

Case Study on ———  
**TRANSFORMING  
CITIZEN  
ENGAGEMENT:**

**SCHEME BROADCASTING  
APPLICATION**



In the dynamic landscape of public service delivery, the Scheme Broadcasting Application stands as a transformative and innovative tool designed to bridge the gap between government schemes and the citizens they serve. Rooted in the need for transparent, efficient, and citizen-centric governance, this application represents a cutting-edge solution for disseminating crucial information about government initiatives, programs, and services.

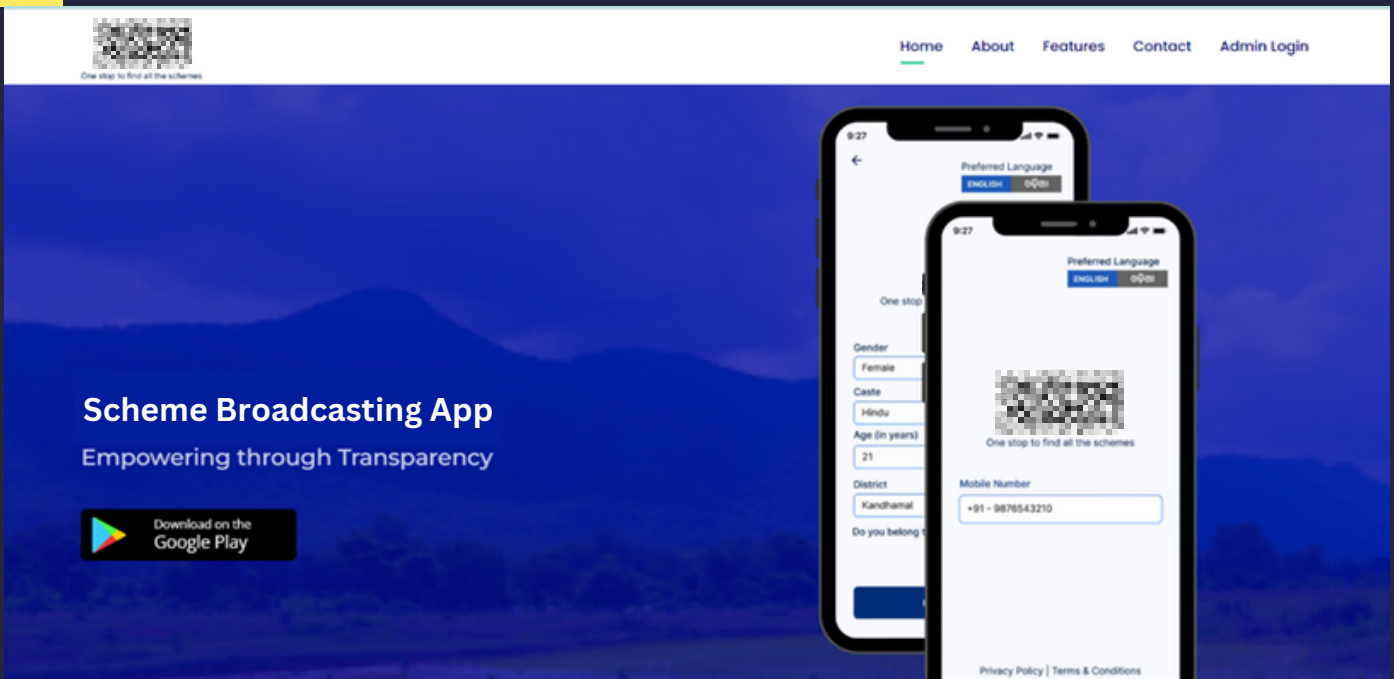
This transformative application is comprised of two integral components:

### **1.Admin Portal**

At its core, the application empowers government administrators with a robust interface to manage and curate listings, ensuring that the information provided to citizens remains accurate and up-to-date. This feature contributes to enhanced governance by streamlining data management and decision-making processes.

### **2.Mobile app or the citizens**

For the citizens of Odisha, this mobile application represents a gateway to a world of opportunities. By simply providing basic demographic details, such as mobile number, district, gender, caste, and age, users can unlock a comprehensive list of government schemes and services applicable to their specific circumstances. It places the power of choice and information in the hands of every citizen, democratizing access to government support.



