



Ministry of Housing and Urban Affairs  
Government of India



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Government of India



ET Panache

# National Urban Digital Mission

Building cities that work for people

The background of the slide is a collage of three photographs. The leftmost photo shows a man with a mustache, wearing a light-colored striped shirt, smiling as he counts a stack of Indian Rupee banknotes. The middle photo shows a family of three: a woman in a pink sari, a woman in a purple sari, and a man in a light blue shirt, all smiling. The rightmost photo shows a man in a blue and red jacket standing in a crowd, looking towards the camera.

# PGR - Public Grievance redressal

**Grievance Redressal is an Integral part of the Municipal Governance**

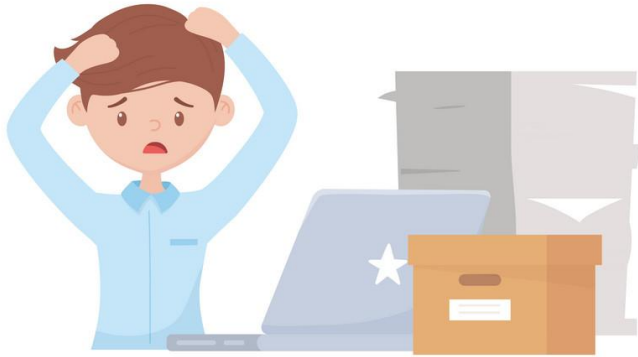
# Grievance Redressal Ecosystem : Key Challenges



Confused Citizens

- Where/How should i file a complaint ?
- Who is handling my complaint ? What's the overall status ?
- By when will my complaint be resolved ?

# Grievance Redressal Ecosystem : Key Challenges



Concerned Employee

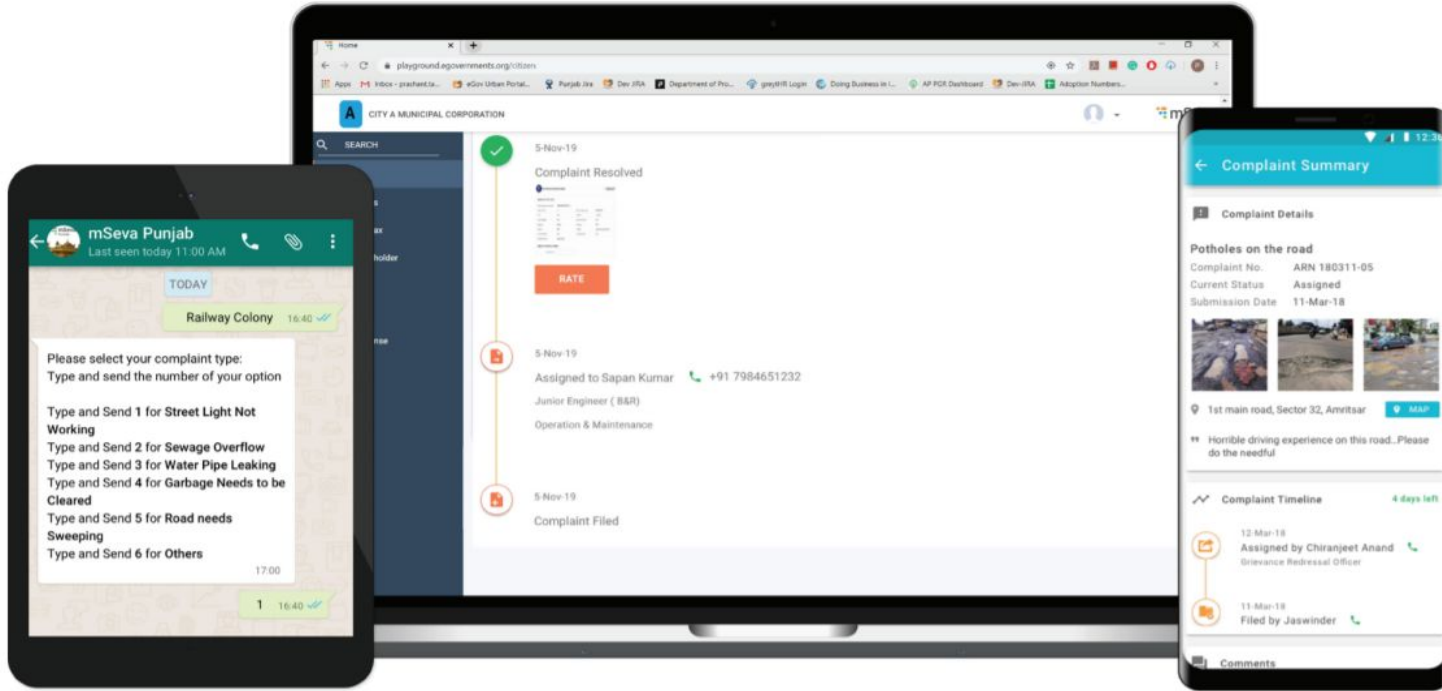
- Where do i see all the filed complaints ?
- How can i communicate with the citizen ?
- What if the filed complaint is outside my jurisdiction ?

