

Mega Call Centre

The U.P. Government in the year 2015-16 had envisaged establishing an outbound Mega Call Centre with 300 seating capacity in the State Capital with a vision to provide information and get independent feedback from the beneficiaries of various citizen centric schemes/services being run by different Government departments of the State. The objectives of Mega Call Centre are to:

- Sensitize citizens about the schemes.
- Obtain feedback from their existing beneficiaries.
- Collate feedback and share with relevant stakeholders.
- Identify opportunities for improvement in design and delivery of schemes.
- Support performance reporting to the stakeholders, on the basis of feedback received.

Through this Mega Call Centre, calls will be made to beneficiaries by the Call Centre Executives to get their independent feedback on successful running of the schemes and this feedback will be on pre-defined questionnaires. The analytics on the feedback will be provided by the Business Analyst team of the selected System Integrator (SI) so that the bottlenecks, if any, for timely execution/disbursement of the benefits can be removed and required changes by way of policy amendment can be put in place for smooth execution of these schemes. This also aims to find individual lapses, if any, during the implementation process of the schemes.

The UPDESCO is made implementation agency by Govt. of U.P. for establishment and operations of this Mega Call Centre for CM office U.P. M/s Karvy Data Management Services Ltd. has been selected by UPDESCO as SI through open bidding process who in turn has established this Mega Call Centre on approximately 17,500 square feet area at 2nd Floor, Lekhraj Dolla, Faizabad Road, Lucknow. M/s Ernst & Young LLP (EY), who has been selected as consultancy agency for this Mega Call Centre project, has facilitated in selection of SI Company by open bidding process and will monitor the operations of Mega Call Centre being run by SI for 2 years from its Go-Live.

The inauguration of this Mega Call Centre was done by Sri Akhilesh Yadav, Hon'ble Chief Minister of U.P. on 27th September, 2016 from the site of its operations.

In all, following 20 services of 13 departments are selected in the initial phase for obtaining feedback from a total of 1.69 Cr. (approx.) indicative no. of beneficiaries:

S. No.	Department	Name of Scheme	
1	Medical & Health	1	108 Ambulance
		2	102 Ambulance
2	Handicap Welfare	3	Handicap Pension
3	Labour	4	Cycle Distribution
4	Animal Husbandry	5	Kamdhenu
		6	Mini Kamdhenu
		7	Micro Kamdhenu
		8	Kukkut Niti
5	Revenue	9	Krishak Durghatna Beema

6	Social Welfare	10	Samajwadi Pension
		11	Old Age Pension
7	Secondary Education	12	Laptop Distribution
		13	Kanya Vidhya Dhan
		14	Padhein Betiyan Badhein Betiyan
8	Agriculture	15	Solar Photovoltaic Irrigation Pump
9	Urban Employment & Poverty Alleviation	16	Battery Powered Motorized Rickshaw
10	Energy	17	Rajiv Gandhi Gramin Vidhyutikaran
11	Rural Development	18	Lohia Awas
12	Minority Welfare	19	Hamari Beti Uska Kal
13	CM Office Secretariat	20	Mukhya Mantri Vivekadheen Kosh Se Aarthik Sahayta