

360-degree feedback software for the Government of India related News Stories in Regional Media using Artificial Intelligence / Machine Learning

Problem Statement (PSCS_35):

The Press Information Bureau (PIB) of India disseminates government policies, programs, and achievements to the public through more than 8,400 newspapers and media organizations in multiple Indian languages. There is a need for an automated software solution, using Artificial Intelligence and Machine Learning, to collect, classify, and analyze regional media news stories related to the Government.

The system should:

- Crawl and extract news articles from around 200 regional media websites, covering languages such as Hindi, Urdu, Punjabi, Gujarati, Marathi, Telugu, Kannada, Malayalam, Tamil, Odia, Bengali, Assamese, and Manipuri.
- Provide real-time feedback to the Government by categorizing stories as favorable, neutral, or not favorable, using sentiment/tonality analysis.
- Alert concerned officials immediately by SMS or notification about negative or critical news items.
- Automatically process scanned newspaper clippings using OCR and store them electronically, tagged with publication information and sentiment.
- Offer a dashboard for filtering and sorting stories by language, tonality, news edition, etc.
- Support crawling and analyzing YouTube channels and online news for broader coverage.
- Map outcomes to SDG 4 (Quality Education) and SDG 9 (Industry, Innovation, and Infrastructure).

This system will enable the government to receive comprehensive, multilingual, and timely feedback regarding its activities, supporting better decision-making and public communication across India.