Concept Note : Mass Information Collaboration System for Government of Meghalaya

Introduction

1. The Government of Meghalaya is implementing number of schemes, which directly touch lives of its citizens. It is the sincere wish of the government to remain in direct contact with its people. In order to achieve this noble aim, there is an absolute requirement of establishing a robust two-way communication system for dissemination of information on government policies, programmes and various welfare schemes, particularly at the grass root level and obtaining regular and constructive feedback from the people about these initiatives. The new system should be able to leverage on the existing infrastructure and simpler to use /maintain in the long run.
2. Such a system once implemented, would open numerous vistas for its utilisation, in the long run. However, some of the easily conceivable areas are enumerated below:-
    (a) Spread of awareness on Government programmes like, MNERGA, education scholarships, RTE and NRHM etc.
    (b) Dissemination of information during disasters.
    (c) Management of relief and rehabilitation.
    (d) Advance warning system in other natural calamities.
    (e) Information during epidemics like cholera.
    (f) Community feedback/collaboration on various government schemes formulation and implementation.
    (g) Grievance Redressal system.

Functional Requirements of Information System

3. Due to peculiarities of terrain, sparse rural population and the existing low levels of penetration of ICT in the state, it is felt that no single technology would be able to meet the complex requirements across the complete state. Also the proposed system should be able to cater for the needs of information exchange of both rural and urban populace, equally well.

Some of the functional requirements of any such system could be summarized as under:-

(a) Mass Proliferation so as to be able to reach to the remotest of places.
(b) Multiple Channels of delivery.
(c) Cater for Text, Audio and Visual.
(d) Controlled dissemination.
(e) Robust Feedback Mechanism.
(f) Future Growth – Scalable.
(g) Adequate Redundancies.
(h) Lighter Infrastructure – Easy to maintain.

Proposed System.

4. The state has implemented following IT infrastructure projects and these are available for leverage:-
   (a) State Wide Area Network (SWAN) connecting all Govt offices up to block level.
   (b) State Data Center with adequate space, security and bandwidth availability.
   (c) 225 Common Service delivery Centers (CSCs), @ of one per six villages. Each center is akin to a standalone Cyber Cafe.
   (d) State Service Delivery Gateway (SSDG) and National level Mobile Service Delivery Gateway, incorporating both SMS and Email gateways.
5. The proposed system will have four or more different channels of delivery of information as under:-
   (a) Use of National Mobile Service Delivery Gateway (MSDG) for SMS/Voice mail to start with and MMS, USSD, E-Mail etc. as and when offered. (Can launch our own SMS/Voice mail service in collaboration with state Mob Service Providers, in case of delay at National level). Present penetration of mobile phones in the state is approximately 45%, which is ever increasing with time.

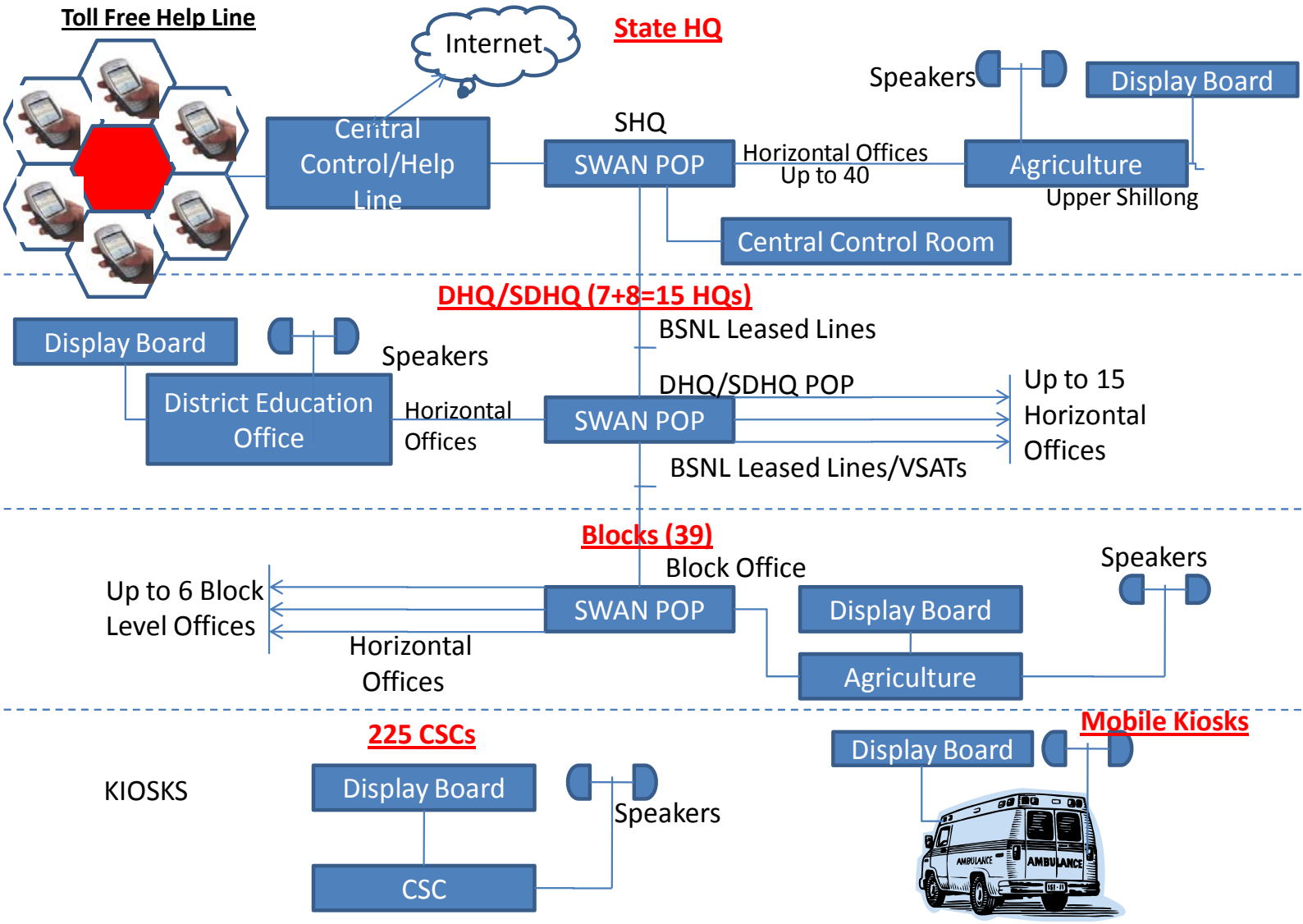
(b) Use SWAN POPs (55) and Horizontal Offices (over 250) for connecting wired Loud Speakers and display Boards (within the same premises or up to a certain manageable cable distance). This would enable Selective Broadcast / Zoning with inherent redundancy and at no additional media cost.