# Our Approach

- Upyog's Public Grievance Redressal (PGR) is a digital mechanism enabling :
  - Citizens to report civic issues in real time.
  - Employees to identify and align corrective actions, without any delay.
- The Objective of Upyog PGR is to provide :
  - Seamless User Experience
  - Transparency
  - Adherence to Resolution



# Upyog PGR is Accessible Via :



WhatsApp ChatBot  
(Citizens)

Web Application  
(Citizen + Employees)

Mobile App  
(Citizens + Employees)



# Key Stakeholders & Actions



## CITIZEN

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- File Complaints
- Track Complaints
- Rate Complaints
- Reopen Complaints



## EMPLOYEE

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- File Complaints
- Track Complaints
- Reopen Complaint
- Assign Complaints
- Rejects Complaints
- Resolve Complaints
- Request Re-assign



## LEADERSHIP (Administration)

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- Monitor total complaints registered and resolved.
- Monitor Adherence to Define SLAs
- Monitor Locality and category wise complaints.

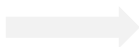


# Public Grievance Redressal : Workflow



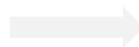
## CITIZEN

- File complaints with photos
- Status Tracking
- Re-open Complaints
- Provide feedback
- Accessible through Web, App & WhatsApp



## ASSIGNING OFFICER (GRO)

- Inbox to view complaints
- Assign/ Reassign Complaints to Last Mile Employee.
- Option to reject complaint



## LAST MILE EMPLOYEE

- Inbox to view complaints
- Quick Read complaints
- Upload photos as evidence
- Mark Complaints as Resolved



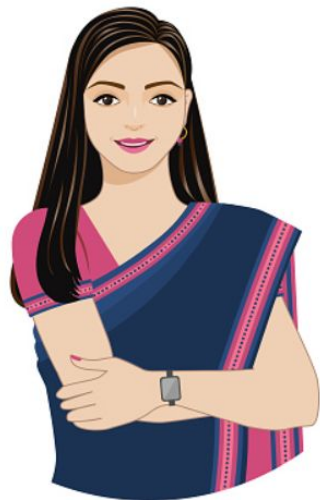
Multi Channel Access for Citizens including Whatsapp



*Employee inbox prioritised as per SLAs*

# Product Demonstration

# User Personas



**Sheetal Arora (Citizen)**

Wants to File a Complaint  
regarding garbage disposal



**Suresh Kumar (GRO)**

Incharge of related department  
in Municipality



**Rakesh Singh (LME)**

Responsible for grievance  
resolution at last mile.

# Overview

## For Citizen

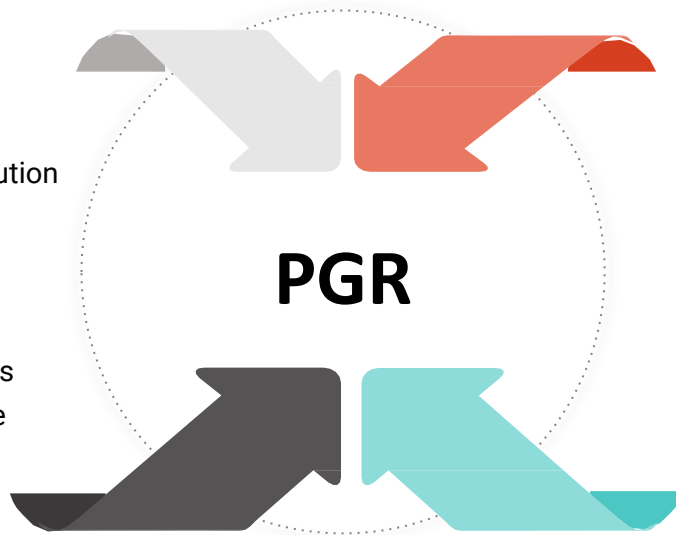
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- Ease of Filing complaint
- Transparency on redressal progress
- Provide feedback on complaint resolution

