



TECHNOLOGY & GOVERNANCE

PUNE MUNICIPAL CORPORATION



KEY CRITICAL COMPONENTS

Road Map

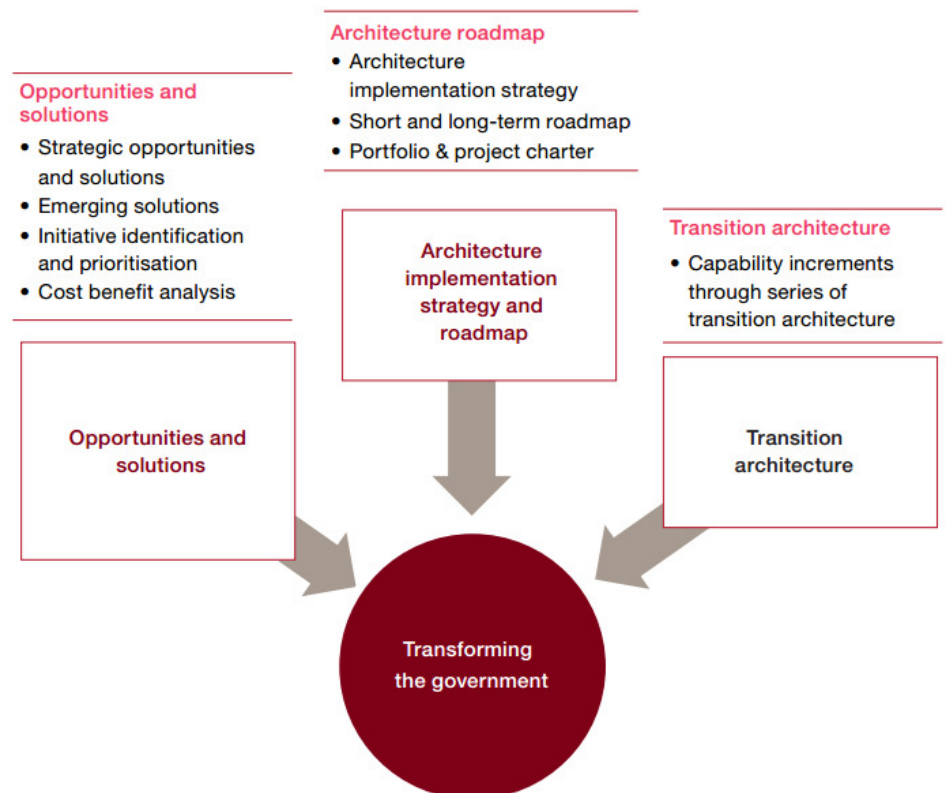
- Plan
- Clarity on Convergence and Integration

People

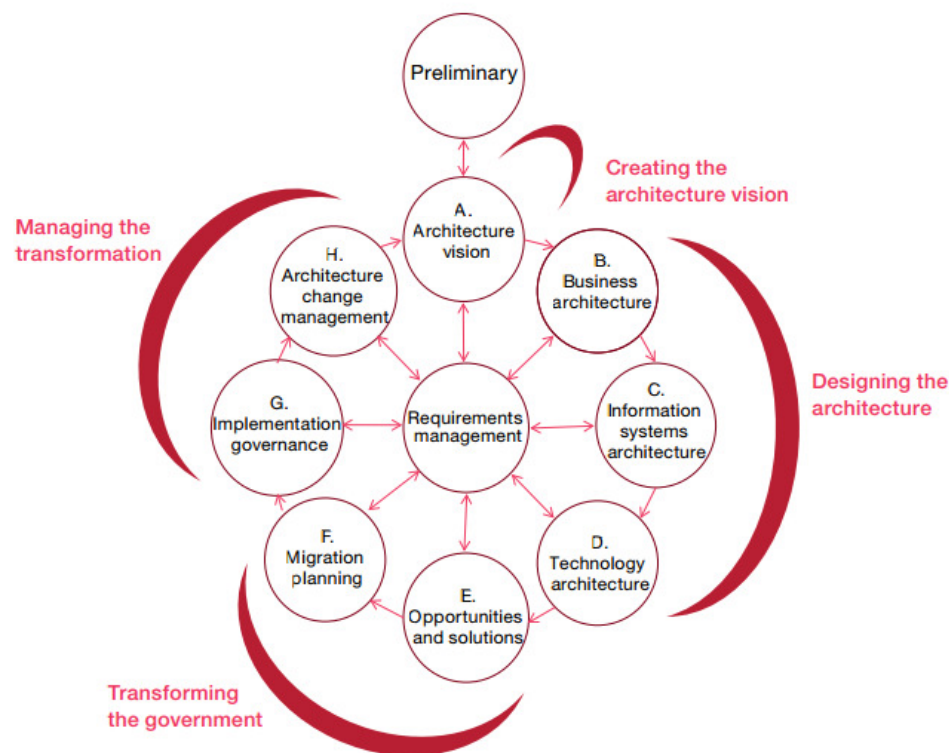
- External Stakeholders
- Internal Stakeholders

Outcome

- Improved Service Delivery
- Economic Benefit
- Transparency and Efficiency
- Reduce Human Touchpoint



TRANSFORMING GOVERNMENT



Getting it
right at the
first time

- Focus on Large Picture-Enterprise Architecture
- Get right team on board
- Don't Duplicate
- Think Open Policy

Technology

- Empower People using Technology
- Technology as a facilitator
- Design Ecosystem

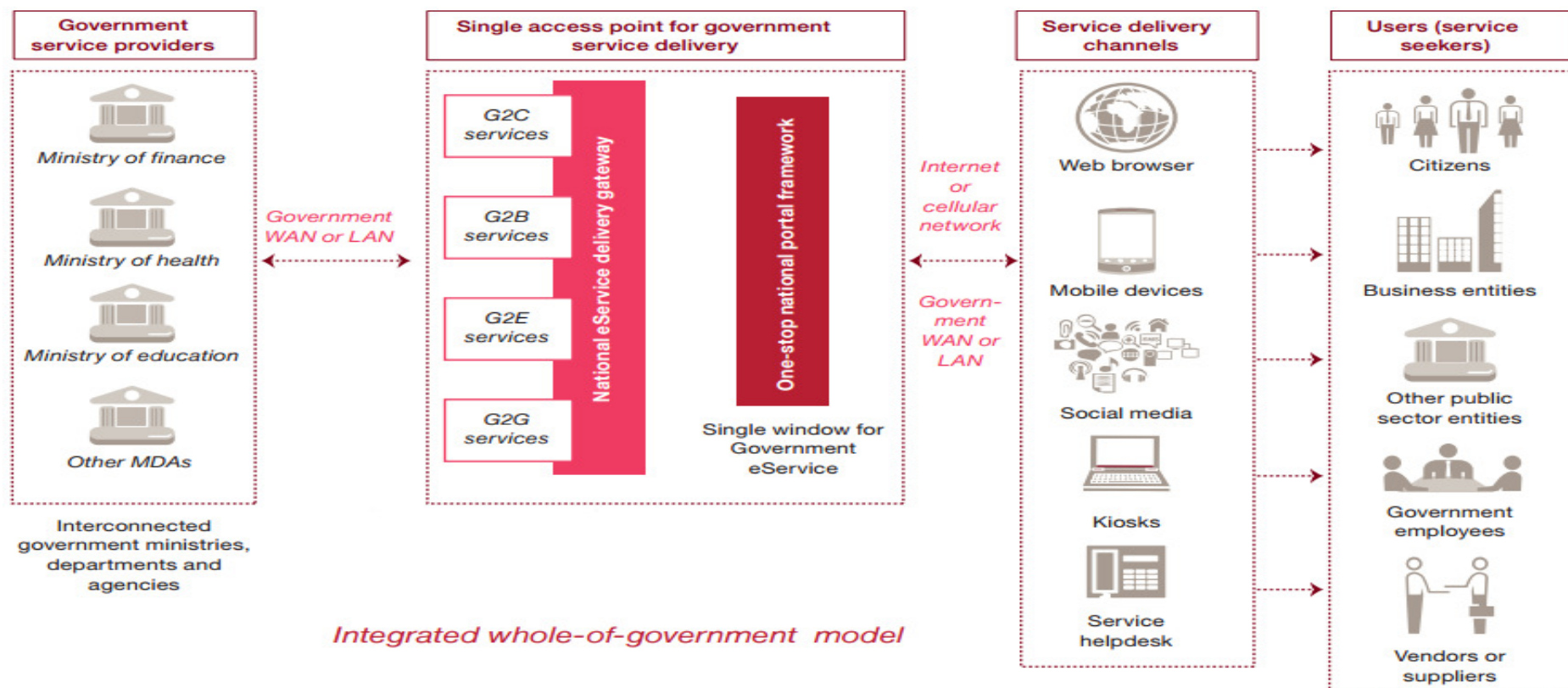
Planning

- Financial
- Focus on Convergence
- Institutionalise Change

Engage

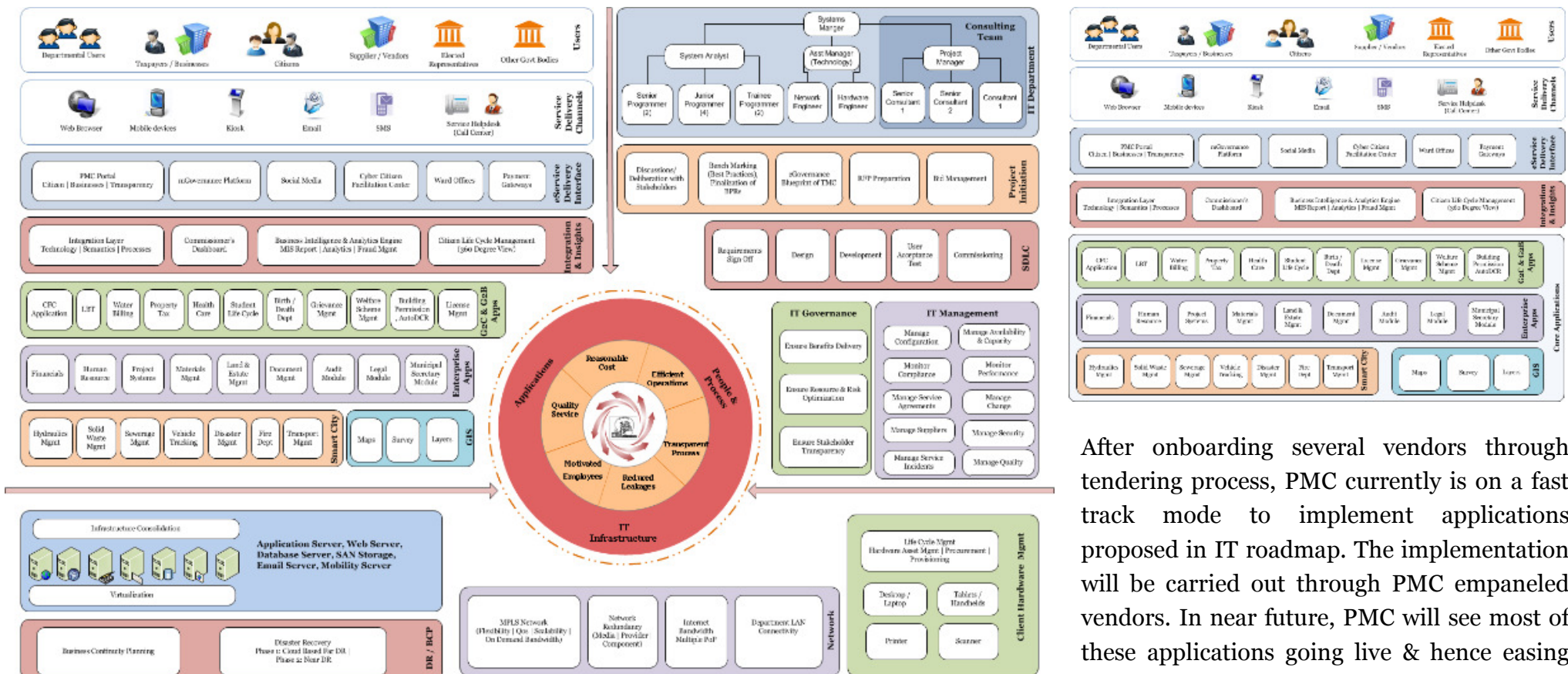
- Experts
- Intended I/E Stakeholders
- Use Platform for engagement
- Communicate and Engage

INTEGRATED MODEL



Smart Governance Blueprint @PMC

Proposed e-Gov Blueprint for Pune Municipal Corporation



After onboarding several vendors through tendering process, PMC currently is on a fast track mode to implement applications proposed in IT roadmap. The implementation will be carried out through PMC empaneled vendors. In near future, PMC will see most of these applications going live & hence easing out the service delivery for citizens.

Smart Governance Focus Areas

Smart Governance Focus Areas at PMC



**Smart Governance
@ PMC**

SMART Governance is about the future of the public services, it's about greater efficiency, community leadership, mobile working and continuous improvement through innovation.



**DIGITAL CAPABILITY:
CITY MISSION**

Far-sighted, dynamic and integrated platform of digital capability awareness, education and capacity building programs.



**DIGITAL CAPABILITY
@ PMC**

Digitally literate employee will possess a range of digital skills and an ability to engage with online communities, to provide proactive and responsive governance.



**Connected
Communities**

In 21st century communities will play critical role in shaping the future of city management landscape. Onboarding of various agencies on common platform to connect, share ideas and collaborate to deal with chronic issues prevailing in the societies.

