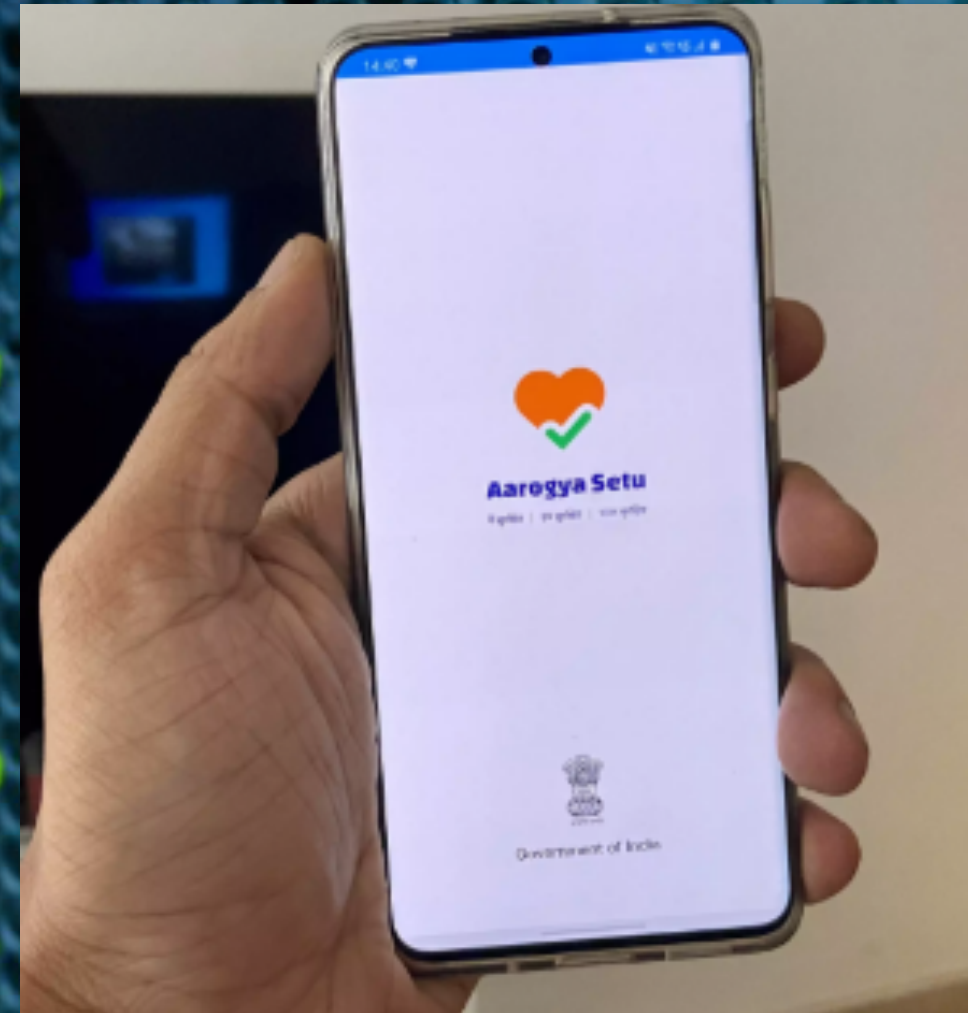


Aarogya Setu App

Prepared by: KPMG Advisory Services Pvt. Ltd

25th May 2020



This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

What is Aarogya Setu

Aarogya Setu is a Covid-19 tracking mobile application developed by the National Informatics Centre (NIC)



The app was launched on April 1, 2020 and available in both Android and iOS mobile operating systems.



The app is currently used by 11.3 crores Indians and has a rating of 4.6/5 in play store based on almost 1 lac of reviews in play store.

The app is currently available in 12 languages - English, Hindi, Telugu, Kannada, Malayalam, Tamil, Punjabi, Bengali, Oriya, Gujarati, Marathi and Assamese.