## For Civic Employee

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- Ease of Delivering and managing Tasks
- Realtime information for better service



## For Administrator

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- Data Driven Decisions making
- Overview of employee performance

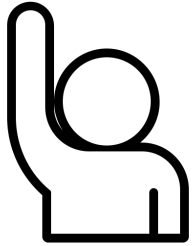
## Channels

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- Mobile Apps
- Web Portal
- Whatsapp
- Citizen Services Centers

# Product Screenshots

# Citizen Interface



## CITIZEN

1. File complaints with photos
2. Status Tracking
3. Re-open Complaints
4. Provide feedback

The login screen for mSeva Punjab. It features a header with the mSeva Punjab logo. A callout box indicates configurable options: Language, Logo, and Background. The main form has a 'LOGIN' title, a 'Mobile Number' field with a red asterisk, a '+91' prefix, and a text input for the number. A blue 'CONTINUE' button is at the bottom.

\*Configurable:

- Language
- Logo
- Background

LOGIN

Mobile Number \*

+91 | Enter your mobile number

CONTINUE

The home screen of the mSeva Punjab app. It has a 'Home' header. Two main buttons are visible: 'File Complaint' (with a plus icon) and 'My Complaints' (with a bar chart icon). A callout box indicates a configurable option: Complaint Types. Below these are two complaint cards: 'Potholes on the road' (dated 11-Mar-18, status 'Assigned') and 'Garbage lying on the road' (dated 08-Mar-18, status 'Resolved'). The bottom navigation bar includes icons for Home, Information, Payments, and Complaints.

\*Configurable:

- Complaint Types

File Complaint My Complaints

Potholes on the road  
11-Mar-18  
Your complaint has been Assigned

Garbage lying on the road  
08-Mar-18  
Your complaint has been Resolved

Home Information Payments Complaints

The complaint submission screen. It has a 'Complaint Submission' header. It includes a photo upload section with a callout box indicating configurable options: Type of Information and Mandatory information. Below this is a 'Complaint Type' dropdown menu set to 'Garbage lying on the roads'. There is a 'City' field set to 'Ranga Piple Wali Gali, Katra...' and a 'Landmark' field. An 'Additional Details' field is also present. A large blue 'SUBMIT COMPLAINT' button is at the bottom.

\*Configurable:

- Type of Information
- Mandatory information

Complaint Submission

Complaint Type  
Garbage lying on the roads

City \*  
Ranga Piple Wali Gali, Katra...

Landmark  
Enter landmark

Additional Details  
Enter additional details

SUBMIT COMPLAINT

# Assigning Officer Interface



**ASSIGNING OFFICER**  
(GRO)

1. Inbox to view complaints
2. Assign to LME
3. Option to reject complaint
4. Interact with Citizen & employee via comments or calls

The interface is divided into three main sections: Complaint Summary, Employee Selection, and Reason to Reject.

**Complaint Summary:**

- Details:** on the road, ARN 180411-07, Un-Assigned, 18-Mar-18. Includes a location pin for 1st main road, Sector 32, Amritsar and a map button.
- Complaint Timeline:** Overdue by 1 day. 18-Mar-18, Filed by Jaswinder Jaswinder. Includes a CALL button.
- Comments:** Write your comments... with a send button.
- Buttons:** REJECT, ASSIGN.

**Employee Selection:**

- Choose Employee to assign complaint to from the list:** Search Employee (with magnifying glass icon).
- Engineering Department:** Amandeep Singh (20) Junior Engineer, Bhavneet Singh (17) Junior Engineer, Khushwant Singh (13) Junior Engineer, Sukhram Singh (7) Senior Engineer.
- Health & Sanitation Department:** Balwant Singh (17) Junior Inspector, Chirag Kapoor (14) Junior Inspector, Harjot Sandhu (7) Junior Inspector, Amrinder Singh (20) Senior Inspector.
- Buttons:** ASSIGN.