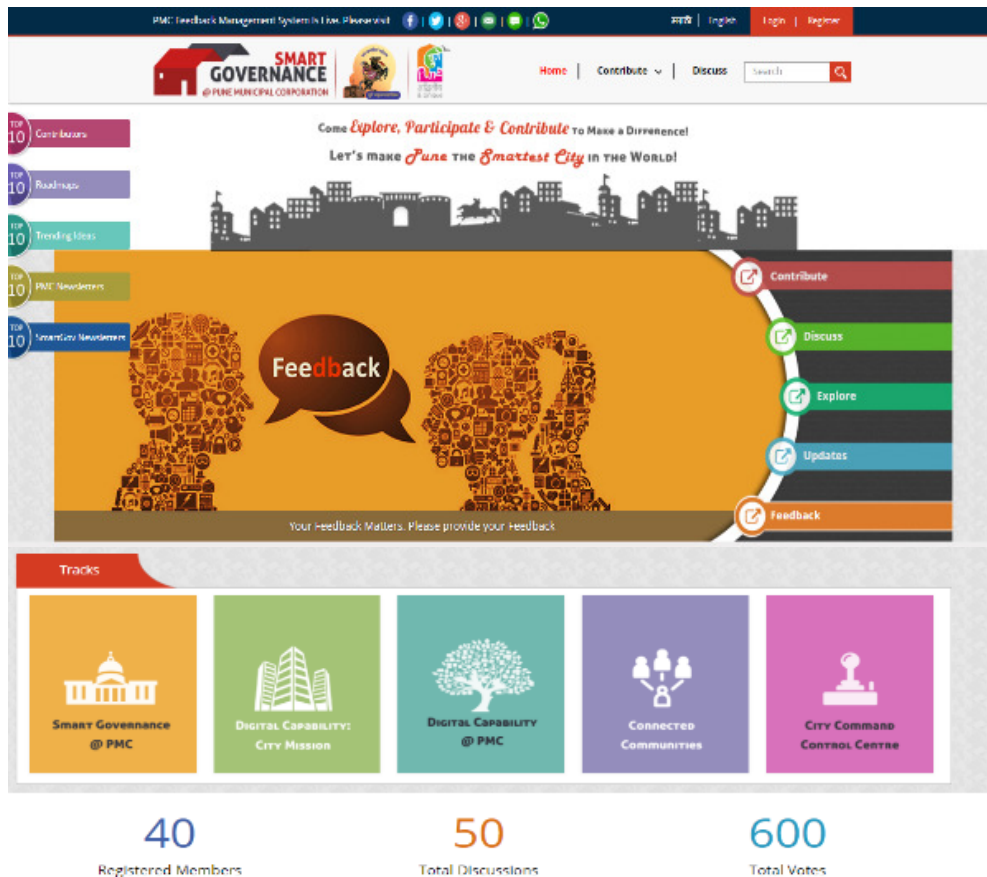


**CITY COMMAND
CONTROL CENTRE**

By 2025, Pune City's population is expected to increase to 67 lakhs, and it would be critical to the management of this large urban agglomeration to gather data and video feeds from multiple data sources and manage them effectively, on real time basis.

Smart Governance

PwC's Smart Gov Portal – interactive Portal and Repository for all e-gov Projects



User Login

- Using Social Media
- Using Email
- Using Mobile Number

Social Media Integration

- FB/Twitter/Google+

Discussion Forums

User Post Moderation

Department wise Forums

Trending Ideas

- By most Up-voted
- By most Discussed
- By most Visited
- By most shared on Social Media

News and Update

Statistics

- Total Visitors
- Total Page Views
- Total Discussion Threads
- Total Comments
- Total Shared

PMC Smart Governance Blueprint

Selected/ On-boarded Vendors for each Tender

Selection of System Integrator for Design, Development and Maintenance of PMC Portal



Empanelment of Vendors for Software Development



Empanelment of Vendors for Mobile Applications Development



Selection of Agency for Call Centre Services



Selection of Agency for Supply of Technical Manpower



Enabling Wi-Fi services at PMC



Appointment of CFC & Kiosk Vendor

In Progress

Development of PMC Dashboard (tender or Scope of work for empaneled vendors)

In Progress

Selection of Agency for Carrying Out Geo-enabled Tree Census using GIS & GPS



Selection of Managed Cloud Service Provider



Property Tax GIS Survey



EOI Payment Aggregator (in progress)



Enterprise GIS Infrastructure



Enterprise Resource Planning (ERP)

In Progress

Scanning & Digitalization

In Progress

Network of Smart Elements

In Progress

IT Policy Implementation

PwC's Role in Formation of IT Infrastructure Policy

Data Centre and Disaster Recovery

- Augmentation of the existing servers and storage to cater future needs
- Estimate future storage and computing needs to the most optimum level and procure accordingly
- Infrastructure consolidation and revamp
- Creation of a DR and BCP implementation plan
- Necessary support to the infrastructure setup in the DC and DR

Client Infrastructure

- Provide latest configuration desktop, printers, scanners etc. for remaining 30% cases where old hardware is being used
- Procurement of IT infrastructure with min. 3 years maintenance provided
- Ensure proper maintenance of the existing client infrastructure through AMCs (if not existing)
- Client asset management

- Bandwidth augmentation to better cater peak loads
- Check feasibility of MPLS or broadband connectivity
- Ensure appropriate LAN setup in the office (structured cabling)
- Undertake a network planning exercise to gauge the current bottlenecks and future needs

Network Connectivity

- Eliminate old servers and OS
- Procurement of required database and OS licenses
- Application rationalization along with IT infrastructure usage by these applications
- Software license management

Applications / Licenses

IT Policies

Active Directory Implementation

- POC successful at IT Dept.
- Data collection of all users in progress
- PMC wide rollout of AD in 2 months time (Simultaneous training of PMC employees)

Password Policy

Email Policy

Laptop Security Policy

Internet Access Policy

User Policy

Local Desktop Policy

Account Lockout Policy

Audit Policy

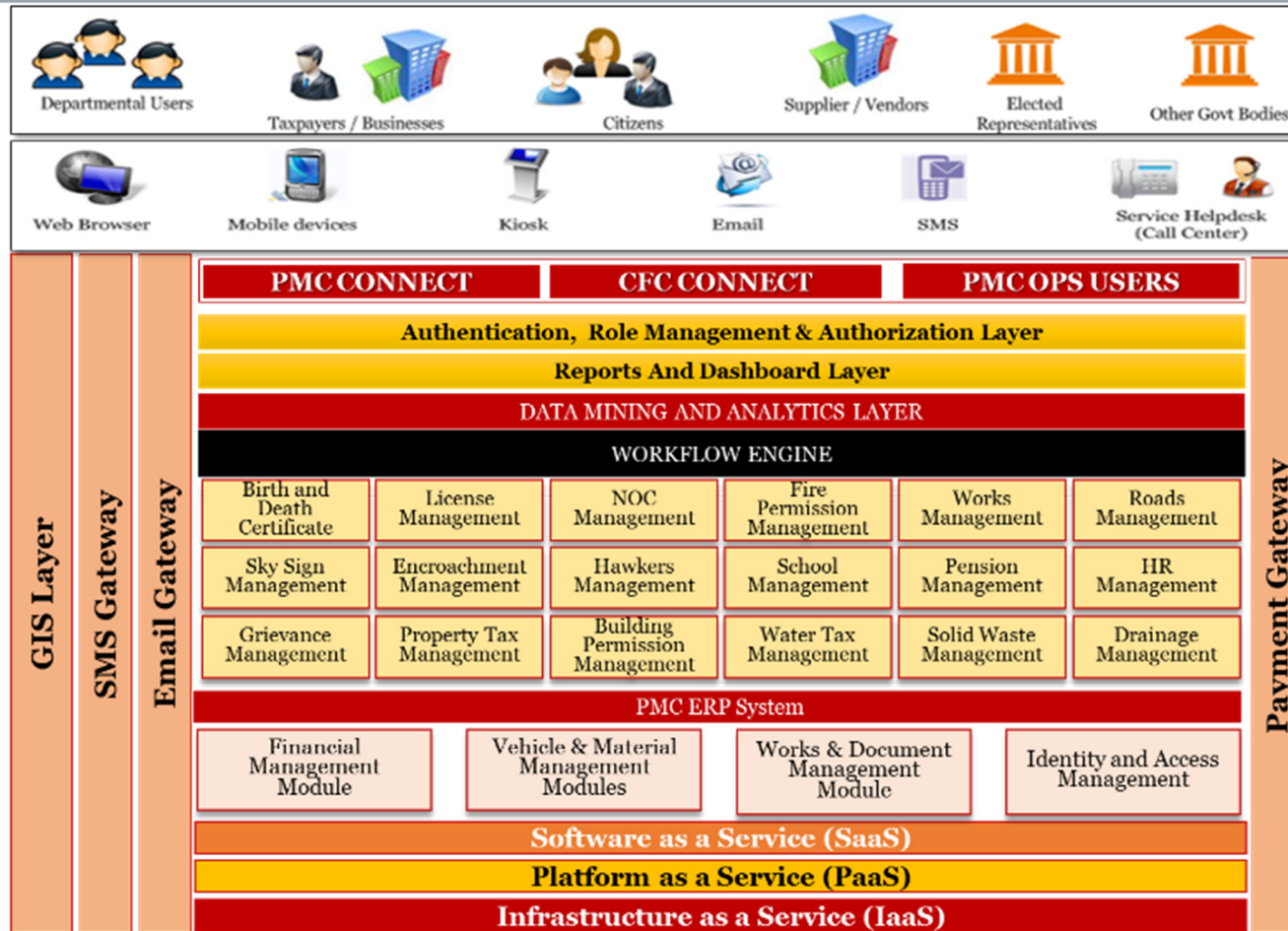
Antivirus Policy



ONLINE SERVICES @ PUNE MUNICIPAL CORPORATION

Services Delivery Digitization

Service Delivery Architecture



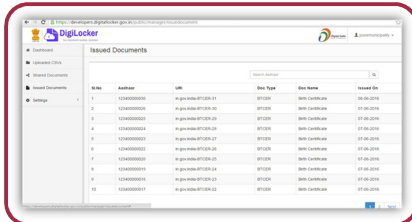
Services Delivery Digitization

Aadhaar , DigiLocker and eSign Integration



Common Citizen Identity

- Aadhaar would be common citizen identity at PMC
- Provision for Citizens to integrate his/her Aadhaar number is under implementation by Probity
- Key Modules like Property Tax, Building Permission, Water Tax, Grievance Redressal need to have Aadhaar interface for citizen verification.
- Aadhaar Roadmap to be planned and implemented at PMC



Digital Locker

- Testing Completed by Probity and GoI team with Birth and Death Module.
- Certificates/NoC will be integrated with Digi-Locker Account of citizens
- Dependency on Cloud Ecosystem to go Live.
- PoC with Education department and Establishment Department is to be planned
- By Dec-16 all certificates and NoC will be integrated with Digi Locker of citizens with Aadhaar number.



eSign

- Third Phase Integration is in progress with CE Department
- CDAC is supporting the integration
- Proposed Integration with Property Tax, Water Tax, Birth and Death , and CFC modules in coming months
- Need dedicated support from CDAC at PMC to roll this solution for at-least 6 months.
- Currently providing Support over email.

Services Delivery Digitization

Roadmap Preparation

- 1. Finalization of team structure and appointment of IT Nodal officers for each department in PMC
- 2. Identification of IT SPOCs for seamless coordination amongst departmental stakeholders and PwC consultants
- 3. Meeting with Departmental HoDs and departmental IT nodal officers for requirements gathering
- 4. Preparation of IT roadmap for 25+ key departments in PMC with identification of specific software applications and mobile applications necessary for each department
- 5. Preparation of detailed report and sign off from concerned stakeholders

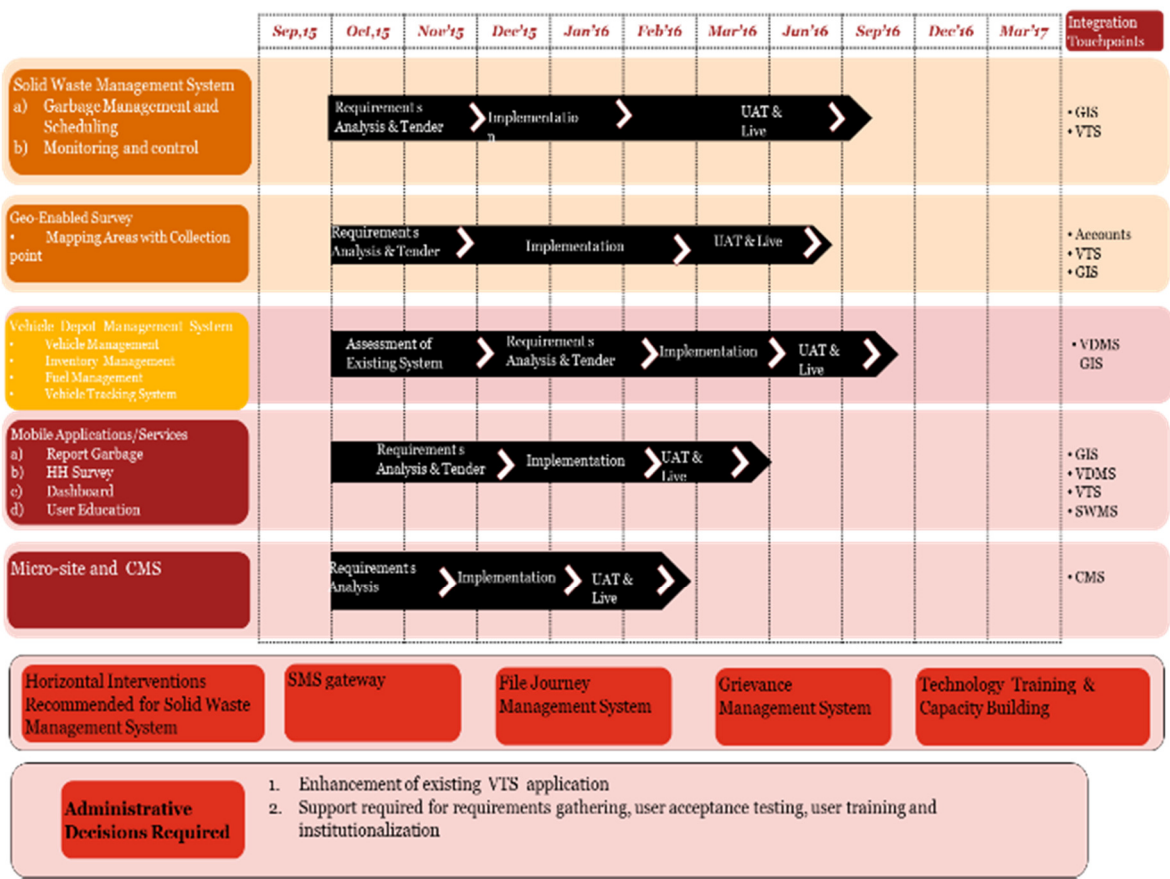
20+
Departmental
Dashboards

15+
Mobile
Applications

15+
Applications with
GIS Integration

40+
Software
Applications

Sample Departmental Roadmap



Services Delivery Digitization

List of Citizen Services Digitized in PMC

#	Service Name	Service Type	Service Request		Automated Processing (w/o Manual intervention)	Service Output - Certificate/License			Digitization Score	Max score
			Web	CFC		Web	CFC	Digital Locker		
1	Drainage Pipeline	RTS	Yes	Yes	No	Yes	Yes	No	2	4
2	Birth Certificate	RTS	Yes	Yes	Yes	Yes	Yes	Yes	4	4
3	Death Certificate	RTS	Yes	Yes	Yes	Yes	Yes	Yes	4	4
4	Zone Dakhla	RTS	Yes	Yes	No	Yes	Yes	No	2	4
5	Final Fire NOC	RTS	Yes	Yes	No	Yes	Yes	No	2	4
6	Marriage Registration	RTS	Yes	Yes	Yes	Yes	Yes	No	3	4
7	Commencement Certificate	RTS	Yes	Yes	No	Yes	Yes	No	2	4
8	Plinth Certificate	RTS	Yes	Yes	No	Yes	Yes	No	2	4
9	Occupancy Certificate	RTS	Yes	Yes	No	Yes	Yes	No	2	4
10	PTax Transfer by Heir w/o Objection	RTS	Yes	Yes	Yes	Yes	Yes	No	3	4
11	PTax Transfer by Heir With Objection	RTS	Yes	Yes	Yes	Yes	Yes	No	3	4
12	PTax Extract	RTS	Yes	Yes	Yes	Yes	Yes	No	3	4
13	Part Plan	RTS	Yes	Yes	No	Yes	Yes	No	2	4
14	Fire NOC	RTS	Yes	Yes	No	Yes	Yes	No	2	4
15	PTax No-Dues Certificate	RTS	Yes	Yes	Yes	Yes	Yes	No	3	4
16	Water Connection	RTS	Yes	Yes	No	Yes	Yes	No	2	4
17	Property Transfer Form(PT 5)	CFC Service	Yes	Yes	No	Yes	Yes	No	2	4
83 Services as part of scope										
79	MARRIAGE HALL LICENCE	CFC License	Yes	Yes	No	Yes	Yes	No	2	4
80	JUICE CENTER BUSINESS LICENSE	CFC License	Yes	Yes	No	Yes	Yes	No	2	4
81	पानपट्टी विक्री दुकान परवाना	CFC License	Yes	Yes	No	Yes	Yes	No	2	4
82	Salons Beauty parlor license	CFC License	Yes	Yes	No	Yes	Yes	No	2	4
83	LODGING HOUSES LICENSE	CFC License	Yes	Yes	No	Yes	Yes	No	2	4