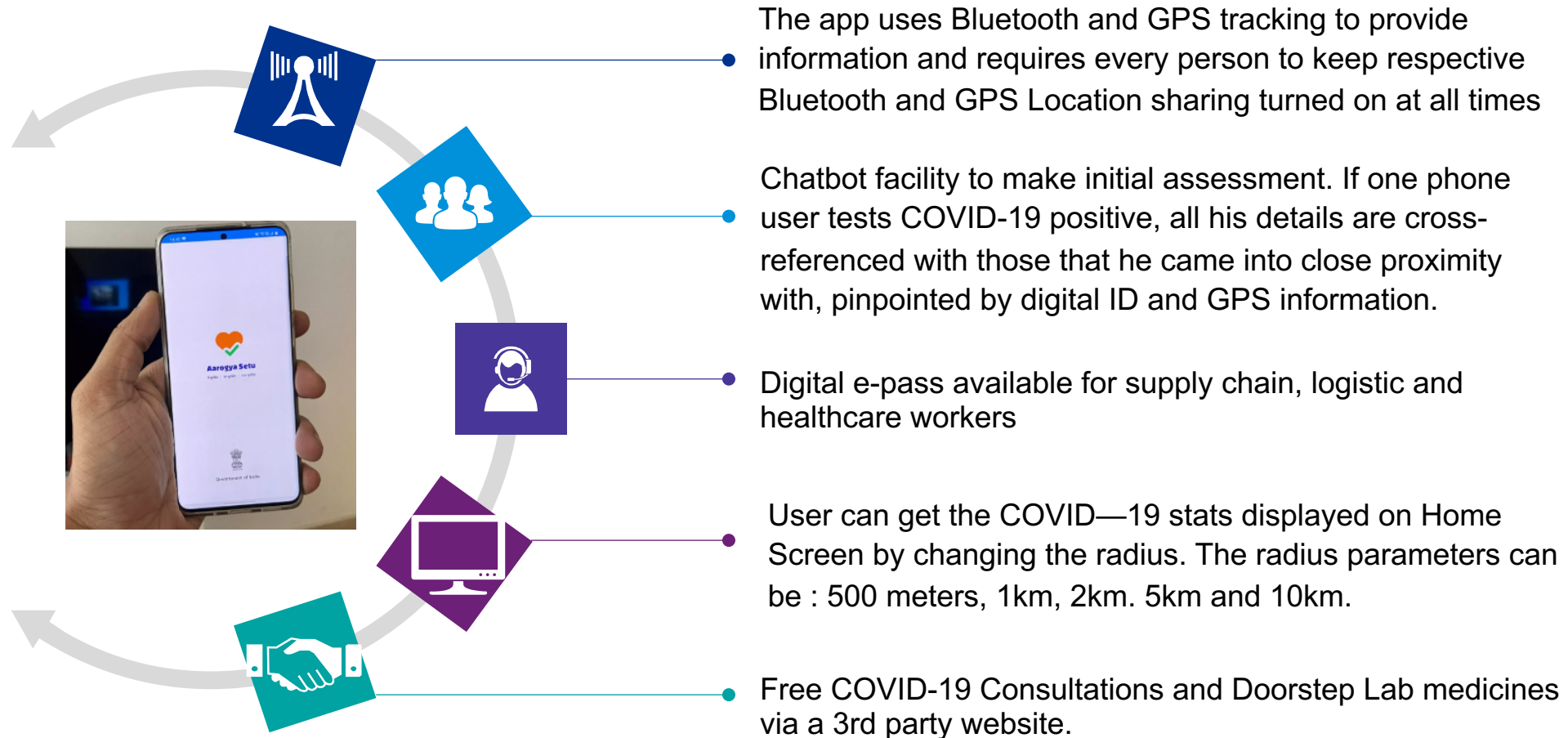


Use of Aarogya Setu app has been made mandatory for all employees, both private and public from 2nd May 2020 and it will be the responsibility of the head of the respective organizations to ensure 100% coverage of this app among the employees as per government norms




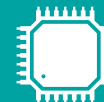




The app currently has become the most downloaded healthcare application worldwide and featuring amongst the world's top 10 downloaded apps.

