

Helpline cum Monitoring System: Lessons from Assam

Introduction:

A Helpline System was made operational in Assam from November 2018 with a commitment to respond to enquiries in 2 working days.

Background:

There are about 8.85 lakhs beneficiaries in PWL in Assam, against a State target of approximately 2.6 lakhs till date. In order to institutionalize and strengthen the process of house construction, Assam has adopted strategies and practices conducive to its geographic environment. One of the many practices adopted is the implementation of an integrated helpline cum monitoring system.

Details of the Intervention:

The following features are part of the helpline service:

- Incoming calls and messages to take grievances and provide counselling to beneficiaries;
- Outgoing calls, messages, emails and alerts to employees as reminders of task;
- Available in six languages.

The Helpline system is integrated with Monitoring cum Analytics Software. Field officers who are responsible for execution of task are tagged and alerted through the system. After completion of the task, the field officer responds to the system either via SMS or WhatsApp message. Accordingly, the beneficiary is intimated. Then the helpline executives again confirms through a telephonic call with beneficiary if the issue has been resolved.

Impact:

More than 500 incoming calls, 200 SMSs and 1,000 WhatsApp messages have been handled so far under the Helpline. More than 3,000 outgoing calls have been made till date. Various kinds of feedbacks and grievances are being received, which were not received earlier. The Helpline is helping the department to take quick appraisals and decisions. In addition, the Monitoring System is being integrated with the HR system of the department.



Source: Retrieved at https://rural.nic.in/sites/default/files/Assam_Presentation_PMAI-G.pdf. Accessed on 15/10/2020.