Services Digitization

1. Business requirements gathering from various departments in PMC (15 departments)
2. Preparation of Scope of work for vendor onboarding
3. Proposal review and assessment of commercials submitted by the vendor (Price negotiations)
4. Project monitoring activities for implementation of modules
 - Support vendor in Requirements gathering
 - Preparation of dashboard designs and wireframes for each module
 - Training and Handholding with PMC employees
 - Software testing report
 - Software Module sign off support

Final Digitization Score

RTS	41	64	64%
CFC Service	92	184	50%
CFC License	42	84	50%
TOTAL	175	332	53%

Overall PMC wide Services Digitization Score: 53%

Services Delivery Digitization

New Departmental Portals & Dashboards Implemented At Pune Municipal Corporation- Implementation Agency : Probity

RTS Portal @ PMC

RTS Portal @ PMC

RTS Dashboard

Category	Applications Disposed	Applications Reverted	Applications In-process
Total Applications Received	238	2335	950
Total Applications Received Through Aaple-Sarkar	7	190	83
Total Applications Received Through PMC-Connect	231	2145	867

Service Delivery Status

Number of Services Through RTS

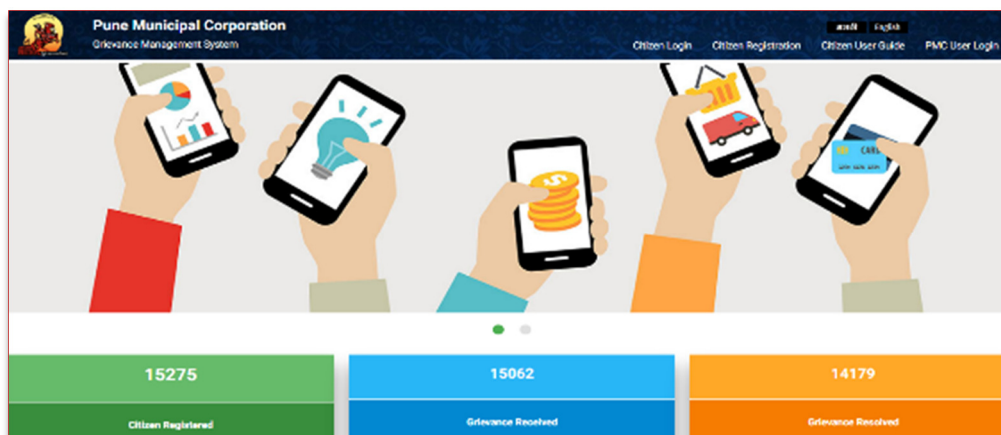
Department Wise Status

Department Wise Application Delivery Status

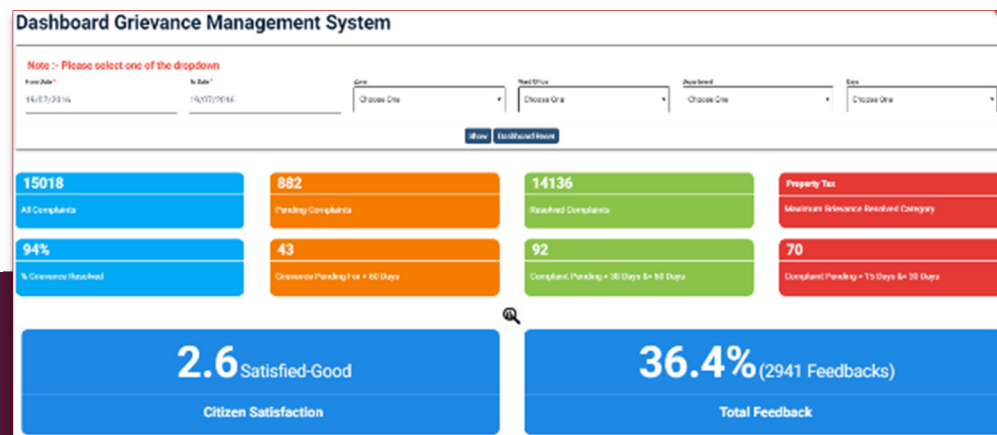
Services Delivery Digitization

New Departmental Portals & Dashboards Implemented At Pune Municipal Corporation- Implementation Agency : Probity

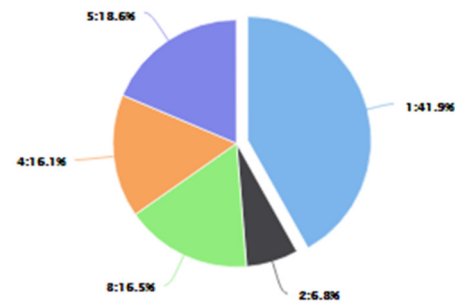
Grievance Portal @ PMC



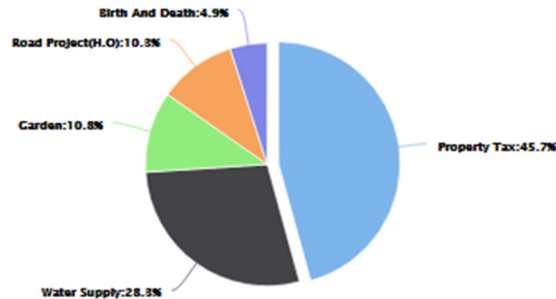
Grievance Dashboard



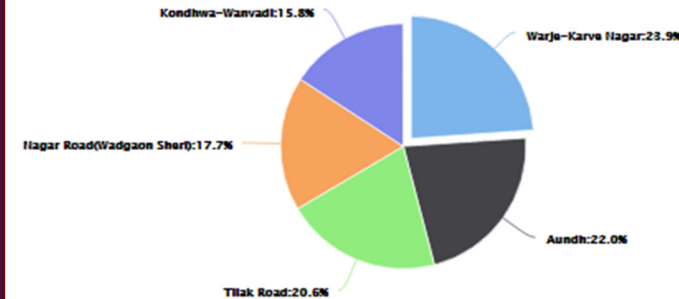
Overall Feedback



Ward Office Feedback



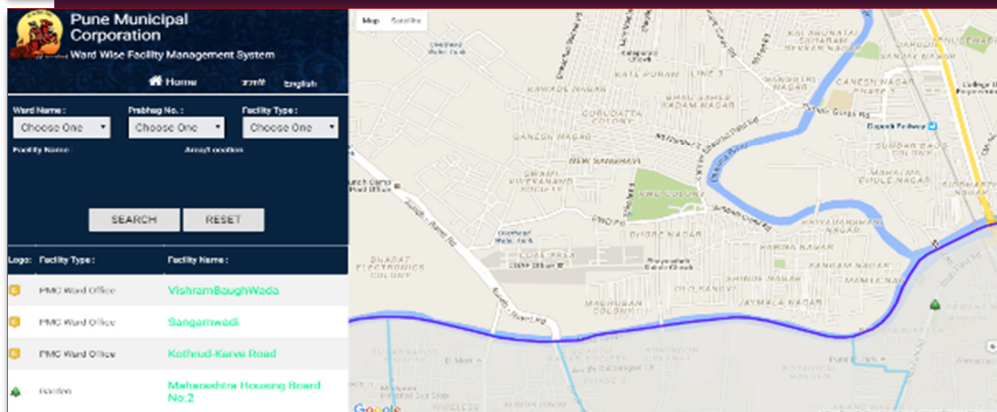
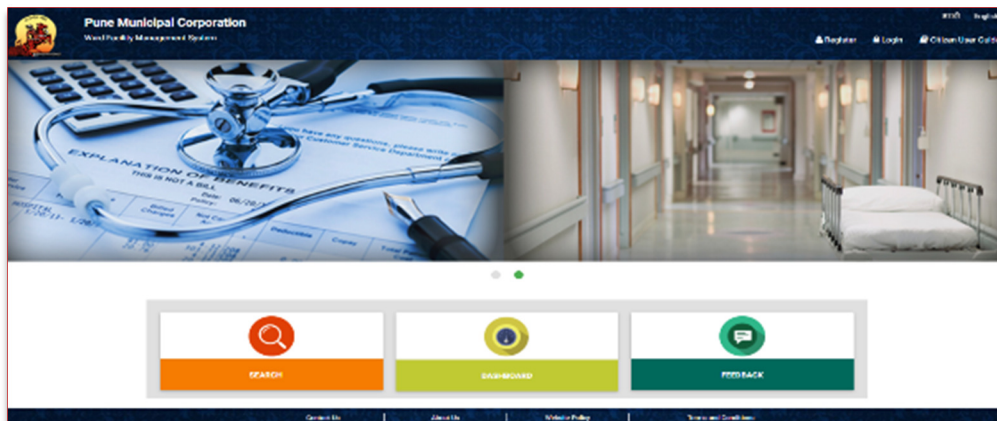
Department Feedback



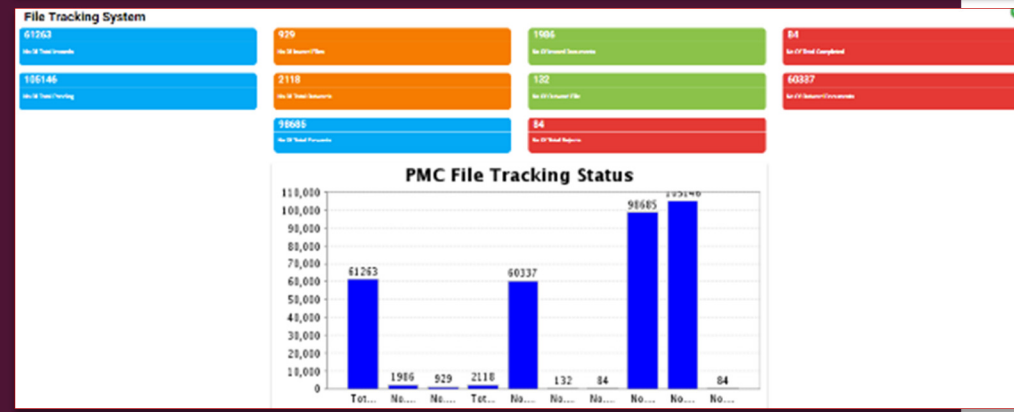
Services Delivery Digitization

New Departmental Portals & Dashboards Implemented At Pune Municipal Corporation- Implementation Agency : Probity

Ward Facility Management System @ PMC



File Tracking System @ PMC



Services Delivery Digitization

New Departmental Portals & Dashboards Implemented At Pune Municipal Corporation- Implementation Agency : Probity

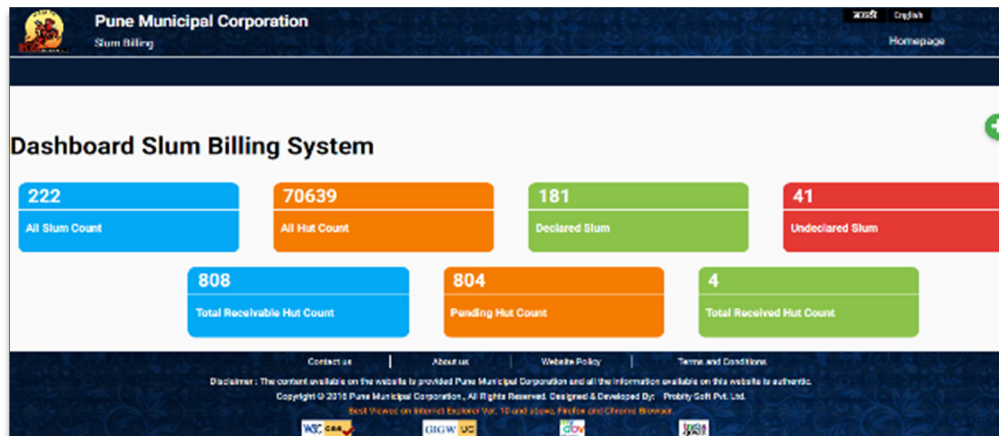
Slums Management Portal @ PMC

Pune Municipal Corporation
Slum Billing

Dashboard

User Name
Password
LOGIN
[Forgot Password?](#)

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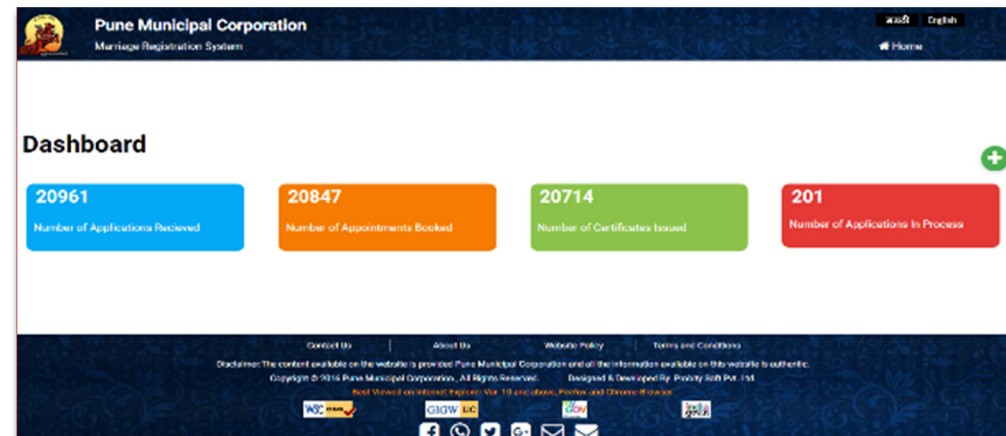


Marriage System @ PMC

Pune Municipal Corporation
Marriage Registration System

Dashboard

Username
Password
LOGIN
[Forgot Password](#)



Services Delivery Digitization

New Departmental Portals & Dashboards Implemented At Pune Municipal Corporation- Implementation Agency : Probity

Legal Management Portal @ PMC



Pune Municipal Corporation
Legal Department System

English

DASHBOARD

User Name :

Password :

LOG IN

Forgot Password?





