WhatsUp.city

Empowering Communities, Enhancing Cities!

By **WoW-Strategies Private Limited**

022 4880 8695

hello@wow-strategies.com

2nd Floor, Vasvani Chambers, Dr Annie Besant Rd, Worli, Mumbai, Maharashtra 40003

Urban Challenges in India



Pothole



Public toilets



Street light



Emergencies



Garbage



Encroachment



Parking space

Urban Infrastructure

- Urban population projected to reach 600 million by 2030 (Ministry of Housing and Urban Affairs).
- Inadequate infrastructure costs India 5-10% of GDP annually (World Economic Forum).
- Strained infrastructure and service delivery mechanisms lead to inefficiencies and citizen dissatisfaction.

Fostering Symphony between Citizens and Government

- Citizens' active participation is crucial for identifying and addressing urban infrastructure issues.
- Engaging communities in decision-making processes fosters collective responsibility for urban upkeep.
- Empowering citizens through participatory governance models enhances transparency and accountability.
- Digital platforms facilitate seamless communication and collaboration between citizens and government agencies.

Current Solutions: Drawbacks and Limitations

- Language barriers: 50% of Indian internet users face challenges accessing government services (Centre for Internet and Society).
- Inefficient communication channels result in delayed service delivery and increased costs (Indian Institute of Technology Delhi).
- Only 30% of urban households in India are satisfied with complaint resolution (National Sample Survey Office).

The Reach of India's Preferred Communication Platform

- WhatsApp is the most popular messaging app in India, with over 400 million active users as of 2021.
- Research by the Telecom Regulatory Authority of India (TRAI) indicates that WhatsApp is widely used across urban and rural areas of the country, serving as a primary communication tool for millions of Indians for both personal and business purposes.
- Leveraging this extensive user base, whatsup.city aims to provide citizens
 with a familiar and accessible platform for engaging with municipal authorities
 and improving urban infrastructure.

Revolutionizing Urban Governance with Technology

- WhatsUp.city: Innovative platform for citizen engagement and urban infrastructure management.
- Leverages WhatsApp, India's preferred communication platform, with over 400 million active users.
- Features geotagged QR codes, chatbot integration, and multilingual support for seamless interaction.

Features of WhatsUp.City

- Geotagged QR codes simplify the identification and reporting of infrastructure issues.
- Ensure accessibility for citizens from diverse linguistic backgrounds, including regional Indian languages.
- Utilize AI technology for image recognition to accurately identify and categorize reported issues.
- Enable citizens to conveniently pay for parking spaces and receive passes directly on whatsup.city.

Benefits of whatsup.city

- Enhanced Citizen Engagement: By providing a user-friendly interface, whatsup.city encourages active participation from citizens in the upkeep of urban infrastructure.
- Improved Service Delivery: Automation of complaint registration and resolution processes leads to quicker response times and improved service delivery.
- Cost Savings: Municipalities can achieve cost savings of up to 30% through operational efficiencies facilitated by whatsup.city.

Competition Overview

- 311 Systems
- FixMyStreet
- SeeClickFix
- PublicStuff
- MyGov
- Ushahidi

- 1. **WhatsApp Integration:** Unlike many competitors, WhatsUp.city leverages WhatsApp, the most popular messaging platform in India with over 400 million active users. This ensures easy and widespread citizen engagement.
- Geotagged QR Codes: The platform uses geotagged QR codes for precise location-based issue reporting, making it simple and efficient for citizens to report problems directly from the site.
- 3. **Multilingual Support:** WhatsUp.city supports multiple Indian regional languages, ensuring inclusivity and accessibility for citizens from diverse linguistic backgrounds.
- 4. **Al-Powered Automation:** With advanced Al integration for image recognition and task assignment, WhatsUp.city speeds up the resolution process and enhances the efficiency of urban management operations.

Demo: GeoTagged Infrastructure

Street Light ID =BMC883983





Scan QR

Demo: GeoTagged Parking Space

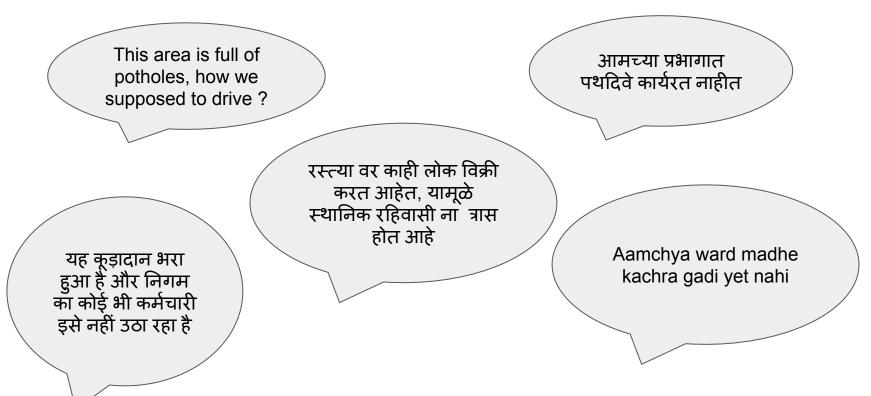
Parking Space ID = PARK1234





Scan QR

Demo: Text Message(Just text anything)



Demo: Image Message (Simply click and send image)





