SARATHI

(System of Assisting Residents and Tourists through Helpline Information)

Background and Objective:

The term Sarathi literally translates to *"one who guides towards the right path or one who drives you through adversities to find the destination"*. SARATHI is the system launched by Pimpri-Chinchwad Municipal Corporation for providing information about civic services to citizens and tourists. The objective was to overcome communication barriers and expeditiously provide complete and standardized information to citizens, to access basic services of Municipal Corporation, using modern tools of Information Technology. The multilingual system (Hindi, English, Marathi) was launched on 15th Aug'13 and contains provides information about 39 Depts. (including that of Municipal Corporation, and State and Central Government), through over 770 FAQs on a single platform (for further information and free downloadable e-book in English, Hindi and Marathi, please visit http://www.pcmchelpline.in) . As on today, over 6.3 lac citizens have benefited from the system.

The system has won several laurels and has already been replicated in Department of Registration and Stamps, Govt. of Maharashtra and State Election Commission, Maharashtra.

Main Features:

- Accessible through multiple channels including web, e-book, call center (helpline), app for mobile/tab/ipad (all mobile platforms), printed books, kiosks
- User-friendly, easy to access- just a click/call away
- easily comprehendible- in form of frequently asked questions (FAQs)
- Free download options- mobile app, pdf ebook
- Integrated information system- Municipal Corporation, State & Central Government
- Low cost in-house developed system
- Dynamic, high impact initiative
- Enhanced efficiency
- Feedback on Municipal services

Information in form of Intuitive FAQs:

The system provides easy access to information in a simple manner by the way of FAQs. Information about several departments including Education, Property Tax, Health, Sewerage, Marriage registration etc. is captured using questions like:

- Where can I get the application form for new Ration Card?
- What is the process to obtain a new LPG connection?
- Which Medical Shops in the city are open for 24 hours?
- What is the process for getting Building Permission?

No.K.14024/5/2016-NURM
Government of India
Ministry of Urban Development
(NURM Division)

Nirman Bhavan, New Delhi
Dated: 22 August 2016

To

All Principal Secretary (Urban Development)
Of All States/UTs.

Sub:- SARATHI an innovative way of dissemination of information and grievance redressal, launched by Pimpri Chinchwad Municipal Corporation, Maharashtra.

Ref.   PMO's ID Note No.4440317/2016/ES-2, dated 6th July, 2016.

Sir,

The undersigned is directed to refer to reference cited above in which a presentation on SARATHI, an innovative way of dissemination of information about civic services and effective handling of citizens' grievances under implementation in Pimpri Chinchwad Municipal Corporation (PCMC), Maharashtra since August, 2013, was enclosed. PMO has desired to consider dissemination the same among all Urban Local Bodies for its customised application as well as placing the same in the Smart Net Exchange.

2.   PCMC has launched 'SARATHI' a system for providing information about civic services to citizens and tourists. The PCMC narrates that SARATHI enables overcoming communication barriers and expeditiously providing complete and standardized information to citizens and also accessing basic services of Municipal Corporation by using modern tools of Information Technology. The multi-lingual system (Hindi, English and Marathi) provides information about 39 Departments (including Municipal Corporation, State Government and Central Government), through over 770 Frequently Asked Questions (FAQs) on a single platform. As of now, over 6.3 lac citizens have been benefitted from this system. The system has been appreciated and replicated in Department of Registration and Stamps, Govt of Maharashtra and State Election Commission, Maharashtra.

3.   Main features of the system are as under :

- Accessible through multiple channels including web, e-book, call centre (Helpline) app for mobile/tab/ipad (all mobile platforms), printed books, kiosks
- User-friendly, easy to access – just a click/call away
- Easily comprehensible –in form of frequently asked questions (FAQs)
- Free download options- mobile app, pdf ebook
- Integrated information system- Municipal Corporation, State & Central Government
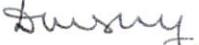
- Low cost in-house developed system
- Dynamic, high impact initiative
- Enhanced efficiency
- Feedback on Municipal services

4. The system provides easy access to information in a single manner by the way of FAQs. Information about several departments including Education, Property Tax, Health, Sewerage, Marriage registration etc. is captured using following questions :

- Where can I get the application form for new Ration Card ?
- What is the process to obtain a new LPG connection ?
- Which Medical Shops in the city are open for 24 hours ?
- What is the process for getting Building Permission ?

5. It is, therefore, requested that the system/ information may be disseminated among all Urban Local Bodies for its customised application so that its benefits could reach to maximum number of citizens. For any further information and free downloadable e-book, their website http://www.pcmchelpline.in may be accessed.

Yours faithfully,

(M.P.S. Dara)
Under Secretary to Govt of India(NURM)
Tele.23062472

Copy to :-

1. Principal Secretary(UD), Govt of Maharashtra for information.
2. Municipal Commissioner, Pimpri-Chinchwad Municipal Corporation, Maharashtra for information and extending all possible support whenever sought by any State/UT.
3. Director, Prime Minister's Office, for kind information.