**Reason to Reject:**

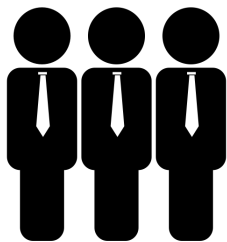
- Why do you want to Reject this complaint ?**
- Options:** ☒ Not a valid complaint, ☐ Out of operational scope, ☐ Operation already underway, ☐ Other.
- Text Field:** Type your comments.
- Button:** SUBMIT.

**Callouts:**

- \*Configurable:** SLAs for different complaint types (points to Complaint Timeline).
- \*Configurable:** Next level routing, Assignment of complaint, Auto-routing (points to Employee Selection).
- \*Configurable:** information capture (points to Reason to Reject).



# First Mile Employee Interface



**EMPLOYEE**  
(First Mile)

1. Inbox to view complaints
2. Quick Read complaints
3. Upload photos as evidence
4. Mark Complaints as Resolved

- SLAs for different complaint types

12:30

← Complaint Summary

Complaint Details




on the road

to. ARN 180311-05


us Assigned

Date 11-Mar-18

types




at main road, Sector 32, Amritsar

 MAP


terrible driving experience on this road...Please take the needful


Complaint Timeline

4 days left




12-Mar-18  
Assigned by Chiranjeet Anand  
Grievance Redressal Officer






11-Mar-18  
Filed by Jaswinder




Comments

 Jaswinder  
I filed 1 week ago - what is happening?  
12-Mar-18

Khushwant Singh

We are working on it sir...you will be informed when the task is completed... your patience is appreciated.  
12-Mar-18


 Write your comments

REQUEST RE-ASSIGN

MARK RESOLVED

- \*Configurable:
  - information capture

← Resolution Evidence

  
UPLOAD  
PHOTOS

Type your comments

MARK RESOLVED

← Request Re-Assign

Why do you want this complaint to be Re-Assigned?