Pune Municipal Corporation
Legal Department System

English

Home

Dashborad

17882

Total Registered Cases

11683

Cases Resolved

6199

Cases Pending

65%

Cases Resolution

28

Total Number Of Courts

93

Advocate

16434

No.Of Civil Cases

1445

No.Of Criminal Cases

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Social Development Department Portal @ PMC



Pune Municipal Corporation
Social Development Department (SDD)

English

Home

User Name :

Password :

LOG IN


Forgot Password?



Social Development Department



HOW TO APPLY FOR SCHEME ?



DOCUMENTS REQUIRED



FEESING & WAIVER



DISBURSED











Pune Municipal Corporation
Social Development Department (SDD)

English

Home

6

No of Parent Schemes

69

Total No of scheme

1296

Total Applications

1099

Application Sanctioned

83

Applications pending

710854200.00

Total Budget

5765590

Amount Disbursed

0

Numbers Of Cheques Issued

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Services Delivery Digitization

New Departmental Portals & Dashboards Implemented At Pune Municipal Corporation- Implementation Agency : Probity

Disaster Management portal @ PMC

Pune Municipal Corporation
Disaster Management Portal

Dashboard

*** NOT AN EMERGENCY ***

User Name

Password

LOGIN

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 Last checked on: 14/07/2016 10:10:10 AM. All rights reserved.

Disaster wise Details

Sr.No.	Disaster	Count
1	Fire	256
2	Oil Spillage	12
3	Flood	19
4	Accident / Rescue	7
5	Water Drowning	5
6	Building Collapse	4
7	Animal Threat	2
8	Gas Leakages	2
9	Tree Felling	2
10	Earthquake	1
11	Terrorism	1
12	Health	1
13	Tsunami	1
14	Cyclone	1

Electronic Bill Reconciliation Portal @ PMC

Pune Municipal Corporation
Electrical Bill Reconciliation System (EBRS)

Dashboard

User Name

Password

LOGIN

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Pune Municipal Corporation Electrical Bill Reconciliation System (EBRS)

Dashborad

14 Number of High Tension Connections	2717 Number of Low Tension Connections	2353 Number of 1 Phase Connections	378 Number of 3 Phase connections
5867080 MIS/IT Bill Paid	45423 IT Bill Paid		



Pune
Municipal
Corporation

- A

A

+ A

English ▾

Help ▾



PMC ▾

CITIZEN

EMPLOYEE

DEPARTMENTS ▾

RESOURCES

CONTACT US

Key Initiatives

Online Services

Pune Appstore

Dashboard



Right to service Act [RTS]



Birth & Death



Marriage



Final Fire NOC



Tax Payments & Enquiries / NOC's



Commencement



Plinth Checking



Occupancy



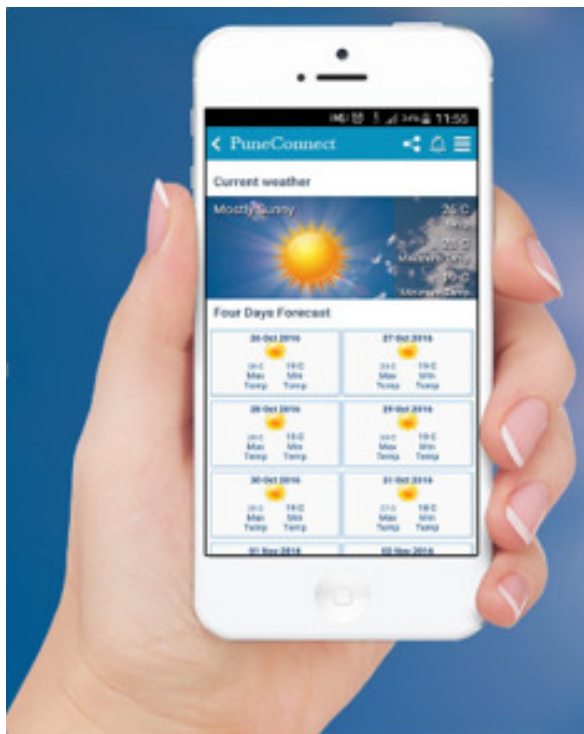
Fire NOC



1 of 2

Next >

FEEDBACK



MOBILITY SOLUTIONS @ PUNE MUNICIPAL CORPORATION

PMC Mobile Application Rollout Approach

Publish

About City
Business
History and Heritage
Things to do
Events
Process
Important FAQs
How Do I
Where Do I
Who to contact
Election SoPs
Emergency

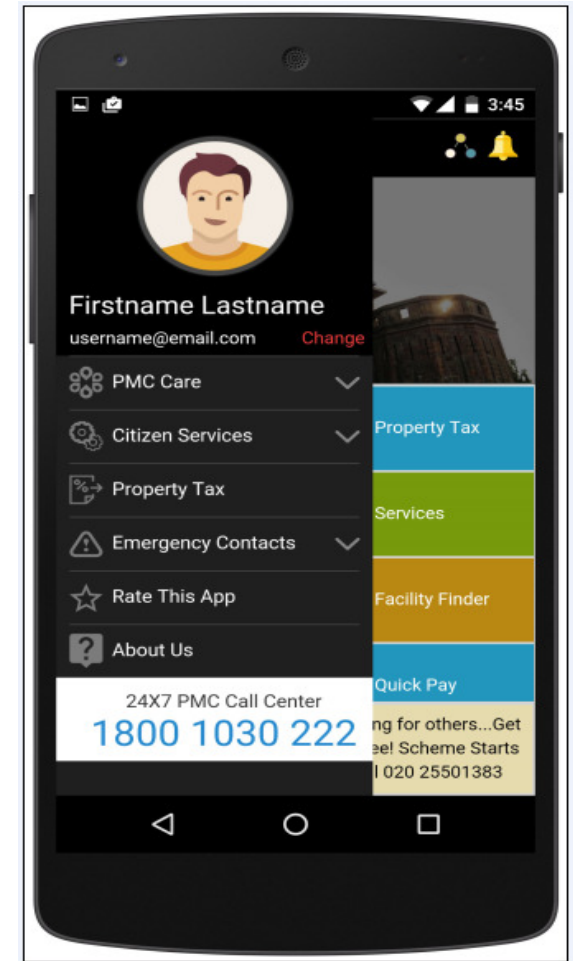
Interact

Inform and Update Citizens
Publish Advisory
Dos and Don't Update
Report Garbage/
Encroachment/ Drainage
Feedback of public works
through Crowd-Sourcing
Citizens Forums and Interest
Groups
Polling and Suggestion

Transact

Book Appointment at
Clinics/HoDs
Pay Taxes
Pay Fees/Penalties
Delivery of Services
Grievance Redressal
Issue/Renew Licences and
Permits
Check Validity of Licence

PuneConnect City App



m-Governance

Phase 1: Mobile Payments

Property Tax	Water Tax	Local Body Tax	Professional Tax
Vendor Tax	License Fees	Approval Fees	Birth Certificate Fees
Death Certificate Fees	Registration Fees	Fine and Penalties	Vendor

- Single Payment Gateway to all Services
- 24*7 Availability, Accessibility
- Payment through Mobile Wallet/ Internet Banking/ Debit Card/ Credit Card
- Track Transaction, History and Generate Receipt
- Single Window or User Registration
- Reduced Footfalls at Ward Offices / CFCs
- Online Fund Transfers

m-Governance

Theme 2: Locate & Access Public Utilities

Toilets	Hospitals	Schools	Colleges
Police Station/ Chowkies	Fire Brigade Station	Clinics	Bus Stops
Heritage Sites & Museum	Parks and Zoos	Parking	Government Offices
Municipality Offices	Work shop Places	Shopping Places	Cinemas
Libraries	Eateries	Locate IT Companies	Yellow Pages

24*7 Availability, Accessibility

Feedback and Rating through mobile app

On the go Assistance to citizens in any language

Geo-Tagged Location will provide assistance to specially abled and blind citizens through mobile app

Tourists could use it while exploring Pune

Module could generate Revenue through online marketing through mobile app of Pune City

Visitors suggestions could be collected

Theme 3: Licenses and Registration

Register for
Property Tax

Register for
LBT

Register for
Water Tax

Register for
Marriage

Birth
Registration

Death
Registration

Doctors
Registration

Pets
Registration

Sky Sign
Registration

Bidder
Registration

Nursing
Home/Clinic
Licence

Beauty
Parlour
Licence

Saloon
Licence

Lodging
Licence

Flour Mill
Licence

Pan Shop
Licence

Theatre
License

Mobile
Tower
Licence

Street
Vendor
Licence

24*7 Availability, Accessibility

Registration/License copy could be made available over mobile

License /Registration could be delivered at the door step if requested

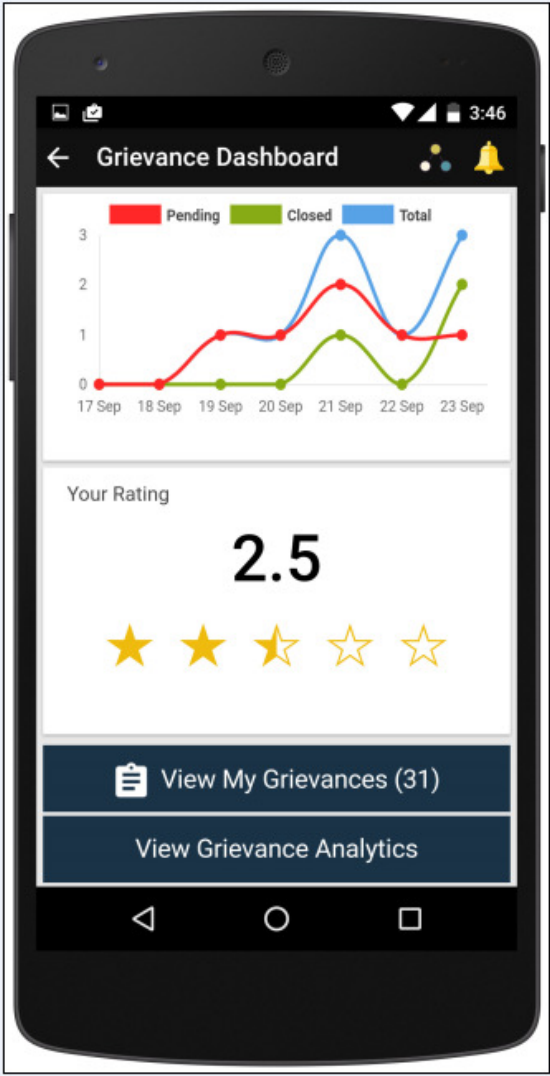
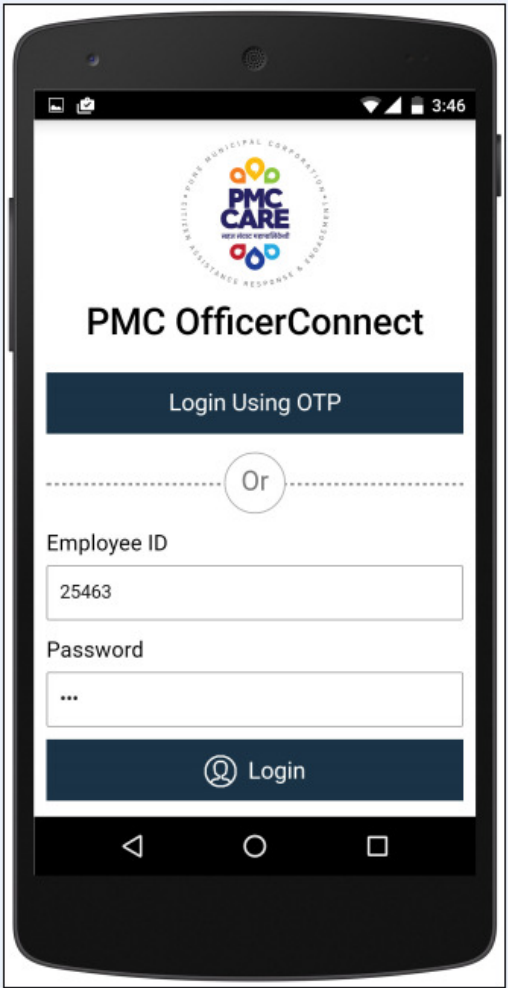
Business Process Re-engineering of registration and license issuance

First City to Promote Make in India by simplifying licenses process to attract business

