**Project Design Phase**

**Proposed Solution Template**

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| Date | 03.09.2025 |
| Team ID | NM2025TMID08924 |
| Project Name | Citizen AI – Intelligent Citizen Engagement Platform |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Many citizens struggle to access relevant government services, policies, and schemes due to a lack of awareness, digital literacy, or fragmented platforms. This leads to low civic engagement and inequitable access to public benefits. |
|  | Idea / Solution description | Citizen AI is a conversational AI platform designed to bridge the gap between citizens and government services. By enabling natural language interactions in local languages, it provides personalized guidance on available schemes, grievance redressal systems, and civic rights—empowering users to take informed action in real time. |
|  | Novelty / Uniqueness | Unlike generic chatbots, Citizen AI leverages localized data, multilingual support, and sentiment understanding to offer context-specific responses. It adapts to regional issues and updates dynamically with policy changes, offering a personalized civic assistant experience. |
|  | Social Impact / Customer Satisfaction | Citizen AI improves inclusivity by reaching digitally underserved populations, strengthens democratic participation, and reduces bureaucratic friction. Pilots have shown increased awareness of entitlements and faster resolution of citizen grievances. |
|  | Business Model (Revenue Model) | Revenue can be generated through a B2G (business-to-government) model via platform licensing, customization services for municipalities, and long-term maintenance contracts. Potential exists for CSR-backed deployments and NGO partnerships as well. |
|  | Scalability of the Solution | The modular architecture and API-first design of Citizen AI support rapid rollout across states and languages. The platform is built to integrate seamlessly with e-Governance APIs and can expand into sectors like healthcare, education, and disaster response. |