

## **MySurat.in Citizen Engagement (Part 2 - Digital Media Agency for Social Media Management)**

- 1. Name of the Project:** MySurat Citizen Engagement (Part 1 - Digital Media Agency for Social Media Management)
- 2. Background:** SMC wishes to transform Surat into a digitally empowered society and knowledge economy. The project will also be supplemented by Social Media platforms: Facebook, Twitter, WhatsApp and YouTube riding on the popularity of social media and increased digital penetration. It aligns with the citizen communication initiatives (“Information for All”) of ‘Digital India’. It aims to simplify the life for all residents of the city by addressing common issues. SMC and SSCDL shall pro-actively engage through social media and web based platforms to inform and interact with citizens. MySurat, a platform for citizen engagement in governance, has been conceptualized, as a medium to exchange ideas/ suggestions with Government.
- 3. Vision:** To Provide effective public sector management, accountability, exchange and free flow of information and a legitimate framework for development.
- 4. Sector:** Information Technology
- 5. Cost and financing:** Part 1 and Part 2 SCP Cost : Rs.20.00 Cr  
Tender estimated cost : Rs. 2.00 Cr  
Tender sanctioned cost : Rs 0.81 Cr

### **6. Brief Description (Technical Details):-**

SMC plans to establish citizen engagement platform promoting citizen partnership in the development of the City. MySurat is a unified platform for citizen engagement in governance, has been conceptualized, as a medium for information dissemination, consultation, exchange ideas/ suggestions, collaboration. The project is expected to gain momentum under the ‘Smart Cities’ and ‘Digital India’ initiative from Government of India. The project will also be supplemented by Social Media platforms: Facebook, Twitter, WhatsApp and YouTube riding on the popularity of social media and increased digital penetration.

- One of the track for active citizen engagement is to have a Digital Media Agency. Scope of Digital Media Agency is to do city-wide branding, content creation, content management, content moderation & channel management for all the channels of citizen engagement

## 7. Implementation Plan:

Project Implementation is in Progress. IT Portal & Mobile App is expected to complete by Apr 2018. Digital Media work will be continuous engagement for next 2 years.

- **Current status:** Work execution is in Progress.

## 8. Impact/ Envisaged Impact of the project:

MySurat, a platform for citizen engagement in governance, has been conceptualized, as a medium to exchange ideas/ suggestions with Government. The aim of the project is to focus on improving the citizen experience when interacting with the Surat Municipal Corporation (SMC) — specifically, help drive meaningful citizen engagements through increased adoption of the omni channel digital platform. It will facilitate two-way communication between citizens and SMC to achieve better and inclusive governance.