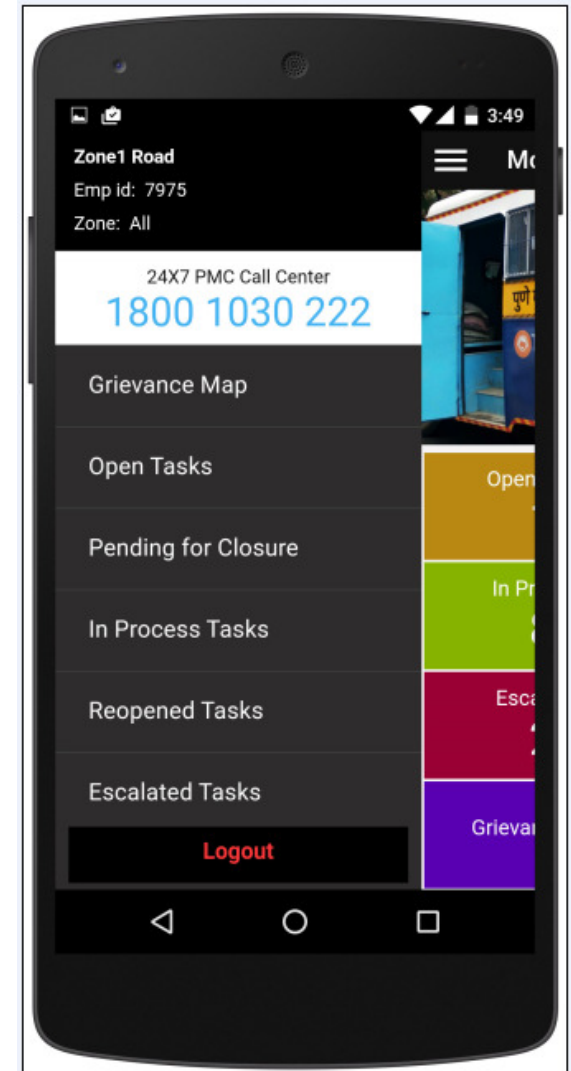
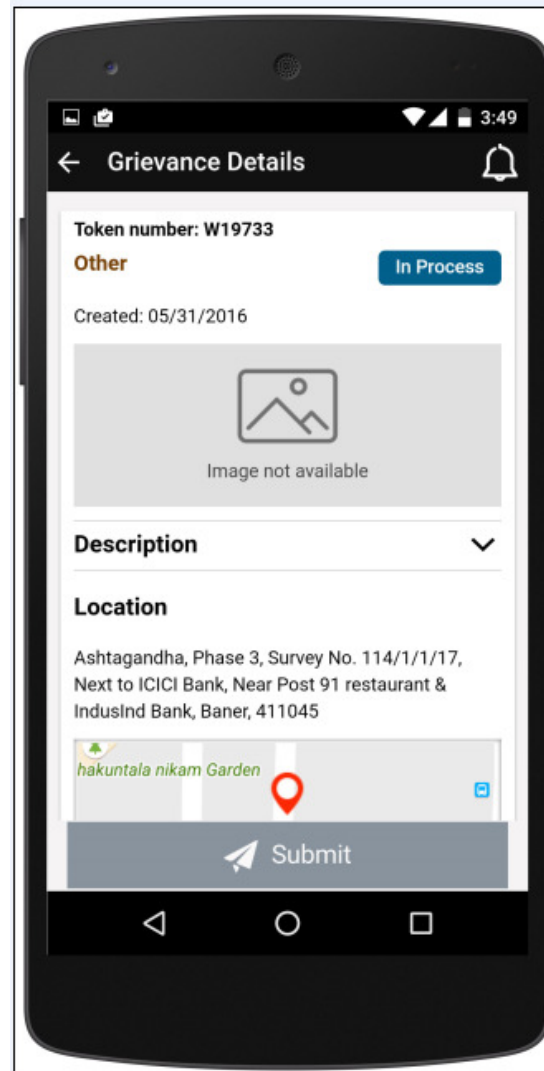
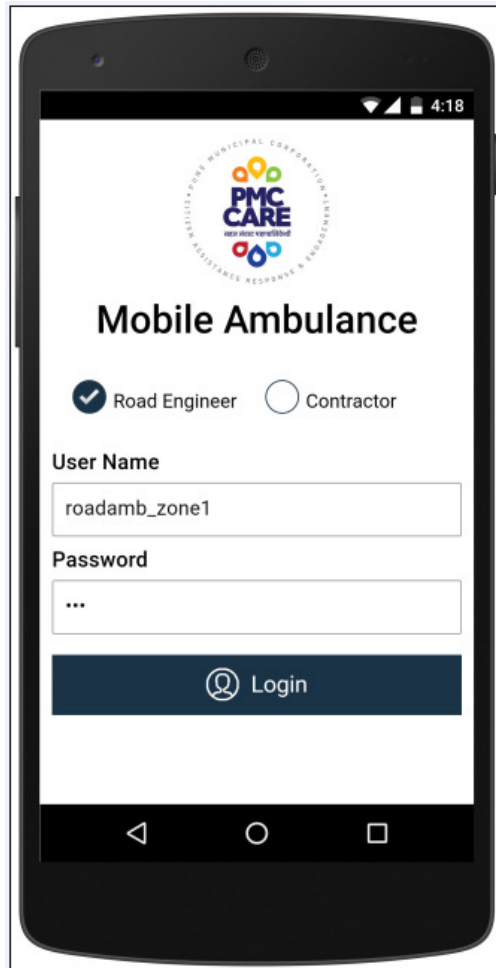
Feedback and Rating through mobile app, Submit on the go Grievance or Queries through mobile app

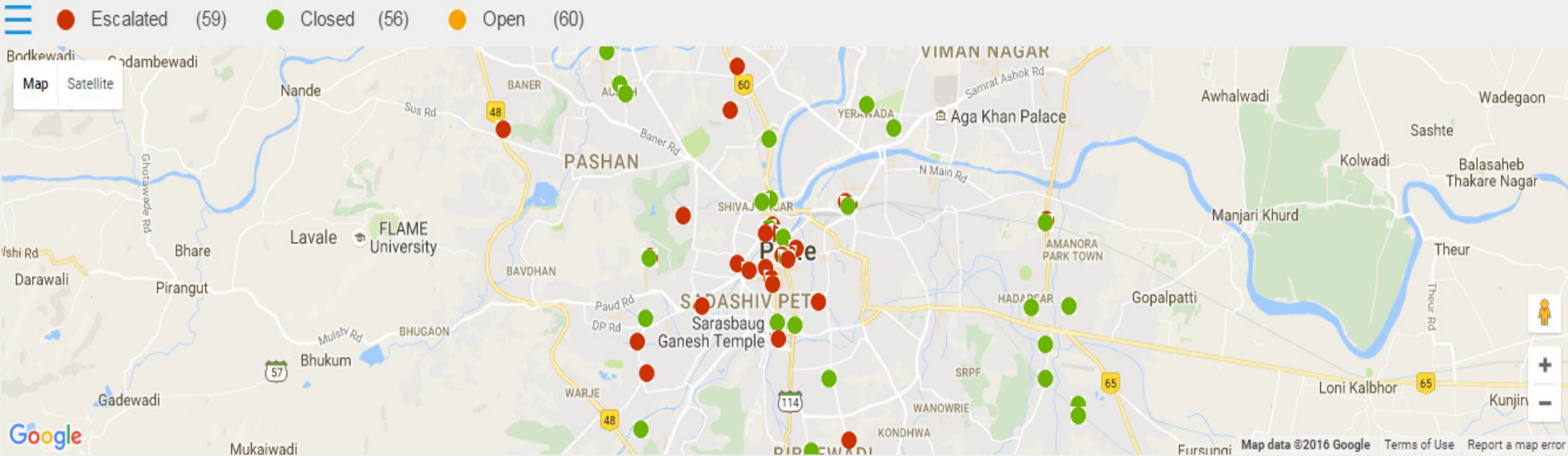
Module could generate Revenue through online marketing through mobile app

Office Connect App



Mobile Ambulance App and Dashboard





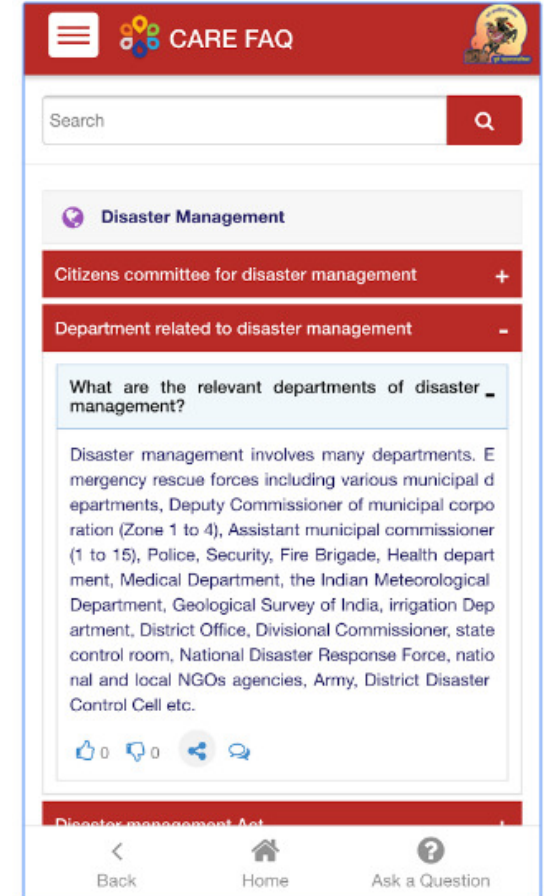
Grievance Id	W19507	Logged By	Firoz Shikalgar	Logged Date	May 27, 2016
Phone No	Not available	Pending from	165 days		

Description

Drainage Hole Cover broken my a tanker. There is a big hole in the road now. Anyone can fall in. Please put in a new cover.



PMC CARE APP





Pune
Municipal
Corporation

Key Initiatives

Online Services

Pune Appstore

Dashboard



Pune Connect

PuneConnect mobile app is developed by Pune Municipal Corporation for PuneKars and Pune visitors to avail services, information...



PMC Office Connect

Application will assist the PMC Officers to track and monitor the grievances registered by Citizens of Pune.



Road Ambulance

Application will assist the PMC Officers / Road engineers and contractors to track and monitor the grievances (especially for roads)...



PMC CARE

CARE eFAQ Mobile App is an initiative to provide an efficient channel for all citizens (external stakeholders) and PMC staff (internal...



CITIZEN .ASSISTANCE. RESPONSE AND ENGAGEMENT

PMC C.A.R.E.

PMC CARE initiative Designed by PwC

1. 'Digital Pune' was launched on 13th May 2016 at a high profile event at the Council Hall, Pune. The event, attended by the Honorable Chief Minister of Maharashtra, Mr. Devendra Fadnavis, as well as several MPs, marked the launch of major initiatives by the Pune Municipal Corporation.
2. PMC CARE – Citizen Assistance, Response and Engagement Framework
3. The launch of a portal of its own, <http://rts.punecorporation.org>, integrated with GoM's Aaple Sarkar, to deliver 15 notified services and 68 other municipal services through a single window approach.
4. PwC Project Management Unit played instrumental role in conceptualizing and rolling out these initiatives for PMC.
5. The PMC CARE framework was also a brain child of the PwC team which is an extension of its Mobile Strategy, Social Media Strategy, Media Campaign Strategy and Citizen Support Framework.

Citizen Assistance Response Engagement

PMC CARE Brochure


The Need for PMC CARE



Pune Municipal Corporation (PMC) has always been a forward-thinking civic body. PMC wants to enrich the life of each Punekar by enhancing the quality of service delivery. PMC realised that addressing grievances is not enough for providing responsive governance. Assistance, Response and Engagement are the three key pillars of our CARE framework to bring civic administration one step closer to Pune-kars.

Being one of India's biggest IT cities, Pune is home to world leading IT companies. Keeping in mind the needs of citizens, PMC proposes to embrace technology to harness the power of digital channels in addition to existing ones. PMC CARE aims to provide multiple channels for all segments of citizens in Pune. PMC CARE also acts as a 360-degree framework where the primary focus is citizen satisfaction on every aspect of service delivery of civic administration. PMC CARE also aims to capture citizens' feedback to improve service delivery continuously.

THE VARIOUS TOUCHPOINTS UNDER PMC CARE

 Toll Free No: **1800 1030 222**

  **96 89 90 00 02**   /pmcfmc  @pmcpune  /PuneConnect

 www.complaint.punecorporation.org  feedback@punecorporation.org

PMC C.A.R.E.

PMC Call Center support by PwC

Launched



Citizens

- New Approach Channel
- Toll Free Number
- Technical and non Technical Voice Support



Officers

- New Delivery Channel
- Feedback Collection and Analysis
- Automation at Ward Office/ Zone Office




Communities

- New Engagement Platform
- Education, Sensitization Campaign
- Updates, Notification, Polls



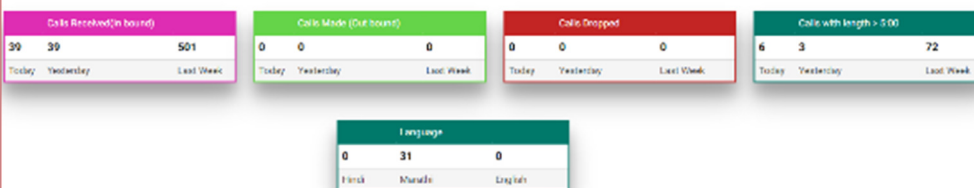
Call Centre

 Toll Free No: 1800 1030 222

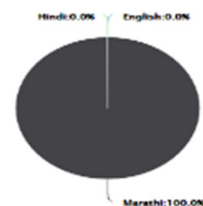
Many a times, citizens are in a time crunch due to busy schedules. It is not possible to visit a ward office or the PMC building to explain your feedback or concern in detail. To facilitate this, PMC has a dedicated call centre. The citizen CARE executives are trained to take feedback or complaints and raise a ticket for the same. This ticket can be tracked later, to check its progress.

PMC Call Center Dashboard

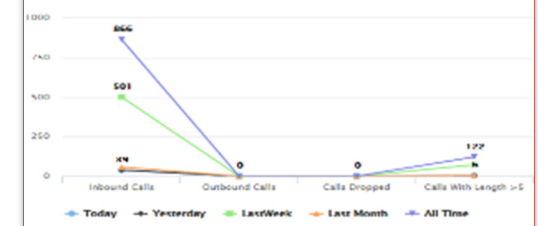
Call Center Dashboard



Caller Language Performance



Call Flow



PMC C.A.R.E.

Citizen Feedback on Social Media

Launched

Gazetteer

Avinash Patwardhan @aviruta · Jan 22
@PMCPune My Token no. was T63. The matter has been resolved. Thanks for speedy response.



... .. @_Xivolkar · Jan 22
Applaud the anti-encroachment efforts by PMC and its brave workforce..... worth a salute!
@PMCPune @KunalKumarPMC



PMCPune @PMCPune · Jan 15
Thanks for motivating us !!

Aseem Rohatgi @TheNutellaMan
Looks nice! Hope you follow through with fast resolution as well :) ..Team PMCPune Keep up the great work.Thanks. twitter.com/PMCPune/status...