☐ Not a valid complaint

☒ Not my responsibility

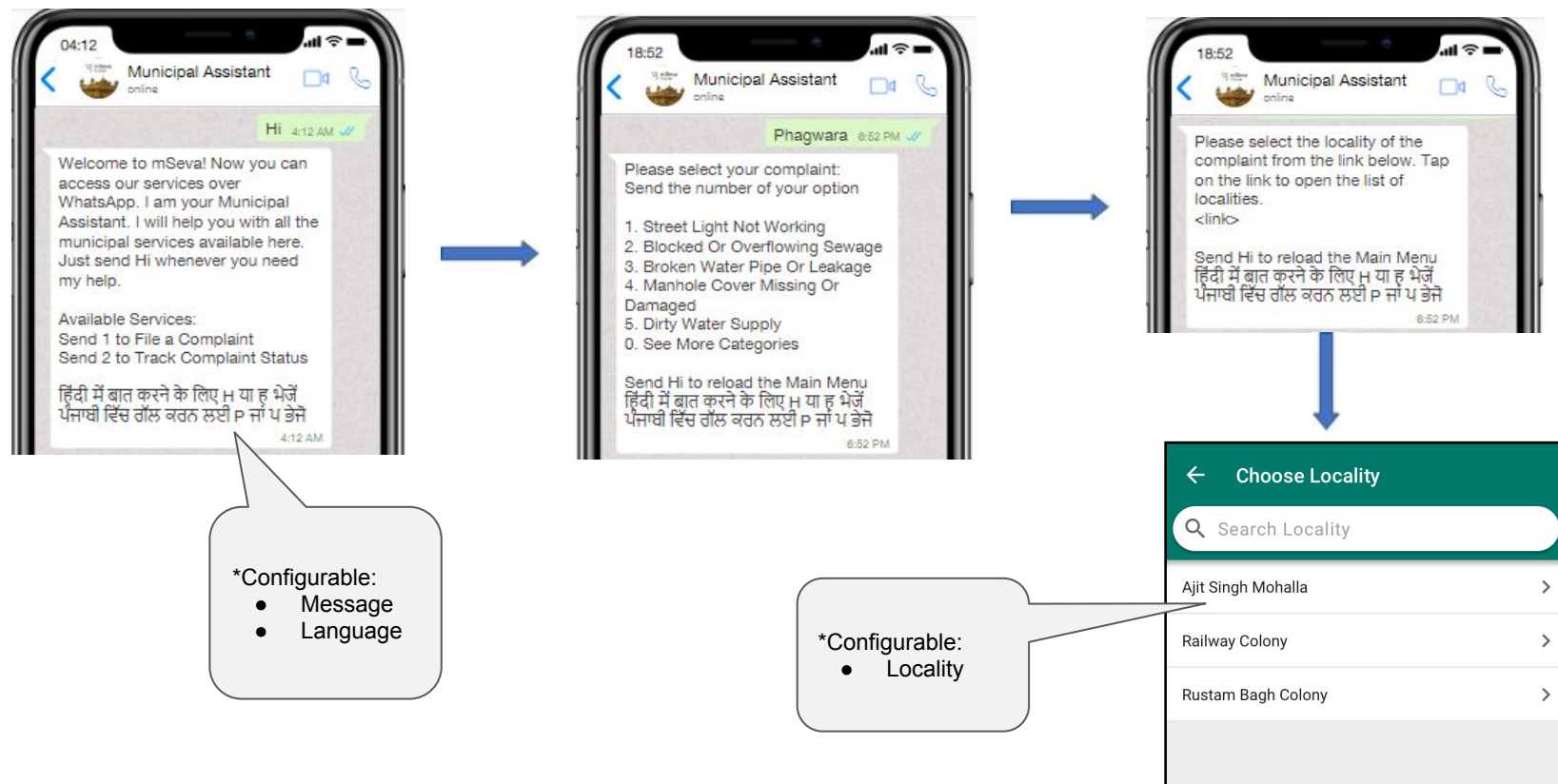
☐ Absent or on leave

☐ Other

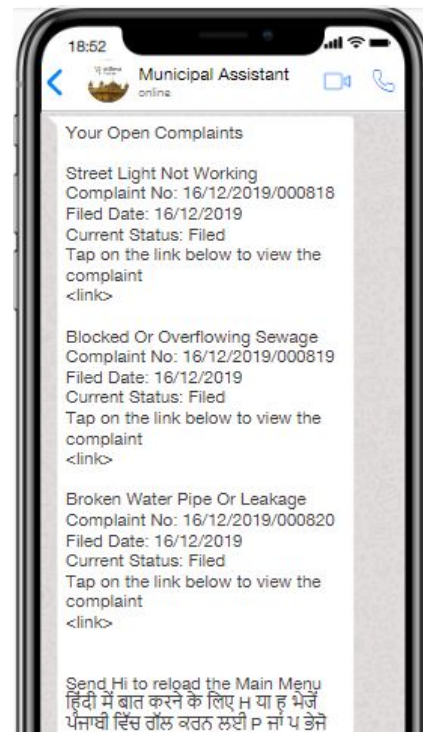
Type your comments

REQUEST RE-ASSIGN

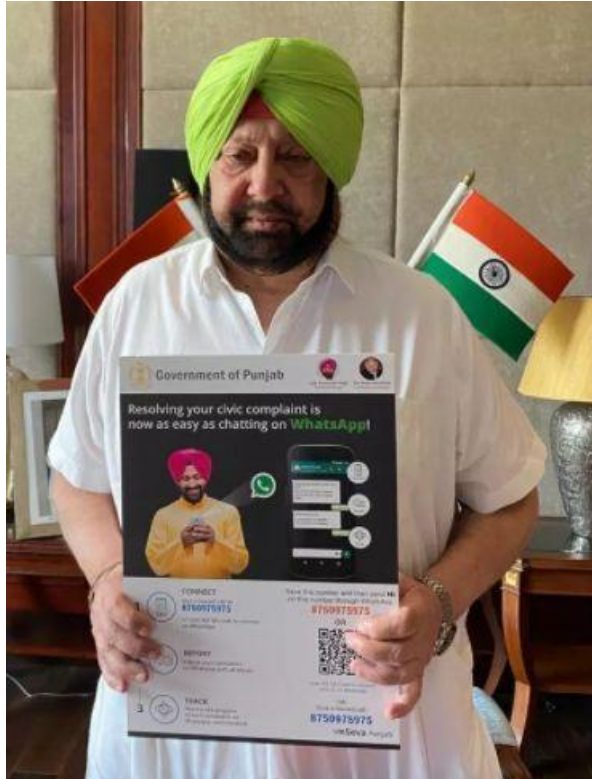
# Whatsapp as a Channel for Filing Complaints



