Digital Transformation of Samajik Suraksha Yojana (SSY): Empowering 1 Crore+ Unorganized Workers in West Bengal

The Challenge

In West Bengal, more than one crore workers operate in the unorganized sector—many of them without reliable access to welfare schemes designed for their protection. Over the years, the Labour Department had launched multiple schemes across different sectors such as construction, transportation etc. but the delivery system remained disjointed and largely paper-based.

The key challenges included:

- **Overlapping schemes:** Multiple programs with similar eligibility created administrative confusion and inefficiencies.

- **Manual processes:** The paper-based system created significant room for duplication, errors, and fraudulent claims.

- **Duplicate beneficiaries:** Without digital checks, workers could register under multiple schemes, inflating records and claims.

- **No centralized database:** Without an integrated digital record, policy implementation lacked coordination and monitoring.

- **Lack of transparency:** Beneficiaries had little visibility into their status, and government departments lacked real-time data to track performance and impact.

- **Limited reach:** Many rural workers were unaware of the schemes or found the process too complex to navigate.

The Labour Department needed a single, robust platform that could consolidate all schemes, eliminate redundancies, and make welfare delivery digital, seamless, and accountable.

The Solution

Raminfo was brought on board as the strategic technology partner to design, develop, and implement a unified platform—**Samajik Suraksha Yojana (SSY)**—to overhaul how social security benefits were delivered to West Bengal's unorganized workers.

Key components of the solution included:

Samajik Suraksha Yojana (SSY)

- **Unified digital platform:** A comprehensive web portal was developed to manage:
  - Online registrations
  - Claim submissions, verification and approvals
  - Fund disbursements across five major welfare schemes (SASPFUW, BOCW, WBTWSSS, WBUSWHSS, and Scheme for Beedi Workers)
  - Grievance redressal
  - MIS dashboards for decision-makers

- **Data cleansing:** Raminfo digitized and verified over 1 crore paper-based beneficiary records and assigned each beneficiary a unique 12-digit Samajik Suraksha Identification Number (SSIN) — eliminating duplicates and ensuring a 'single source of truth' for all future transactions.

- **Common application form (CAF):** A simplified, multilingual CAF was rolled out, enabling workers to access multiple benefits through a single application—reducing entry barriers and documentation hassle.

- **Mobile & web accessibility:** SSY was made accessible through mobile phones and internet kiosks, bringing services closer to rural and remote populations.

- **Rapid deployment:** The complete solution—spanning design, development, testing, data migration, and rollout—was executed in just six months, thanks to agile delivery and close coordination with the labour department.

- **End-to-End workflow automation:** All stakeholder workflows (government officials, field verifiers, scheme approvers) were digitized. System alerts, escalations, and real-time reports ensured accountability at every level.

The Impact

The SSY platform is one of India's largest social security digitization programs for the unorganised sector, and its success is both measurable and meaningful:

- **Over ₹18 Crore in annual savings**
  - **₹10 Cr** saved by eliminating duplicate beneficiary records.
  - **₹5 Cr** saved through process re-engineering and consolidation.
  - **₹3 Cr** saved on paper, logistics, and physical storage.

- **Wider reach and transparency**
  - Over **8 lakh** new registrations completed within the first six months.
  - Over **25 lakh** PF contribution transactions processed digitally.
  - Beneficiary satisfaction improved due to faster, traceable service delivery.

- **Efficiency and accountability**
  - Fully digitized workflows ensured faster verification and claims processing.
  - Real-time dashboards and role-based MIS enhanced oversight and governance.
  - Smart grievance management connected beneficiaries directly with officials.

Samajik Suraksha Yojana (SSY)

- **A model for inclusion**
  - Uniform benefits across all schemes ensured no worker was left behind.
  - A single SSIN created transparency and accountability in public spending.
  - Beneficiaries could apply, track, and receive support online—breaking barriers of geography, literacy, and red tape.

Raminfo's end-to-end execution of the Samajik Suraksha Yojana (SSY) platform is a benchmark in digitally transforming welfare delivery for unorganised workers. By building an integrated, scalable, and citizen-friendly digital infrastructure, Raminfo empowered the Government of West Bengal to deliver social security at speed, scale, and integrity.

At a time when governments across the world are reimagining welfare delivery, SSY stands out as a model for inclusive governance—where every beneficiary is visible, every rupee is traceable, and every service is within reach.