Pune Municipal Corporation Social Media Gazetteer

PMC Social Media Analytics

Twitter Summary	1 st Jan to 15 th Feb 2016	15 th Feb to 15 th Mar 2016
• Tweets	548	164
• Tweet impressions	92,000	25,400
• Profile visits	5,294	1,566
• Mentions	1,893	646
• New followers	527	148

Facebook Summary	1 st Jan to 15 th Feb 2016	15 th Feb to 15 th Mar 2016
Total		
• Likes	310	228
Daily Average		
• New Likes	6	2
• Reach	230	150
• Impressions	711	361
• Page Engaged Users	16	14
• Logged-in Page Views	9	4
• Reach of page posts	109	106
• Total Post Impressions	450	246
Monthly		
• Total Reach	5,130	1,698
• Total Impressions	17,270	7,392
• Reach of page posts	2,345	966
• Total Post Impressions	10,844	4,953

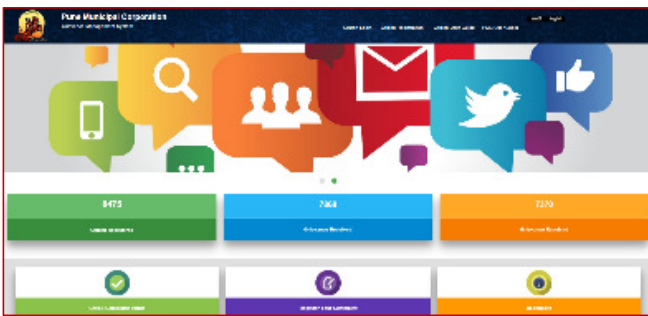
Monthly Social media Gazetteer



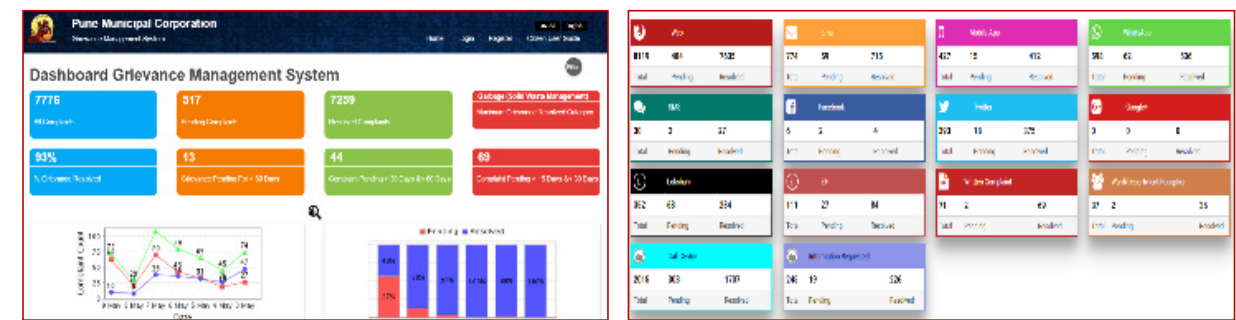
PMC C.A.R.E.

Enhancing Grievance Management @PMC Launched

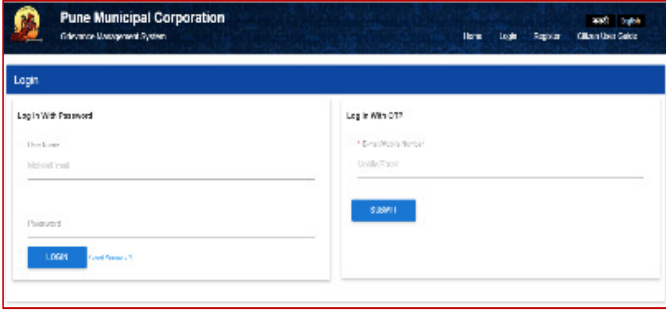
1. Development of Evidence based grievance management system
2. Revamping of the entire grievance management application for effective grievance management
3. Dynamic allocation of grievance/ complaint to the concerned officer from head office or wards
4. Well designed dashboard with dynamic reporting for citizens & PMC users (zone, ward & department wise)
5. Total Grievance resolution raised from 42% (Jan 2016) to 91% (June 2016) (Maximum Resolution achieved about 97%)



Grievance Management portal for PMC Users & Citizens for dynamic grievance allocations & lifecycle management



Grievance Management Dashboard for accurate reporting to citizens and analysis for PMC Users



OTP based Grievance management system for citizens for easy and secure access to the system

PMC C.A.R.E.

Feedback & Monitoring Cell – Team formation, Change management activities

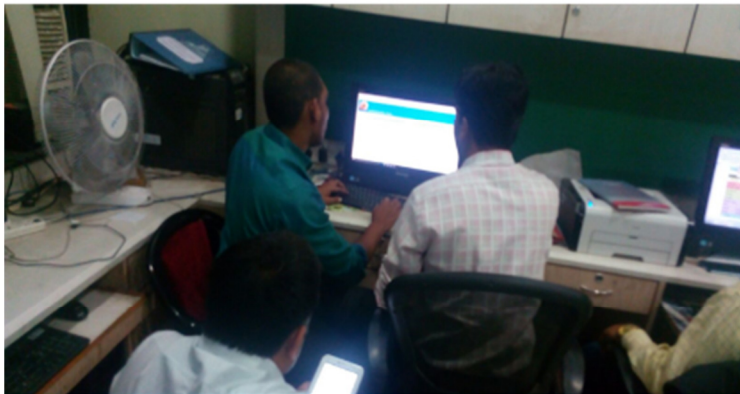
Launched



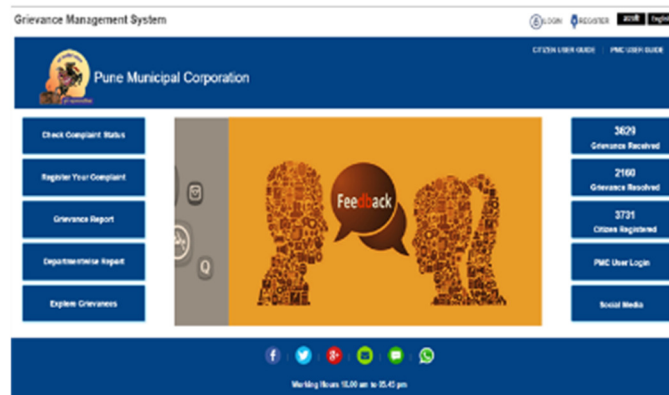
Feedback Management Cell



FMC Cell Setup at IT Department



Training and Support to Cell



Upgraded GM Application



Social Media Interventions @PMC

PwC's Role in establishing Feedback & Monitoring Cell



Communication

- Information Dissemination
- Stakeholder Education
- Updates

Communication

Concerned department to use social Media for publishing content for communication purpose to its stake-holder. Concerned department can also prepare and publish content for stakeholder education in given month.

Contribution

- Crowd-Sourcing Ideation
- Community Feedback
- Testimonials



Contribution:

Concerned department to use Social media to engage citizen for ideation / feedback purpose. Communities, agencies also could be used to seek contribution towards effective formulation of policy/schemes and its effective delivery.

Convergence

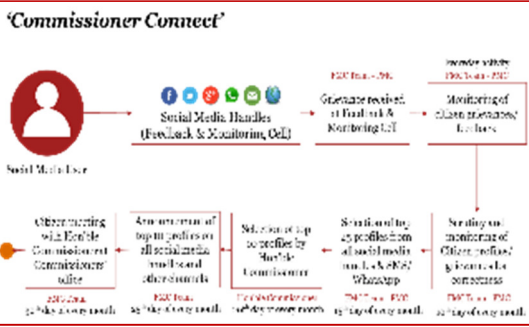
- Issue Resolution
- Debate and Discussions
- Consensus Building



Convergence:

Concerned department may also use social media to assist departments for issue resolution and redressal. Also it could be used for consensus building like Participatory Budgeting exercise.

Initiatives by PwC



Feedback & Monitoring Cell Social Media Handles

- complaint.punecorporation.org
- facebook/pmc fmc
- @pmcpune
- pmc fmc
- feedback@punecorporation.org
- +91-9689900002
- +91-9689900002

PMC Social Media Handles

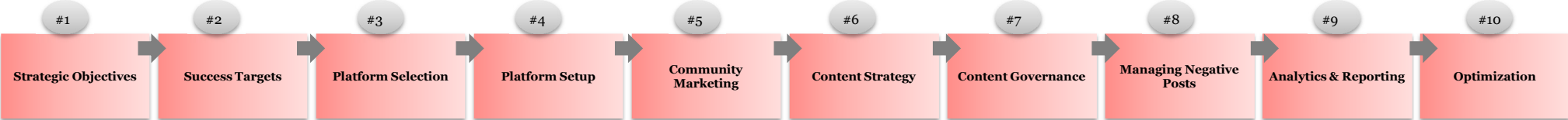
- facebook/pmcpune
- @pmcpune
- pmcpune

Commissioner Connect

Social Media Interventions @PMC

Feedback & Monitoring Cell – Team formation & Change management activities

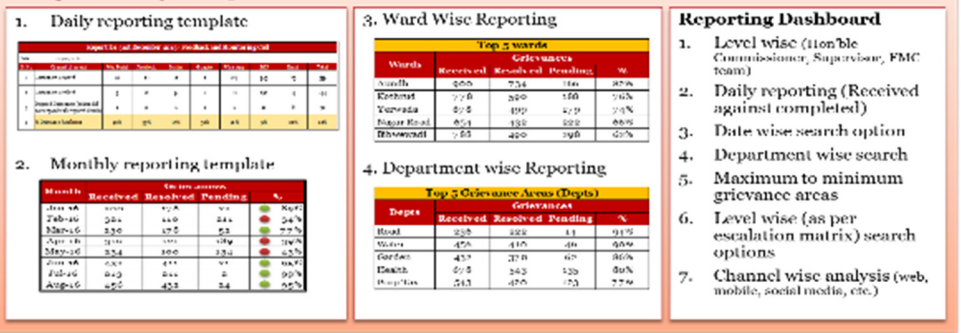
Launched



Social Media – Monthly Themes



Analytics & Reporting



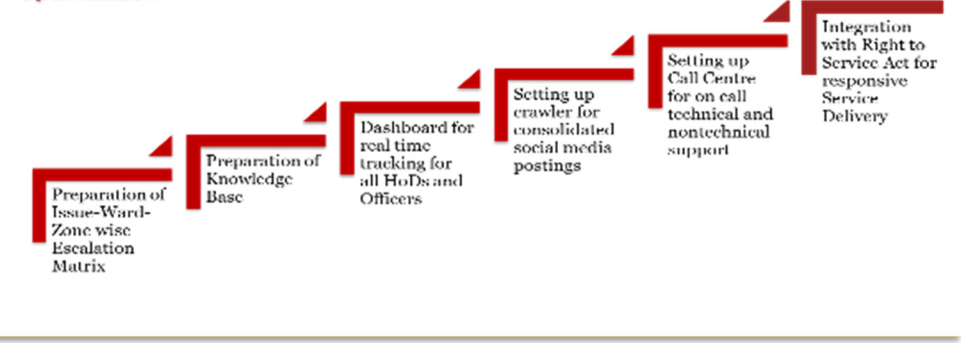
Governance Mechanism – Feedback & Monitoring Cell (FMC)



Governance Mechanism – City Notice Board (CNB)



Optimization



Social Media Interventions @PMC

8.6. PMC CARE Blog

Launched



KNOWLEDGE

From Pune To Smart Pune

June 23, 2016 — 0 Comments



KNOWLEDGE, PMC DEPARTMENT

Everything You Need To Know About PMC's Swachh Awards

June 2, 2016 — 0 Comments



KNOWLEDGE, PMC DEPARTMENT, RESOURCES, UNCATEGORIZED

PMC Guide To Local Body Tax Registration Process

May 27, 2016 — 0 Comments



PMC DEPARTMENT

Second Phase Registration Aadhar Card Has Begun

May 24, 2016 — 0 Comments

11 email followers

1216 hits as on 1st July 2016

Integrated Facebook and Twitter feeds

Platform for General Citizen engagement

FOLLOW US ON FACEBOOK



Be the first of your friends to like this



Social Media Interventions @PMC

PwC & Social Media Team - Monthly Social Media Gazetteer Publication for all Social Media Updates

Pune Municipal Corporation
Social Media Gazetteer

How is PMC connecting with Citizens on Social Media?

Social Media Citizen Engagement Framework (3-C)

Communication

- Information Dissemination
- Stakeholder Education
- Updates

Contribution

- Crowd-Sourcing Ideas
- Community Feedback
- Testimonials

Convergence

- Issue Resolution
- Debate and Discussions
- Consensus Building

Awareness channels by PMC

- Posters/ Banners
- SmartGov Newsletters
- Comments/ Posts (on social media)
- Online Forums and videos
- Direct / Referring Links
- Document sharing
- Email
- Research papers
- News/ Media
- Daily/ Monthly Dashboard
- Noticeboard

Feedback & Management Cell

- complaint.pune corporation.org
- facebook/pmcPMC
- @pmcPune
- pmcPMC
- feedback@pune corporation.org
- +91-9689900002
- +91-9689900002

Resources in Social Media Cell

- Social Media Manager
- Content Writer
- Content Designer

PMC Social Media Handles

- pune corporation.org
- facebook/pmcPMC
- @pmcPune
- pmcPMC

15 February 2016
PwC PMU

Content owned by Pune Municipal Corporation

Pune Municipal Corporation
Social Media Gazetteer

Feedback & Management Cell Updates

PMC Grievance Dashboard

FMC Daily Activity Monitoring

Since 1st January 2016, the FMC has received about 681 grievances through newly launched channels (except web portal, Lokshahi, Z+).

Out of these 681 grievances, 346 grievances were not applicable to PMC and not logged on the grievance management system.

As part of transparent governance, FMC has provided reasons for all these 346 grievances for not being logged on the portal.

In total, 335 valid grievances were logged on Grievance Management system by FMC team.

Till 15th Feb 2016, PMC has successfully resolved 307 grievances i.e. 91.34% resolution.

Channel wise Grievances

Facebook : 0	Google+ : 0	SMS: 12
Twitter: 119	WhatsApp: 105	Email: 99

Monthly Gazetteer March 2016

Pune Municipal Corporation
Social Media Gazetteer

CARE Framework by Pune Municipal Corporation

In its endeavor to become a citizen centric organization, PMC has conceptualized the CARE (Citizen Assistance Response & Engagement) Framework. CARE framework will help PMC in providing required assistance, responses and continuously engaging it's citizens for becoming a true follower of e-Governance services.

