

EASYGOV

A PATHWAY TOWARDS PROGRESSIVE SOCIAL WELFARE

Empowering Families and Supporting Government

STATE OF SOCIAL WELFARE DELIVERY POST-COVID

In unprecedented times where COVID has hindered the very existence of economies, India has slowly but surely continued to thrive. Current projections by the UN indicate a 7.5% growth rate in 2021 and 10.1% in 2022, in contrast to several other countries where growth projections remain ambiguous.

Combine this with India's aspirations of becoming a \$10 Trillion economic powerhouse, & we can see an unstoppable force. However, in order to ensure equitable & inclusive growth, we need to align our social

welfare models with adequate protection & create various opportunities for growth for all citizens.

The Central and State Governments of India prioritize social welfare delivery every financial year with the best interests of citizens in mind. However, a growing welfare divide still accompanies economic growth. A large part of the disadvantaged population remains without adequate social and economic protection. There are several underlying factors that contribute to this phenomenon, as highlighted in the upcoming sections.



WHAT ARE THE FACTORS

affecting the achievement of the end objectives?



Absence of Detailed Pre-Design Analysis and Lack of Post Disbursement Impact Analysis: Many schemes suffer from inappropriate fund allocation, poor beneficiary identification, & measurement of impact created – leading to under-utilisation of funds or insufficient funds & wrongly targeted beneficiaries.



Complexity in Application Process: Highly complex and inconvenient application processes for most schemes render them irrelevant for rural populations and require a high degree of bureaucratic intervention. The inability to track application status adds to the beneficiary's woes.



Lack of Awareness - While citizens may be aware of the flagship schemes of the State and Central Government, less popular schemes targeting specific groups are not well understood.

There exists significant potential in enhancing beneficiary enrollments and overall experience of citizens while availing welfare benefits.

Lack of awareness, complexity in the application process, and digital divide are only some of the challenges. The biggest challenge is to find eligible, verified, and needy beneficiaries. An increase in welfare expenditure may not help create the desired impact on marginalized communities despite the best intentions of the Government to serve citizens. Combined with the fact that such measures target individual beneficiaries and not families, the latter being India's predominant social structure. We can see families are far from receiving benefits.

The welfare system should ensure that social welfare helps in empowering families to become self-dependent ("atmanirbhar"). The Government should be able to cater to welfare systems to combat challenges such as ineffective targeting, inefficient delivery systems, underutilized budgets, and limited funds.



THE NEED OF THE HOUR IS TO SOLVE THE PRE-DBT ISSUE.

There is an imperative need for India to build a 21st-century welfare ecosystem through the adoption of technology to improve last-mile delivery and increased accountability of implementers.

With GDP growth being erratic, the Government is under immense pressure to do more with less while the number of people needing social protection and demanding greater accountability due to increased awareness rises. The long-term solution does not lie in continuously increasing welfare expenditures. Instead, it lies in building a 'Progressive and Sustainable Welfare System' which aims at making citizens self-reliant and less dependent on state welfare.

The government of India have invested thousands of crores to digitize the social welfare delivery systems. Most of such initiatives are part of the National e-Governance Program or the Digital India initiative. Such efforts helped build a robust IT infrastructure and created awareness among the government as well as citizens. However, there is a significant overhead cost to managing several IT systems.

Aadhaar, India Stack, UPI, & many more such initiatives help us enable mass payments through DBT. At the same time, no system helps solve the pre-DBT challenge of identifying the correct beneficiary and understanding the important needs of a family. To address this challenge, we have leveraged our domain expertise, artificial intelligence, & other technologies to design the EasyGov platform.



WHAT IS THE EASYGOV SOLUTION TOWARDS WELFARE?

The EasyGov approach to welfare aims at transforming welfare from being conservative, reactive, and individual-centric to progressive, proactive, and family-centric – through a unified platform. This solution can ensure that welfare benefits can be customized to a family unit or even an individual as part of a family.

