

# WhatsUp.city

Empowering Communities, Enhancing Cities!

*By*

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# 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, whatsapp.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 whatsapp.city.



# Benefits of whatsapp.city

- Enhanced Citizen Engagement: By providing a user-friendly interface, whatsapp.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 whatsapp.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.
2. **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. **AI-Powered Automation:** With advanced AI 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)

This area is full of  
potholes, how we  
supposed to drive ?

आमच्या प्रभागात  
पथदिवे कार्यरत नाहीत

रस्त्या वर काही लोक विक्री  
करत आहेत, यामूळे  
स्थानिक रहिवासी ना त्रास  
होत आहे

यह कूड़ादान भरा  
हुआ है और निगम  
का कोई भी कर्मचारी  
इसे नहीं उठा रहा है

Aamchya ward madhe  
kachra gadi yet nahi

# Demo: Image Message (Simply click and send image)