Assistance	Response	Engagement
<ol style="list-style-type: none"> Frequently Asked Questions (FAQ Booklet) Discussion Forums (Website Portal) Feedback (Mobile App) 	<ol style="list-style-type: none"> Feedback (Mobile App) Customer Satisfaction (Feedback) CRM and BI Integration (CRM & BI Integration) 	<ol style="list-style-type: none"> Engage (Social Media Channels) Collaborate (Citizen connect initiatives) Co-Create (Ecosystem)

CITIZEN

FAQ	Assistance	To assist citizens 24/7 (Residents and Citizens through knowledge base available online in English and Marathi)
Feedback	Response	To provide technical and non-technical information to citizens (Residents and Citizens) from 7 am to 11 pm window through call center
Engage	Engagement	To engage citizens in a meaningful manner through various channels and media for participatory governance

For period of 15th Feb to 15th March 2016
PwC PMU
Content owned by Pune Municipal Corporation

Monthly Gazetteer April 2016

Pune Municipal Corporation
Social Media Gazetteer

PMC Social Media Analytics

Twitter Summary	1 st Jan to 15 th Feb 2016	15 th Feb to 15 th Mar 2016
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Reach of page posts	2,345	966
Total Post Impressions	10,844	4,953

Social Media Interventions @PMC

Social Media Analytics using Hootsuite

Launched

My First Tab x +

+ Add Stream + Add Social Network

Mentions PMCPune

gopidabi
 12:40am via Twitter for Android

 @PMCPune @vivekmaps @KunalKumarPMC @jagtap75 actually Implementation issue comes at zopatatti levels being vote banks they are pampered

[Show Conversation](#)

sagarmj0907
 12:29am via Twitter for Android

 Dear @KunalKumarPMC you are right but @PMCPune also need to take actions... Only tweeting and liking tweets will not do @Dev_Fadnavis

[Show Conversation](#)

vivekmaps
 12:21am via Twitter for iPhone

 @KunalKumarPMC @jagtap75 @timesofindia yes Mr Commissioner u r right people got 2 support n @PMCPune 2 implement #only then change happens

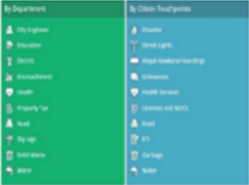
 2 likes

[Show Conversation](#)

Retweets PMCPune

PMCPune
 Jan 08, 8:19pm via Twitter Web Client

 PuneKars contribute your ideas and innovative suggestions with us at : punemartgov.in

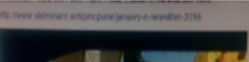

 5 retweets 3 likes

PMCPune
 Jan 08, 3:36pm via Twitter for Android

 Pmc newsletter January2016 is available slideshare.net/mobile/pmcpune...

 2 retweets 2 likes


PMCPune
 Jan 08, 3:30pm via Twitter for Android



My Posts Pune Municipal Corporation

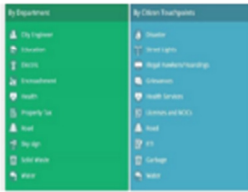
Pune Municipal Corporation
 Jan 08, 8:34pm

 PuneKars !! Keep Contributing ...few hours left to share your best city click with us..



Pune Municipal Corporation
 Jan 08, 8:28pm


 PuneKars contribute your ideas and innovative suggestions with us at : <http://punemartgov.in/>



Timeline Pune Municipal Corporation

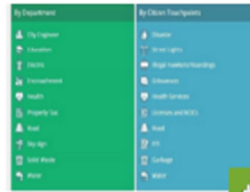
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Pune Municipal Corporation
 Jan 08, 8:28pm

 PuneKars contribute your ideas and innovative suggestions with us at : <http://punemartgov.in/>



Dec. 26, 2015 - Jan 09, 2016

Profile Summary




@PMCPune
 PMC Pune

Followers	368
Following	3
Listed	5

Social Media Interventions @PMC

Social Media Channel- Achievements

Institutionalized



Facebook (www.facebook.com/pmcpune):

- Average reach/month: **50,000**.
- Total Likes: **4873** (March). 5775 (June). New likes: **900**.



Twitter (www.twitter.com/smartpune):

- Acquired **684 new** subscribers.
- Achieved average engagement rate of **3%** (twice that of benchmark)



YouTube:

- The official channel was started in May.
- Has 10 videos and 98 subscribers



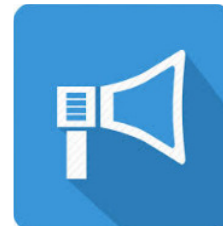
Blog (carepmc.wordpress.com)

- Started in May, the blog has **13 posts** and 37 subscribers.



Events Covered:

- PMC Knowledge Exchange Roadshow.
- Pune Smart City Anniversary and Project Launch.



Campaigns:

- Conceptualized, created and executed a campaign for Property Tax Department for timely tax payment from Pune citizens.

Social Media Interventions @PMC

Communication : Social Media Team @ PMC

Institutionalized



E-Readiness Scorecard

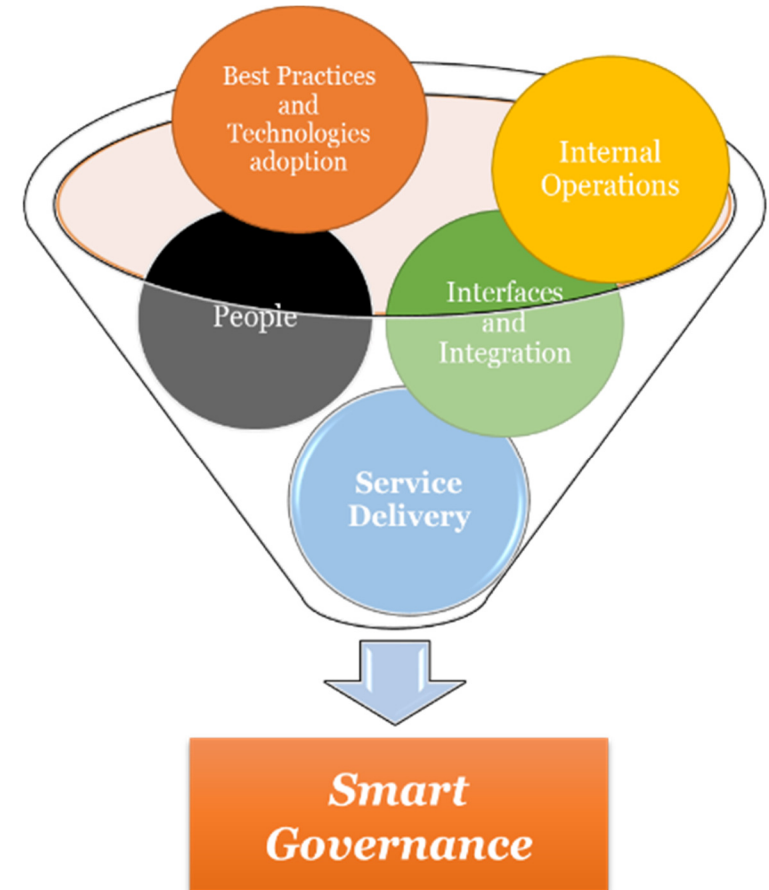
PwC's Role in creation of e-Readiness Scorecard framework

Under Smart Governance framework, assessment and monitoring performance are key components. Assessment is a critical step in the identification of gaps in terms of process, technology and skill set of department. Reliable and relevant smart governance metrics or key performance indicators for assessment can offer crucial insights to guide HODs in the right direction. This scorecard aims to achieve the goal of measuring progress of smart governance initiatives at department level.

PwC has created scorecard considering five key dimensions to evaluate Smart Governance activities

- Service Delivery
- Internal Operations
- Integration and interface
- Best practices and New technologies adoption
- People

Scorecard Components



E-Readiness Scorecard

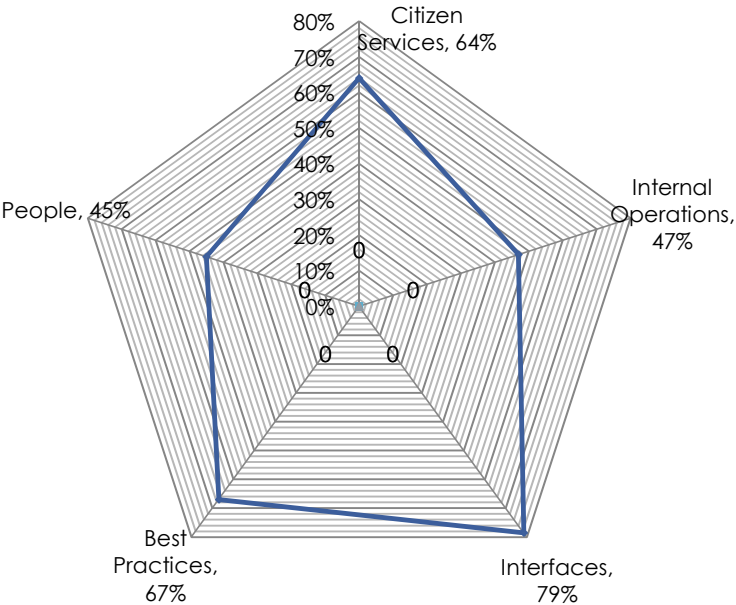
PwC's e-Readiness Scorecard framework

#	Dimension		Evaluation Parameters	Response	Weightage	Score	Out Of
1.1	Service Delivery (Accessibility/ Ease of Transaction)		Percentage of services available over web channel?	60%	7.00%	4.20%	7.00%
1.2			Percentage of services available over mobile devices	11%	7.00%	0.77%	7.00%
1.3			Percentage of services that do not require hard copy submission	0%	5.00%	0.00%	5.00%
1.4			Percentage of services that do not require a physical visit to Concerned Dept / CFC	0%	5.00%	0.00%	5.00%
1.5			Percentage of transactions which leverage online payment gateway	0%	5.00%	0.00%	5.00%
2.1	Internal Operations (Backend Automation)		Percentage of backend operations that are completely electronic in nature	0%	7.00%	0.00%	7.00%
2.2			Percentage of services that have published timeline for service delivery	0%	5.00%	0.00%	5.00%
3.1	Interfaces & Integration		Integration available with core external systems (like Aadhar) ?	Yes	5.00%	5.00%	5.00%
3.2			Integration available with HR department?	NA	3.00%	0.00%	0.00%
3.3			Integration with Accounts department?	Yes	3.00%	3.00%	3.00%
3.5			Integration available with relevant external department/s? (like Collectorate, Land Records, State Education Dept, State Public Health Dept, etc.)	No	3.00%	0.00%	3.00%
4.1	Best Practices, Adoption of latest technologies		Is the department using document management system and file management system?	No	5.00%	0.00%	5.00%
4.2			Is the department using GIS for planning and operations?	Yes	5.00%	3.00%	5.00%
4.4			What percentage of employees have access to computers ?	93%	7.00%	6.54%	7.00%
5.1	People	Basic IT Training	What percentage of class 1 & class 2 employees have basic IT knowledge?	63%	3.00%	1.88%	3.00%
5.2		Advanced IT Training	What percentage of class 1 & class 2 employees have advanced IT knowledge?	48%	5.00%	2.39%	5.00%
5.3		Participation in IT Trainings	Participation in the regular IT Trainings published in the Training Calendar	85%	5.00%	4.25%	5.00%
5.4		eGov Application specific training	What percentage of class 1, 2 and 3 employees work on departmental eGovernance applications?	22%	7.00%	1.53%	7.00%

Scorecard Outcomes

Half Yearly Assessment

33 Department Covered



Change Management & Capacity Building

Capacity building initiatives @ PMC

Launched

Training and Capacity Building @ PMC



PMC has embraced Smart Governance project to redefine and streamline outdated, inefficient processes and procedures to provide effective and efficient service delivery to citizens through various channels. The aim is to provide easier and faster access to services and information. Technology, processes and people are important aspect in any transformation project like Smart Governance project initiated at PMC. PMC has identified capacity building of staff as an important activity under Smart Governance project plan. Capacity building at department level aims at institutionalizing key aspects to support eGovernance

and mGovernance initiatives like conceptualizing and designing solutions or services, process re-engineering, professional project management, vendor management, and technology training. Capacity building plan also aims at bridging capacity gaps like inadequate skillsets of staff, lack of framework to manage the program/projects at department level and lack of technical skill set.

eGovernance Training programme for PMC staff

- Commenced on 4th April 2016
- Scheduled to complete on 29th July 2016

Subjects covered include

- Folder management
- Introduction to search engines such as Google
- Email –usage and etiquette
- Unicode – concept and usage
- Introduction to PMC e-governance modules: Grievance, Ward Facility Management and RTS
- Social networking – Facebook page of PMC

Program Success

- 20 clerical batches and 7 technical batches covered, each of 50 students each: a total of **1350** employees trained.
- Online feedback at the end of each class indicates a **98%+** satisfaction index.

Hourly Training Schedule for PMC Staff

Day	Time	Topic	Trainer	Remarks
Monday	9:00 AM	Introduction to Smart Governance	Mr. X	
Tuesday	9:00 AM	Folder Management	Mr. Y	
Wednesday	9:00 AM	Email Usage and Etiquette	Mr. Z	
Thursday	9:00 AM	Unicode Concept and Usage	Mr. A	
Friday	9:00 AM	Introduction to PMC e-governance modules	Mr. B	
Saturday	9:00 AM	Social Networking - Facebook Page of PMC	Mr. C	

Capacity Building Training Schedule

Batch	Topic	Trainer	Duration	Remarks
1	Introduction to Smart Governance	Mr. X	2 hours	
2	Folder Management	Mr. Y	2 hours	
3	Email Usage and Etiquette	Mr. Z	2 hours	
4	Unicode Concept and Usage	Mr. A	2 hours	
5	Introduction to PMC e-governance modules	Mr. B	2 hours	
6	Social Networking - Facebook Page of PMC	Mr. C	2 hours	

1500+ Hours Training Delivered

Capacity Building : HoD Trainings

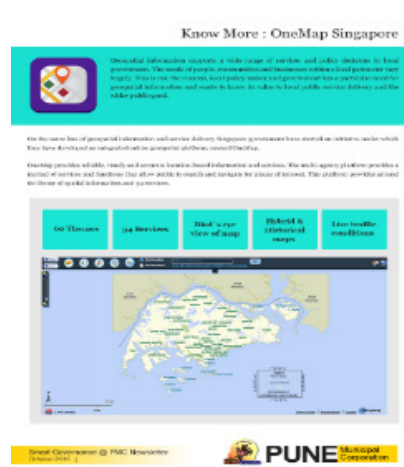
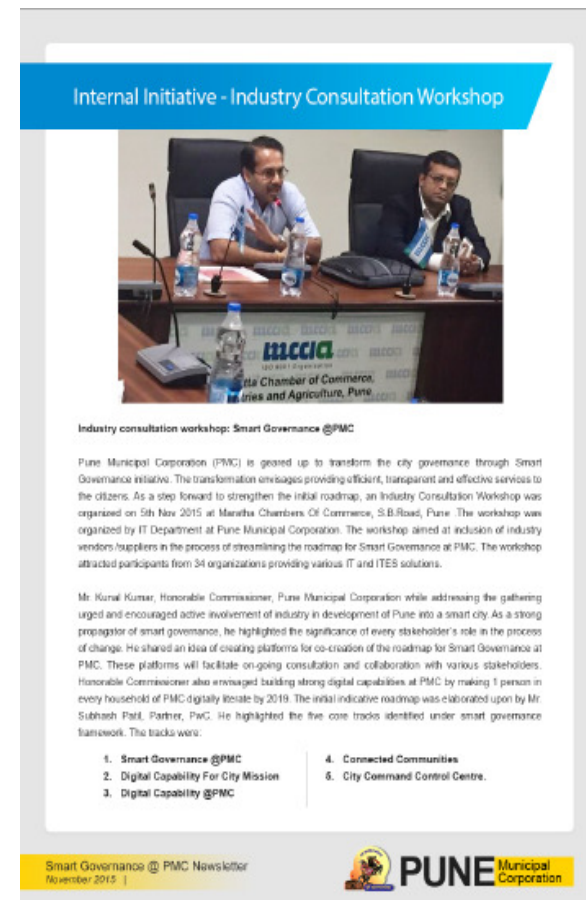
Capacity Building : Cadre Wise Trainings

NDLM Center at PMC

Change Management & Capacity Building

Smart Governance Monthly Newsletters

Launched



Change Management & Capacity Building

PMC Infrastructure- Digital Laboratory

Launched



Infrastructure at Digital laboratory

Fully equipped and air conditioned training hall at Ghole Road.