Key Features of the App



Challenges and Improvement Areas

1	Data Privacy and Security Issue raised by domestic/international agencies	
2	Low usage of smart phone in India among BPL population	
3	Bluetooth /GPS proximity will be less effective during lockdown period where people are staying at homes	
4	Excessive drainage of battery as Bluetooth needs to be on always	
5	No demarcation of alert zone based on the number of cases in the residing city – like showing High, Medium and Low risk areas in map	
6	No information related to nearest health facilities	

Voice of Customers

POSITIVE REVIEWS

★★★★★ 8 May 2020

24

Multiple usage. 1. Quicker Updates Available on every coming cases 2. One of the Best app in world for preventing Covid 19 and getting aware via govt sources 3. Easily accessible and better use 4. E-Pass facility helpful for common citizens who needs help & guidance from authorities in respective districts 5. Better for senior citizens as well as people Pan-India. 6. Available in almost every language. E pass facility useful.

★★★★★ 21 May 2020

29

Some leaders of a "Political Parties" blaming it that it steals our private data. But i think it's very safe. Now this function has added, where you can check what data is this app is taking from your mobile, this function silenced those " Political leaders". I suggest you to download, really it does not violate your privacy. It's your personal bodyguard to protect from corona virus. Forgive my spelling mistakes if happened 😊 😊

★★★★★ 12 May 2020

79

This is a very nice app. My appeal to app developers and the government that if such a button can be given in the apps, I am in contact with a person who is 6 feet, my phone will vibrate or give me a sound which will help in maintaining social distance. Of course the user should have the freedom to open or close the button.

NEGATIVE REVIEWS

★★★★★ 21 May 2020

44

Good app but pathetic operation and maintenance. Had 3 covid cases at 500 m in gated community. Still app shows one case. Was informed updation takes place after verification. However even after our community was sealed, app was not updated. Now they have been treated and discharged. App still shows

★★★★★ 23 May 2020

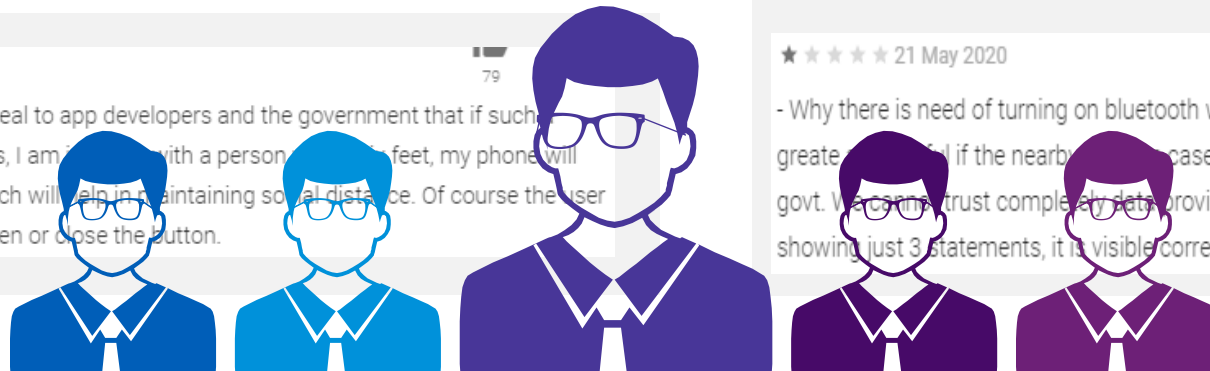
2

If this app is supposed to be for contact tracing for Covid 19 why does it has media section with people I don't care about speaking things that most people I know would never hear & trying to be a pseudo youtube. I don't want to have to look at some actor's face everytime I need to use this app. Just have the app redirect you to a website for medias. This would have been a great app if all these non relevant sections were removed from the app & the app does what it's designed to do.

★★★★★ 21 May 2020

40

- Why there is need of turning on bluetooth when gps is there to track and show. - It would be greater if the nearby cases are shown based on actual cases recorded by govt. We cannot trust completely data provided by individual user. - Though you were showing just 3 statements, it is visible correctly, and is also autoscrolling.





Thank You

Debopam Raha

Executive Director, KPMG

Email: debopamraha@kpmg.com

Mobile: +91 – 98301 09852