EasyGov proposes to implement a built for purpose solution to deliver the welfare schemes to the right recipients on time - focusing on the ones that are:



Eligible

Data is matched against rule-based documents which, once confirmed, allows access to the application.



Verified

Self-entered data is cross-checked by governmental departments real-time or on field using official documents.

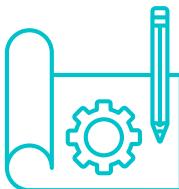


Needy

Verified data is then evaluated based on family needs, AI suggestions, & principle based discretion by government.

THE EASYGOV APPROACH

to this transformation proposes re-engineering all systems using the unique 3D process.



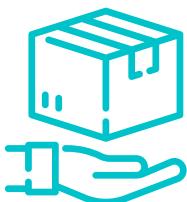
DESIGN

Identifying beneficiary group, rules for selecting beneficiary, the nature & quantum of benefits, and plan to reach the targeted group.



DISCOVERY

Providing information to target group on how to apply while providing application channels and driving efficient data insemination.



DELIVERY

Ensuring timely monetary or non-monetary benefit delivery to the right beneficiaries alongside efficient processing.

Such a solution, based on a logical operating model, requires capabilities that are out-of-the-box.

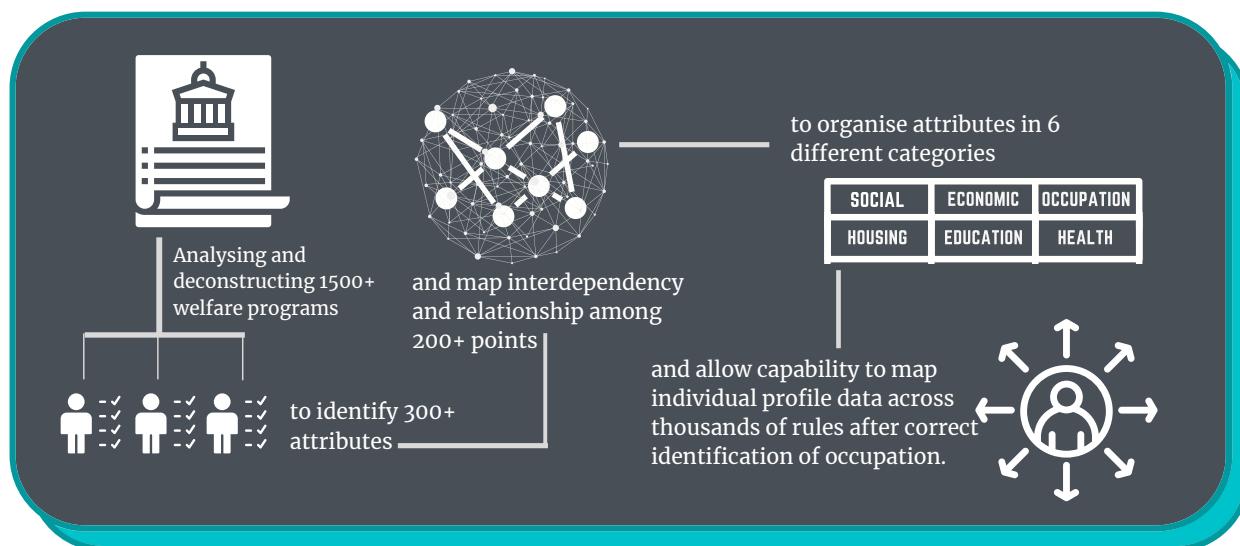


EASYGOV'S UNIQUE PLATFORM CONSISTS OF

multiple innovative products developed to help India leverage global expertise.

INNOVATIVE PRODUCTS

The data model for social protection is quite complex considering the dynamism within Government. EasyGov platform uses a unique data model for India based on deep domain expertise built over countless years in multiple countries, starting with:



The EasyGov platform, striving to assist the right beneficiaries, comprises of multiple unique & innovative products.