# Whatsapp as a Channel for Filing Complaints



## Whatsapp is being used in Punjab since Aug '20



*Hon'ble CM, Capt. Amarinder Singh launched mSeva WhatsApp Chatbot in Aug '20*

### Resolving your civic complaint is now as easy as chatting on **WhatsApp!**

-  **CONNECT**  
Give a missed call on **8750975975**  
or scan the QR code
-  **REPORT**  
Submit your complaints with all details
-  **TRACK**  
Monitor the progress of each complaints until resolved



Scan the QR Code to connect with us on Whatsapp

OR  
Give a missed call  
**8750975975**

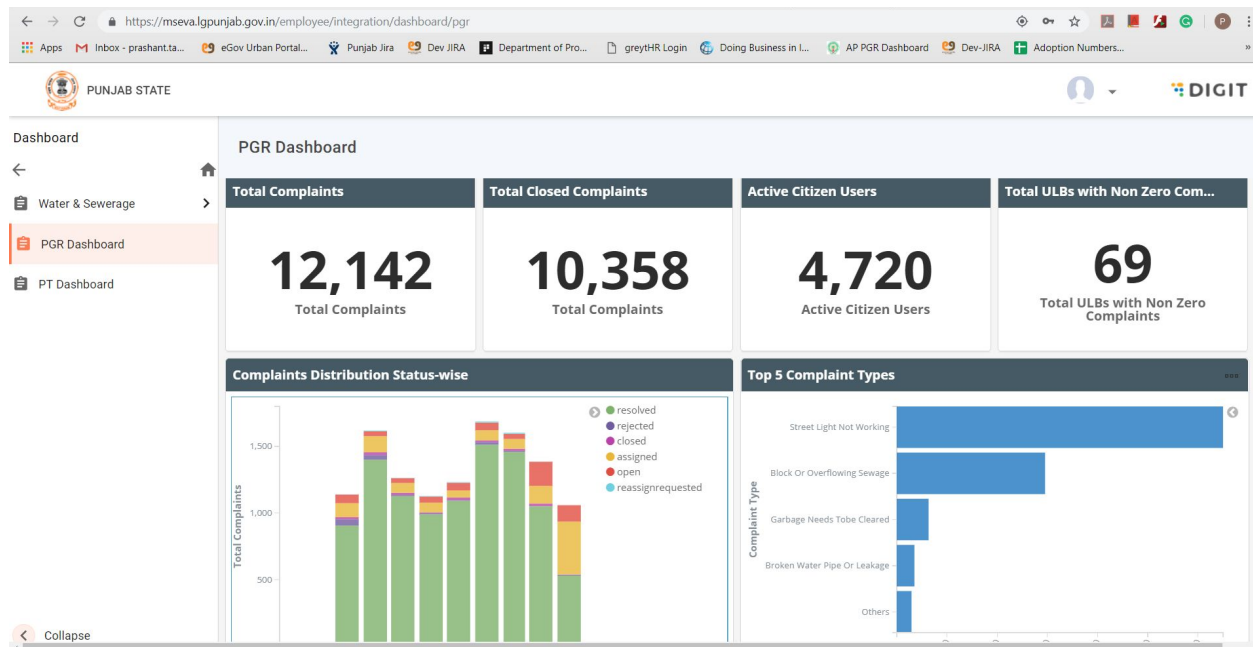


# Dashboards



**LEADERSHIP**  
(Administration)

1. Visibility of incoming complaints and trends
2. Visibility of performance of redressal machinery at all levels
3. Detailed drill downs provided granular information
4. Visualization of complaint data & information







# Thank You

*“UPYOGal Transformation is more about humans than UPYOGal”*