## Client Details

Name: Confidential

Location: India

Industry: Information and Broadcasting

## Solutions needed for

This Scheme Broadcasting Application that lists the Schemes and Services provided by the Government/Government agencies.

The citizens can log in to the application by providing some basic demographic details like Mobile number, district, gender, caste, age etc.

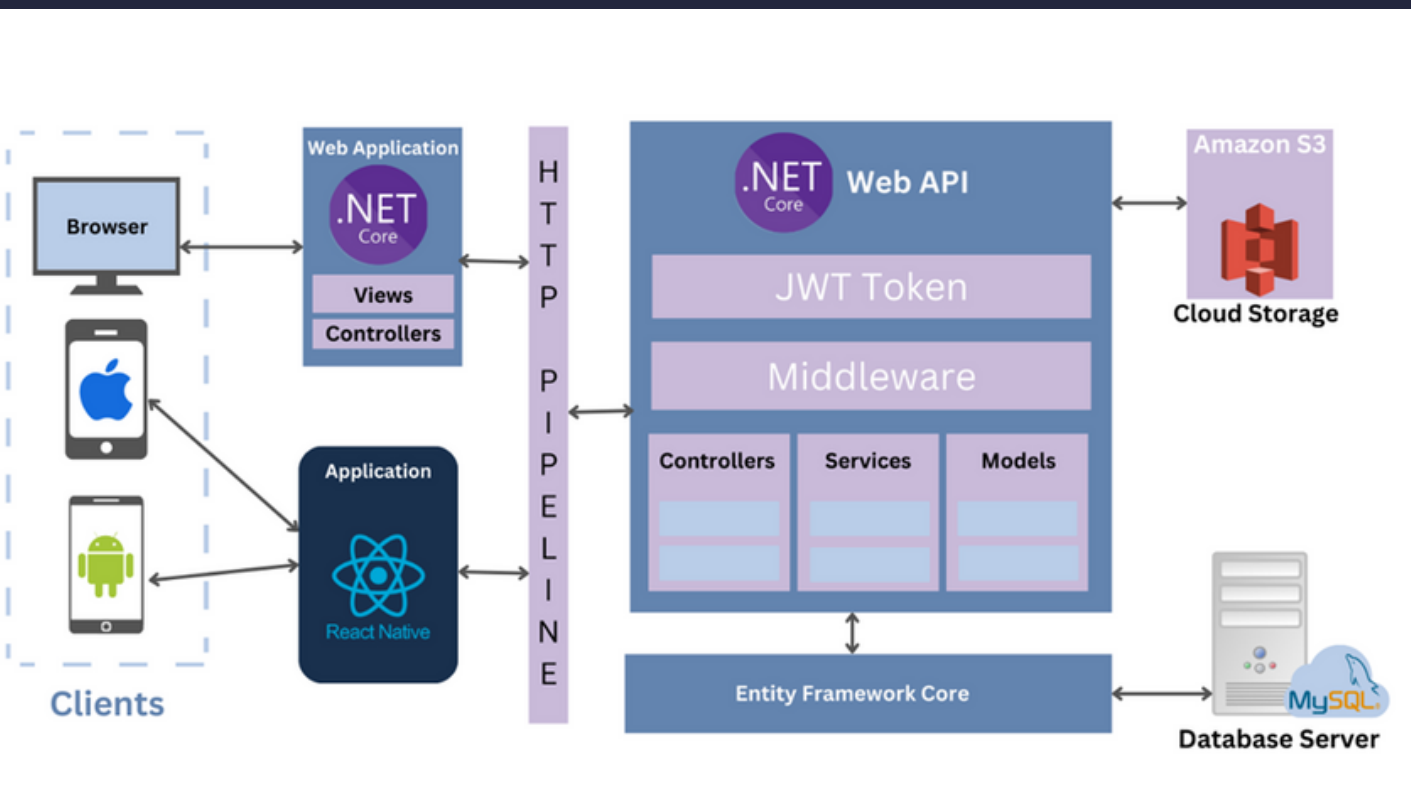
The image shows two side-by-side mobile app screens. The left screen is in English, and the right screen is in Odia. Both screens display a QR code at the top, followed by the text 'Empowerment through Transparency'. Below this is a 'Mobile Number' input field containing '+91 - 9090909090'. At the bottom, there is a 'SUBMIT' button and a link for 'Privacy Policy | Terms & Conditions'.