Eligibility Rule Engine - On-Demand and Proactive: EasyGov interprets each scheme policy document as a set of clear rules and incorporates them into the algorithm. These rules are further categorized as eligibility, benefit, obligation, and payment rules - defining the scope and delivery mechanisms per scheme. Such a rule engine allows for intelligent elimination methods and easy proactive discovery of relevant schemes by citizens.

Flexible Workflow Model & Configuration: EasyGov's workflow model caters to multiple complex hierarchies as prevalent in Government departments. The workflow configuration requires a basic understanding of policies but helps workflow smartly handle applications and data separately for multiple scenarios. Configuration takes under four hours of effort per scheme unlike months of effort taken by welfare product/solution or development.

Model for Multistage Benefit Delivery: EasyGov platform can address complex challenges within social protection that focus on multiple benefits that can be combined under a single scheme. The platform consists of logic to manage the status of a beneficiary in a dynamic environment and allows mapping of obligation rules from policy document to technology system.

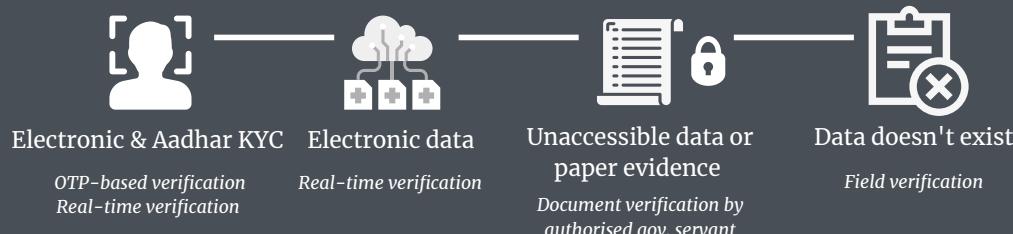
The platform also possesses the capability to manage both cash/kind and DBT/non-DBT as well as no-benefit cases and smart computation rules to address multiple scenarios coming from stage triggers governed by the obligation rules.

The Error of Inclusion & Exclusion model (EoI & EoE): To ensure effective utilization of social protection funds, it is critical to minimize EoI & EoE. EasyGov's EoI and EoE model considers multiple data sources and the need score to arrive at an insight. The model defines and computes three types of scores for assessment at various levels.

A master graph helps compute the socio-economic need score that indicates the success/failure of a program. The welfare-type need score caters to all building blocks of social protection and socio-economic dimensions.

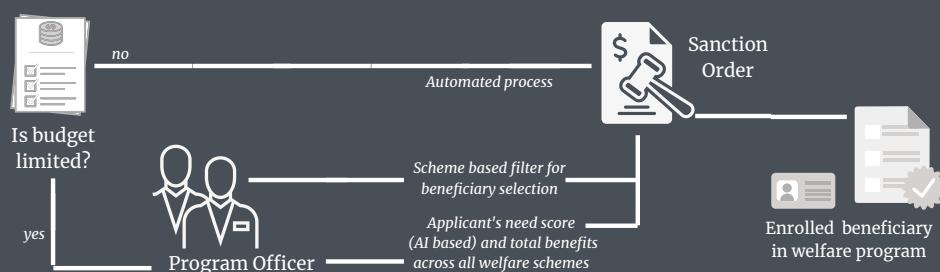
VERIFICATION OF ELIGIBLE APPLICANT

Built on one-data-one-source, our platform allows for verification of certain attributes, such as birth date, only using official documents such as registrar birth/death. However, our platforms take into consideration all possibilities when it comes to data, as listed below:



IDENTIFICATION OF NEEDY APPLICANT

Discretion only based on principle after confirmation of verified/eligible status of applicant.