(c) Use of some of the 225 CSCs for establishing Kiosks with a set of two or three loud speakers & display boards.

(d) Mobile Kiosks@ one per Block to cover all weekly Haats and shadow areas, each with a display board and a set of loud speakers.

6. **Content and Feedback Management Centre** A central control centre would need to be established to control/coordinate the dissemination of information from different departments and to receive feedback on a widely publicized helpline number. The proposed plan in diagrammatic form is attached as **Appendix**.
7. **Proposed Organisation Structure** It is felt that the ultimate success of such an initiative would rest not only on having an efficient delivery/feedback mechanism but also on the quality of the content. Whole hearted participation of all back end departments is very essential right at the inception level. Accordingly a two tier organizational structure as under is proposed:-

Proposed Meghalaya : Mass Information Dissemination System



MASS INFORMATION COLLABORATION SYSTEM

Objective: DIPR wants to implement a 'Mass Information Collaboration System' to generate awareness on schemes, benefits, publicize various initiatives of Govt. of Meghalaya on a periodic basis and also receive constructive feedback from the citizens.

Scope of work: DIPR has a system in place used for broadcasting purpose. However, the system is old and lacks in features and functionalities provided by a modern age systems supported by latest technology in the field of outdoor broadcasting. Scope involves implementation of a Mass Information collaboration System across the State to reach out to the Citizens in Meghalaya and provide them with the right information at the right time through multiple mediums like voice, data and video.

Proposed set-up: A Central Control Center is proposed to be set-up in State capital Shillong. Control Center will have a role in collection, collation, preparation, editing and testing etc. of information received from different departments, before dissemination in a controlled/coordinated manner. Over 400 locations have been identified across the State for deployment of the proposed solution. The locations include local offices at the Districts, Sub-divisional headquarters, Block HQs, Villages, market places, other places of gathering and Common Service Centers (CSCs). 25% of the locations will be part of Pilot (2 months) while the rest will be taken up in rollout phase of 6 months.

System requirements: The system should be capable to manage, transmit and broadcast data, voice and text (both Audio and Visual). While majority of the locations will have audio broadcasting facility (over 400 locations), a few locations are identified for Video (almost 15 locations) and display (almost 30 locations). The Directorate is looking for an integrated solution including aspects like communication through Mobile and SMS, integration of sms gateway, display of information through display boards and live/pre-recorded video streaming. It should be noted that State NeGP infrastructure like State Data Center (SDC) and State Wide Area Network (SWAN) are to be fully utilized for storage and connectivity requirements. The solution has to be scalable with adequate redundancies built into the system. Proposed infrastructure should be easy to maintain.

A number of locations would be using SWAN connectivity, which is currently available till Block level as Horizontal and Vertical POPs of SWAN. Other proposed connectivity options include Broadband, VSAT and WiMax/Pre-Wimax.

Objective of the Meeting: In line with the above context, the Directorate is looking forward to have a detailed discussion with the players in the Industry offering solutions in this area. You are requested to share your inputs on the following points:-

1. Features and functionalities of the system as described earlier (Public Address/Mass communication system)
2. Use of appropriate technology to connect loud speakers and display units with or without connectivity. Loud speakers, display panels and Video screens can be both wired and wireless.
3. ICT infrastructure / electronic equipments at the Control center, local offices and Mobile units (including Loud-Speakers, Amplifiers, Repeaters, Text Panels, Microphones, Wireless Loud-speakers and Text Panels operating on battery, Active & Passive components) along with broad level specifications.
4. Requirement of bandwidth to transmit audio/video/text data and storage requirements
5. BOM and high level costing (including communication, equipment, ICT infra, electronic devices, etc)
6. Broad timelines for deployment and commissioning (Activity wise)
7. Maintenance of systems
8. Integration with other systems

What is in for the Prospective Solution Provider?

This is a unique initiative of its kind, which has not been attempted anywhere in India so far. Successful implementation in Meghalaya (over 400 locations) will give a rich experience to any vendor for its replication in North East and other states.

Instructions to the service provider

DIPR, Govt. of Meghalaya will follow a tendering process to identify the service provider for the above mentioned solution. The Service providers may utilize the opportunity to interact with the department to critically understand the requirements and hence come up with a robust, scalable and workable solution. The service providers are requested to present their case / solution in presence of officials of DIPR. The meeting shall be chaired by Commissioner and Secretary, DIPR, Govt. of Meghalaya. Please contact Col. (retd) Ashok Suri (9402134837) for any further clarification.