compliance with existing legislations etc. Therefore, in order to encourage and enable the Indian government agencies to make use of this dynamic medium of interaction, a basic framework and guidelines for use of Social Media by government agencies in India has been formulated. These guidelines will enable the various agencies to create and implement their own strategy for the use of social media. The document will help them to make an informed choice about their objectives, platforms, resources, etc. to meet the requirement of interaction with their varied stakeholders.

The Guidelines have been developed for all the e-Governance Projects currently under the National e-Governance Plan, whether being implemented at Central or State level. In addition, it will be applicable to all new e-Governance Projects being developed by any Department or Ministry of the Central Government. All other government agencies including Public Sector Undertakings may also find the guidelines useful while conceptualizing their own projects. It is expected that the utility of these guidelines will transcend NeGP and will be used by all the departments.¹ Guidelines further observe that, *'given its (social media's) characteristics to potentially give "voice to all", immediate outreach and literally 24X7 engagement, social media offers a unique opportunity to governments to engage with all their stakeholders especially citizens in real time to make policy making citizen centric.'*

Many governments across the world as well as many government agencies in India are using various social media platforms to reach out to their citizens, businesses and experts to seek inputs into the policy making, get feedback on service delivery, creating community based programs etc.²