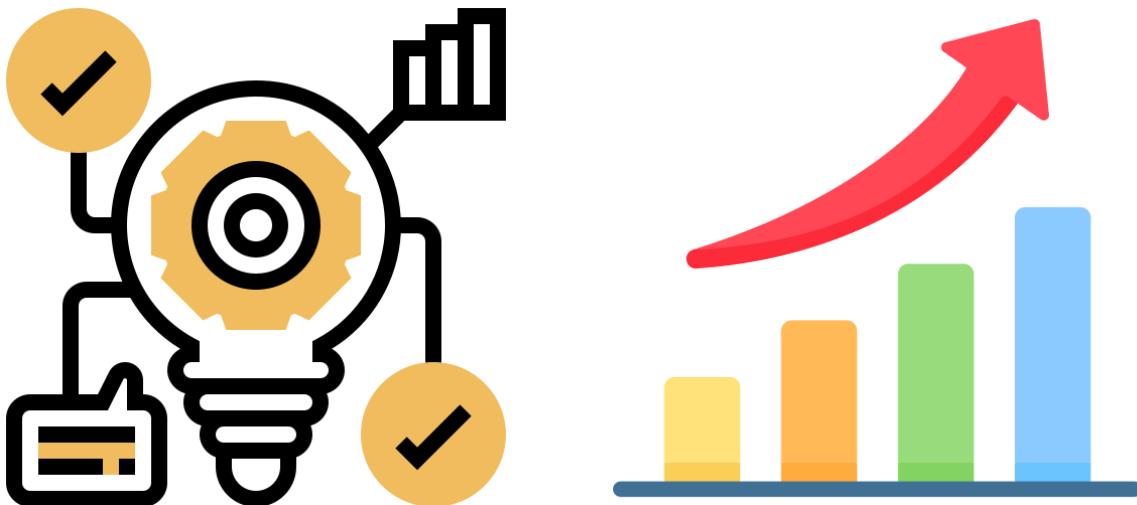
THE WIN-WIN OUTCOME CITIZENS & GOVERNMENT

Citizens will have easier access to welfare as well as a reinstated faith in the beneficiary systems



- Improved visibility & access to most relevant schemes (including existing schemes and new ones announced from time to time).
- Easy & convenient application process through intuitive design.
- Reduced cost & time to apply for schemes.
- Greater transparency in scheme processing and tracking of application status.
- Timely delivery of welfare support.
- Global standards for data protection and privacy.

Governments across the country will be able to enhance their functions and quality of welfare to citizens.



- Effective policy-interventions & fund utilization.
- Ability to make effective decisions based on 24/7 access to the situation on-ground, trends, voter sentiments, etc.
- Ability to judiciously allocate funds, consider potential savings and increase the number of beneficiaries.
- Optimize time & resources and drive massive transformation.
- Ability to roll out all schemes and services within 1-3 months with limited external dependency for doing day-to-day modifications.
- Data-driven insights and reports save time on redundant tasks or dependency on other resources.
- Ability to recommend changes in the welfare model and budget allocations.
- Ability to Enhance the coverage, utilization of funds, and field resources.
- Ability to engage and onboard larger partners to work out the best possible welfare solution for the State and reduce the procurement complexities.
- A 360-degree view of any program and action by all stakeholders involved in the implementation.
- Enhanced level of alignment with the legislative priorities and thus, better chances to deliver on performance expectations.

ABOUT EASYGOV

EasyGov is an award-winning startup with a world-class social welfare delivery platform that aims to empower citizens and enhance engagement levels with the Government. EasyGov also supports the Government in the social welfare reforms, and thus, an enhanced capability to empower the grassroots with complete control. We also support the Government in scheme design basis the socio-economic profiles of families, data-backed trends, and preference analysis.

Acting as the de-facto interface for various governments around India and its citizens, EasyGov focuses on developing a citizen-centric digital solution and operating models to revolutionize and strengthen the Digital India impact. For EasyGov, the interest of the "citizen and the country" comes first. EasyGov helps bridge the gap existing in the understanding of unique challenges in India despite the availability of many global products by large firms.

The Software-as-a-Service model will take welfare from being conservative, reactive, and individual-centric to progressive, proactive, and family-centric in a phased manner. We are helping our clients with this complex journey for the benefit of the citizens while freeing up resources.

The leadership team brings extensive experience of working in more than 20 states within India, up to the Gram Panchayat level, and also in Europe, Australia, Asia, Middle East, and Africa.

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