



Enabling Citizen-Centric Governance through MeeSeva

Challenge

In the early 2000s, the Government of Andhra Pradesh envisioned a radical transformation in the way public services were delivered—moving from fragmented departmental systems to an integrated citizen services model. The vision was clear: provide seamless, anytime-anywhere access to essential **government-to-citizen (G2C)** and **business-to-citizen (B2C)** services through a single platform.

But realizing this vision came with significant challenges:

- **Fragmented Service Delivery:** Citizens were forced to navigate complex departmental hierarchies and physically visit offices to avail services.
- **Infrastructure Gaps:** Many urban and rural areas lacked the digital infrastructure, connectivity, or trained personnel to support online service delivery.
- **Scalability:** With millions of potential users and 400+ services, the platform needed to be robust, scalable, and citizen-friendly.
- **Service Reliability:** Ensuring real-time responsiveness, uptime, and reconciliation across thousands of centers statewide demanded a cohesive operational framework.
- **Public Adoption:** Citizens were unfamiliar with online services and required both awareness and on-ground support to engage meaningfully.

The need of the hour was not just a portal, but a dependable and inclusive digital public infrastructure capable of transforming governance at scale.

Solution

Raminfo emerged as a strategic implementation partner, leveraging its decades of experience in e-governance and IT-enabled services. Raminfo was awarded contracts for both **eSeva** in its initial phase and later for **MeeSeva Urban Operations** (Zones I & II), covering nearly the entire state of Andhra Pradesh through over 1,600 Urban Franchisee Centers.

Operating under a **Build-Operate-Maintain-Transfer (BOMT)** model, Raminfo's solution encompassed end-to-end ownership of service delivery. Key elements of the solution included:



- **Unified Digital Platform:** Raminfo designed and maintained a secure, integrated portal offering 400+ G2C and B2C services. The platform enabled real-time payment processing, MIS dashboards, digital certificates, and online status tracking for citizens.
- **Robust Infrastructure Support:** From IT hardware (PCs, printers, routers) to offline servers, power backups, Raminfo managed end-to-end infrastructure, ensuring system uptime and data security.
- **Comprehensive Operations Management:** Raminfo deployed over 158 Aadhaar supervisors annually, trained thousands of operators, and maintained 24x7 functionality across centers through SOPs, biometric systems, and CCTV surveillance.
- **Customer Support & Helpdesk:** A statewide helpdesk and escalation system was established to resolve citizen issues, backed by automated reconciliation tools.
- **Digital Tools & Reporting:** The system featured real-time dashboards, MIS reports, auto-escalation of grievances, and integration with backend government systems, improving efficiency and accountability.
- **Mobile MeeSeva Rollout:** To improve accessibility, Raminfo also supported the launch of Mobile MeeSeva, allowing citizens to access services through smartphones, reducing footfall and wait times at physical centers.

Impact

The impact of Raminfo's long-term engagement with MeeSeva has been both wide-ranging and measurable:

- **69.8+ million transactions processed** across Zones I & II, covering both coastal and inland districts.
- **400+ services delivered**, including both government-to-citizen (G2C) and business-to-citizen (B2C) categories.
- **Significant cost and time savings** for citizens, especially with the rollout of Mobile MeeSeva
- **Faster service delivery** with well-defined SLAs, streamlined processes, and centralized tracking.
- **Improved transparency** and citizen trust through real-time grievance redressal and audit trails.
- Operational excellence with **57 high-traffic urban centers** and over **405 counters** managed efficiently across shifts and locations.

Raminfo's work on MeeSeva redefined public service delivery by blending governance expertise with digital infrastructure. The initiative stands as a benchmark for citizen-first, scalable digital transformation—where technology simplifies lives and builds trust between people and public institutions.