

A STEP TOWARDS WHATSAPP INDUCTION IN WEB APPS OF ODISHA

AN INITIATIVE BY NIC, ODISHA

WhatsApp

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CPaaS, Communications Platform as a Service is a cloud-based platform that provides APIs for integrating real-time communication features like SMS, voice calls, video chat, and more, into the applications. WhatsApp can empower to have efficiently and scalably conversations with customers who use WhatsApp to deepen relationships, build trust and easy information dissemination.

During the visit of Shri Rajiv Rathi, Scientist-G, State Coordinator (Odisha) during 21st March'2024, he asked for induction of WhatsApp in different applications implemented in Odisha. Accordingly, a discussion was organised on 28-03-2024, with Shri Syed Owais Taha, Sr. Director (IT) & HoD (SMS), NICHQ and his team. As a follow-up a meeting-cum-demo was organised at NIC, Bhubaneswar on 02-04-2024 (Tuesday) chaired by Dr. A. K. Hota, DDG & SIO where all Officers from NIC Odisha State Centre were present. DIOs/ADIOs & Officers from other locations also attended through VC.



Initiating the discussion virtually, Shri Taha explained various CPaaS services provided by NIC and the scenario of using SMS in parallel with WhatsApp to make the Web Application closer to the end user. He introduced the ValueFirst, the Partner of Meta, who is going to extend all support for WhatsApp Integration. Mr Saumendra Mohanty, Director (Business) and Mr. Vikrant Dubey, General Manager (Technology), from ValueFirst discussed with extensive presentation containing Action Plan to On Board, WABA Configuration, three types of Templates, Four Types of Conversations, Surbo: In house AI-driven chatbot platform and various use-cases for different templates.

The team explained different types of WhatsApp Services like -

- a. WhatsApp App b. WhatsApp Business App c. WhatsApp Business API.

The terminology associated with WhatsApp were also discussed Opt-in/ Opt-out, Conversation, Template, Warm up plan, Tier level. Detailed understanding of Security level discussed. WhatsApp Services include API Integration, Infinito, Turbo Chatbot and Live Chat Agent etc. They showcased working of WhatsApp bots and various use cases from industry and Govt. such as PNB WA BOT, LIC Wa BOT, Medanta Hospital Bot with Live Agent, BSES Rajdhani WA BOT, Govt of Odisha Campaigns, Covid Bots for MP & Karnataka, PMIDC BOT.

- Contactless KYC: Know your customer with zero contact easy process
- Education Journey: Interaction of the Institution with students
- Tourism Journey: Conversation with tourist based on their interest area.
- Fraud Advisories: Advisory messages can be sent for alarming financial fraud activities
- Health Notifications: Communication regarding vaccines with video can be sent
- Employee Notification: Various messages and use cases related to Employee and HR.
- TAX: Windows to file GST/ITR/KYC/ADHAR UPDATE
- Weather Alerts: Weather alerts can be sent to the citizen in or approaching to the area going to be affected.
- HELP DESK: Notification banners can be sent with CTA buttons.
- Important Dates: Windows to file GST/ITR/KYC/ADHAR UPDATE
- Form Downloads: Common forms can be shared as WA Attachments
- eHospitals: Appointment, lab reports can be managed
- Electricity / Water BILL: Bill and consumption related info and bill payment

Dr. A. K. Hota, DDG & SIO, on behalf of NIC, State Centre, extended sincere thanks to the team and asked the HoD to have project specific interactions for the use of WhatsApp services.



With the direction of SIO, the ValueFirst team on 03-04-2024 remained present and make discussions with different HoDs of NIC, OSC to explore the possibility of WhatsApp induction.

Panchayat Raj: The use case in e-Panchayat Sabha Application for sending Notice, Photos and MoM of the meetings to users along with all the interactive messages was discussed. In the ServicePlus framework, there are many scenarios with possibility of WhatsApp Induction like sharing of income certificate, cast certificate etc. to the applicants.

Land Record: Land Record, use case related to fetching RoR can be replicated well on WhatsApp BOT wherein citizen who are in remote areas will get huge benefit as no dependency on Computer/laptop or going to KIOSK. The solution shall share RoR in PDF format. Few other use cases also discussed like Land rent receipt etc.

Education: PM POSHAN (Mid-day Meal) use-case : Approximately 50K Schools the data on no. of students feeded with Mid-day Meal, regularly via VMN/SMS Solution. WhatsApp service can be used well here to help the department wherein user can send daily numbers on a dedicated WABA no and the info shall be shared with Department using the API.



Agriculture: The use cases related to Farmer's awareness were discussed, WhatsApp Push may help to share relevant Videos and Images in their own language which Farmers can understand well and use the instructions properly. Further, idea of preparing FAQ BOT over WhatsApp channel was liked wherein farmers can ping 'hi' and can get answers to predefined questions. This Bot can also help to answer some dynamic questions with help of APIs, for example, Weather status for next five days etc. Expiry of SLA message can be sent through WhatsApp to Manufacturer of FM for different farm implement models quite a lot before to enable them to re-new SLA.

Disaster Management & PH: The use case of water billing system of Jal Board/WATCO where the bill can be shared with a link to payment will facilitate the consumers. In Disaster Management, important alert/warning/notification to the citizen in the region going to affected can be issued.

Energy: The use case of water billing system of Industrial water Consumption and Revenue Collection (IWCRCM) System were discussed in which Bills in PDF format can be shared to industries, Meter Reading can be collected from industries with meter image for authentication.

Home & Police: MoPF & Odisha Bhavan Booking across the country etc can be good use cases. On Modernisation of Police Force (MoPF), discussed feasibility of integrating WhatsApp API for various notifications to be sent to authorities. For example, based on escalation matrix, if application approval is stuck at level one, then automated notification can be sent using API to concerned authority to expedite the approval process. Explored the option of sending WhatsApp notifications at various stages during the Bhawan Booking journey.



Transport: Meeting with Transport Department, Mr Nayak, discussed feasibility of various use cases. Using WhatsApp for important communication will yield more result for the department as it has 30 days delivery period. Also, with Green Tick it looks more authentic and user do follow the instructions very well. Use cases like Vaahan, Sarathi and E-challan may explore the option of using this channel as it will help to get more conversion in comparison to SMS as it has less validity period and delivers with different Operator prefix like (TM, AD, VM etc.) does not makes it as authentic as WhatsApp. Also, User try to avoid clicking on urls particularly on SMS, so WhatsApp can help here very well. Also, discussed about benefit which govt provides to citizens purchasing Electric Vehicles, WhatsApp can be used well there.



SIO expressed hearty thanks to Shri S. P. Dash, Sr. Director (IT) for taking initiative and facilitating such interactions.