The application will list the applicable schemes as per the given information.

The image shows two side-by-side mobile app screens. The left screen is in English, and the right screen is in Odia. Both screens display a QR code at the top, followed by the text 'Empowerment through Transparency'. Below this are several form fields: 'Gender' (Female), 'Caste' (SC), 'Age' (28), and 'District' (Boudh). There is also a 'Do you have Ration card?' section with 'Yes' and 'No' options. At the bottom, there is a 'SUBMIT' button.

# Tech Architecture

- Asp .Net Core,
- Asp .Net Core Web API
- React Native
- MySQL
- AWS S3



## Project Overview: Scheme Broadcasting Application

The Scheme Broadcasting Application is a dynamic and transformative project aimed at revolutionizing the way government schemes and services are delivered to the citizens of India. This innovative application addresses the need for a more transparent, efficient, and user-centric approach to disseminating information about various government initiatives.

## Project Objectives:

### 1. Empowering Citizens

The primary goal of the Scheme Broadcasting Application is to empower Indian citizens by providing them with easy access to comprehensive information about government schemes and services. This empowerment fosters a sense of inclusivity and ensures that citizens are aware of and can take advantage of the support available to them.

### 2. Enhancing Transparency

The project seeks to enhance transparency in government operations by making scheme information readily accessible. Citizens can access detailed information about the schemes for which they are eligible, thereby fostering trust and accountability in the government.

### 3. Efficiency and Cost Savings

The application streamlines the process of identifying and accessing government schemes. This efficiency not only saves time for both citizens and government officials but also leads to cost savings by reducing the need for printed materials and physical distribution.

### 4. Multilingual Support

India's linguistic diversity is a key consideration. The application is designed to accommodate multiple languages, ensuring that citizens can access scheme information in their preferred language. This critical feature eliminates language barrier.

## Few key features

### 1. User and Registration Data Input:

The data flow begins when a citizen registers on the mobile application. Users basic provide demographic details, including mobile number, district, gender, phone number, caste, and age.

This information is securely transmitted to the application's backend.

## 2. Data Processing and Validation

The backend server processes and validates the user-provided data. It verifies that the input is accurate and follows predefined data validation rules.

## 3. Scheme Eligibility Assessment:

Based on the user's demographic details, the backend server assesses the eligibility of the user for various government schemes.

It compares the user's data against a database of government schemes and their criteria.

Eligible schemes and services are identified.

## 4. Query to Scheme Database:

The backend server queries a database that contains comprehensive information about government schemes. This database includes details about each scheme's objectives, benefits, application procedures, and contact information.

## 5. User Interaction and Feedback:

Users can interact with the application to select, explore, and seek more details about specific schemes and services.

Feedback from users, such as questions or requests for assistance, can be collected and processed by the application.

# Challenges

## 1. Data Privacy and security

Collecting and managing user data, especially in a government context, requires robust data privacy and security measures to comply with relevant regulations and protect sensitive information.

## 2. User Authentication

Implementing a secure and user-friendly authentication system can be challenging. Balancing ease of use with security is crucial.

## 3. Data Accuracy

Ensuring that the information on schemes and services is accurate and up to date is crucial. Government schemes can change frequently, and keeping the database updated is a challenge.

## 4. User Education

Ensuring that citizens know about and understand how to use the application can be challenging. This might require education and outreach programs.

## 5. Internet Connectivity

In some areas, internet connectivity can be unreliable. The application should be designed to work in low-connectivity environments.

## 6. Device Compatibility

Mobile apps must work on a wide range of devices and operating systems, which can be challenging to ensure.

## 7. Political Support

The success of such an application may depend on political support and buy-in at various levels of government, which can be subject to change.




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# THANK YOU

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