25 state of the art computer systems

Whiteboard and projector for faculty

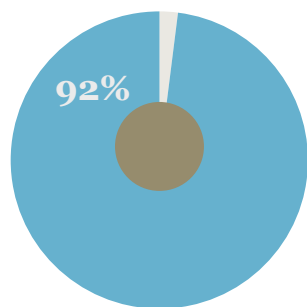


- National Digital Literacy Mission (NDLM) certification training planned for PMC employees
- Training to be provided in partnership with **NASSCOM**.
- Training scheduled to begin on 1st August 2016 at our Ghole Road Digital Lab.
- The goal is to train 1000 PMC staff in a period of 3-4 months.

Change Management & Capacity Building

PwC's CLiC Initiative for Capacity building

Launched



Participants'
Satisfaction Index



- 20 clerical batches
- 7 technical batches
- 1350 employees trained.

Folder Management

Introduction to search engines such as Google

Email –usage and etiquette

Unicode – concept and usage

Introduction to PMC e-governance modules:
Grievance, Ward Facility Management and RTS

Social networking – Facebook page of PMC

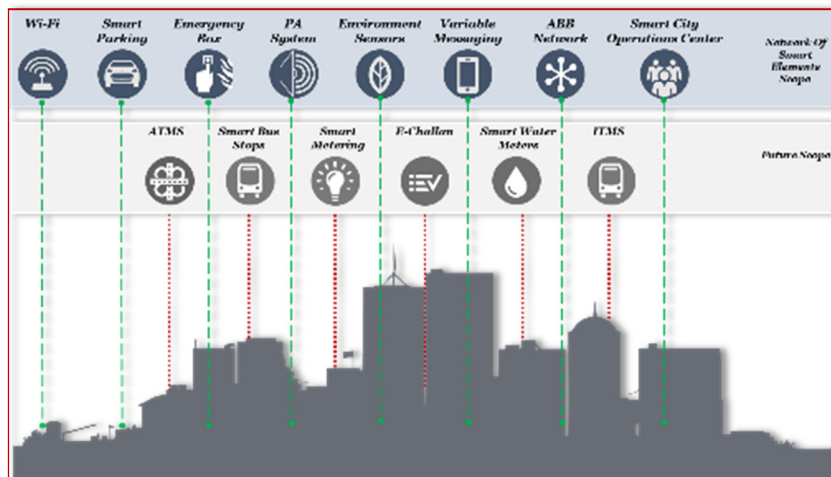


KEY SMART CITY TECHNOLOGY PROJECTS @ PMC

Key Projects

Network of Smart Elements

In Progress



Wi-Fi	Smart Parking	Emergency Box	PA System	Environment Sensors	Variable Messaging	ABB Network	Smart City Operations Center	Network Of Smart Elements Scope
6 (Six) Months	6 (Six) Months	6 (Six) Months	6 (Six) Months	6 (Six) Months	6 (Six) Months	6 (Six)* Months	6 (Six) Months	Implementation Time For ABB + Pan City
7 (Seven) Years	7 (Seven) Years	7 (Seven) Years	7 (Seven) Years	7 (Seven) Years	7 (Seven) Years	15 (Fifteen) Years	7 (Seven) Years	Implementation + Operations & Management

* Only ABB area

The city wide 'Network of Smart Elements' will accomplish the following broad objectives:

- Pune being selected as #2 in smart cities mission competition, PSCDCL would like to undertake smart city initiatives to make Pune a better place by increasing safety, livability of the people in the city and to effectively provide the delivery of few urban services.
- Improve the situational awareness of the city administrators and residents.
- Provide administrators, citizens, tourists and businesses real time and actionable information to aid their day to day decision making.

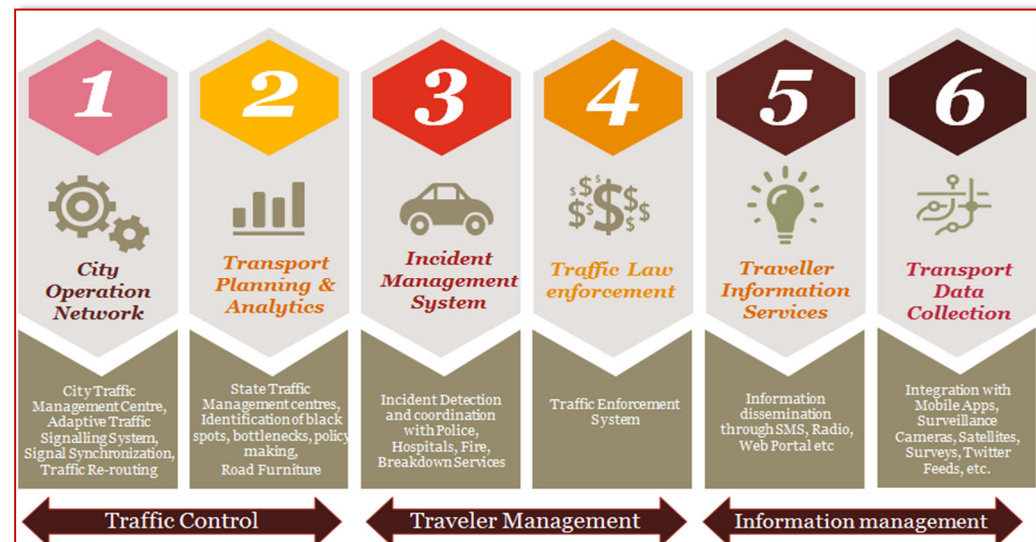
Key Projects

Adaptive Traffic Management System (ATMS)

In Progress

Overview

- To assist PSDCEL and Traffic Police Pune to prepare tender for implementation of Adaptive Traffic Management System. Key components for the ATMS are as follows :
- Vehicle Detectors Sensors
 - Sensors at Traffic signals to gauge the traffic volume along with Camera
- Traffic Signal Controller
 - Controller aggregates the sensor data , accepts and share feeds to Control Centre
- Communication Network
 - Communication network over which sensors share data through controller
- Traffic Control System
 - Control System with Video wall to monitor the sensors and camera across Pune City
- Application Software
 - Intelligent application software to create incident, SOP and alerts as per configured rules.



Key Issues

- Data for Junctions are not available
- Domain Expert Required for assessment of each Junction
- Existing Contract for Law Enforcement is under Litigation currently.

Road Ahead

- Survey to be done of each Junction
- General Consultant to be on-boarded to provide domain consultant
- Command Control Centre to be revived after resolving contractor issues.



KEY IT PROJECTS @ PMC

Key IT Projects @ PMC

Property Tax Survey- Benchmark IT

In Progress

Overview

Pune Municipal Corporation (PMC) intends to geo-enable and automates its entire property tax assessment function. The larger objective is to conduct door to door geo-enabled survey of all properties within the jurisdiction of PMC and implement property tax assessment system which will handle automated workflows. As part of this project, the survey finding need to be integrated with the existing data available with the municipal corporation

Policy/Roadmap

- Automation of P.Tax survey assessment system
- Build a databank with clear assessment of properties within PMC for more transparency and efficiency in assessment and collection
- Improvement in administration & decision making in P.Tax department by adding geographic dimension to survey & assessment
- Creation on geo spatial data for PMC & designing of comprehensive geo database for property tax assessment system

Implementation

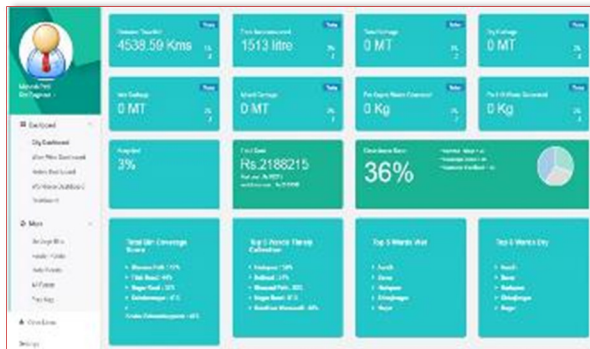
- Bid management – SoW finalization, Tender formulation
- Base map assessment
- GIS consulting
- Legal discussion & kick-start meeting
- Digitization & scanning strategy
- QR code strategy formulation
- Mobile app SoW creation, & vendor on boarding
- Project implementation plan



Key IT Projects @ PMC

Solid Waste Management MoVe Solution

PoC Complete



Success Story

- 400 + vehicles & 7000+ garbage bins/feeder points geotagged within a month

Objectives

PwC helped PMC Solid waste department use cutting edge technologies such as GPS and GSM along with innovative mobile and web applications, to improve and smoothen ground-level mechanisms for waste collection and efficient processing and recycling of waste.

Policy/ Roadmap

- The existing vehicle tracking system has been upgraded to streamline the Solid Waste Management (SWM) department activities
- With this engagement PwC has helped the SWM department to increase vehicle productivity, decrease non-compliance, effectively plan their schedules & create transparency in the civic administration
- Planning for improved solid waste management
- Bin /Feeder points plotting on map + Real time fleet garbage monitoring with ETA, ETD + Geotagging of feeder points/bins & GPS enabled real time tracking of garbage vehicle

PwC Contribution

- Vehicle tracking management system implementation & assessment– Real time of garbage vehicles
- Monitoring gradation of Vehicle Tracking system to Solid Waste Management Application
- Community involvement – Citizen Mobile app implementation
- Command control Centre implementation strategy
- MIS
- Dashboard creation for Citizens, Ward officers & other stakeholders
- Gap Analysis
- Functionality design
- Coordination with departments, wards
- Data validation
- Requirement gathering & analysis
- Use cases, test cases creation
- PoC rollout & review
- Knowledge transfer workshops

Key IT Projects @ PMC

Tree Census- implementing Agency SAAR IT Resources

In Progress

Overview

- Tree Census project under PMC portfolio deals with conducting census of existing trees within PMC jurisdiction & mapping of the same on GIS base map. PwC has helped Pune Municipal corporation in understanding the IT intervention necessary to drive the project to successful completion.

Policy/Roadmap

- The existing base map prepared by PMC election department was updated with the necessary garden department layers required for this implementation
- Improvement & streamlining the existing survey process
- Mapping & tracking of special attention trees
- Calculation of annual carbon assimilation rate of trees at ward/city/property level

Road Ahead

- Dashboard creation for Citizens & Garden department associates
- Capacity building & application training
- Validation strategy

Implementation

- Requirement gathering & analysis
- SoW & Tender creation
- Bid preparation, management & evaluation
- Vendor On boarding
- Project Kick start meeting
- Project Management
- PoC rollout & review
- Knowledge transfer workshops



Key IT Projects @ PMC

Works Management System Upgradation - Implementation Agency: Soft tech

In Progress

Overview

- The Works Management System has been critically analysed to understand the improvements that can be made to it, to improve the functionality on offer to engineers, contractors, the accounts department and the WMS admin operator

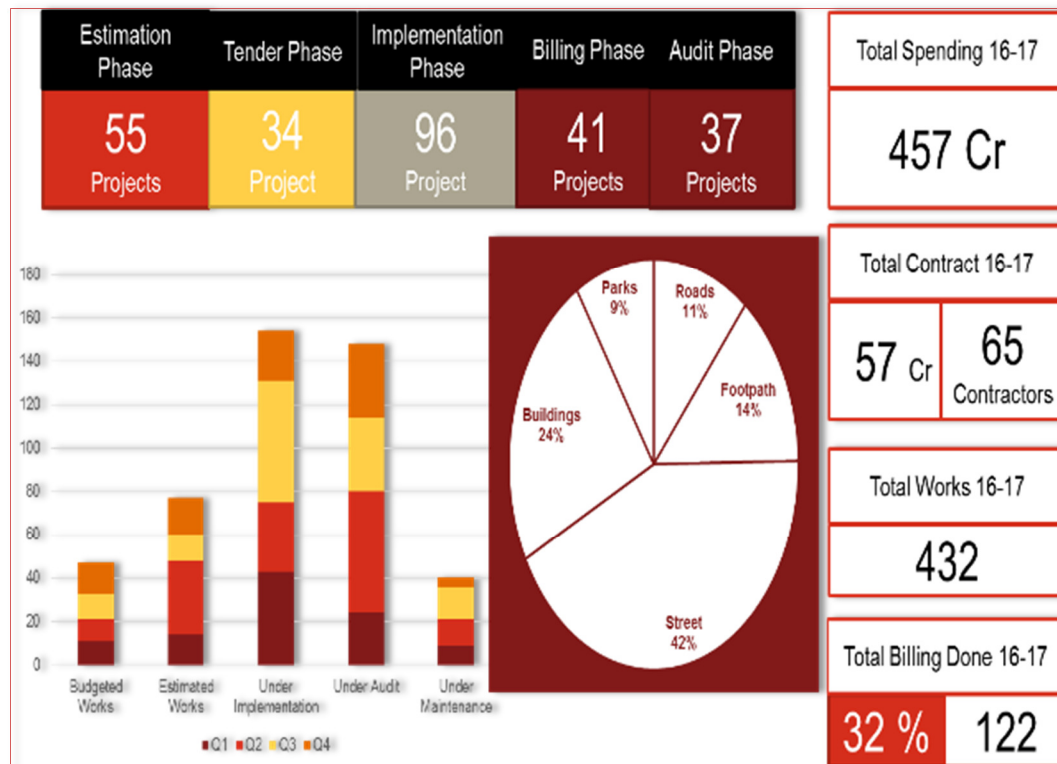
Key Issues

- Over dependence on WMS operators and Junior Engineers
- Ineffective Access Control
- Lack of software documentation
- E Sign integration required
- Mobile version of the application required
- GIS integration absent
- Social and expert audit functionality missing

Road Ahead

- Meet with CE and Vendor to document requirements
- Work out commercials
- Execute the project
- Work with vendor for PMC Officer app to produce mobile version of the functionality.

Proposed Dashboard for Works Management System





Thank You