





MYGOV

CORONA HELPDESK

GOVERNMENT OF INDIA

A Helpdesk for everyone in need

When the pandemic hit India, every minute was crucial for help to reach the needy. The crisis brought with it many problems. Physically, it weakened a person and more than that people became mentally tired and worried. Myths and misinformation kept creeping in through social media and mobile feeds and it was a state of urgency. During this crisis, what was needed the most was genuine and credible guidance.

MYGOV CORONA HELPDESK

MyGov created the Corona chatbot in just six days to disseminate correct information related to COVID-19, including symptoms, facts, Government notifications, travel advisories & guidelines, etc. WhatsApp is the most popular app for communication in India, so, MyGov decided to develop the MyGov Corona Helpdesk using WhatsApp.



THE PROCESS

- MyGov quickly collaborated with various stakeholders and multiple Ministries (Health & Family Welfare, Ayush, Home Affairs, External Affairs, etc.) to source and disseminate correct information to the public.
- To ensure the widespread reach of the MyGov Corona Helpdesk App, while it was initially launched in English, very soon Hindi and other regional languages were added.
- It is the first Artificial Intelligence enabled COVID Chatbot in the country which was updated twice daily & real-time through Application Programming Interfaces (APIs).
- It is integrated with 14 State Bots and the Cowin Platform through Application Programming Interface (APIs) and it allows citizens to find vaccination slots, book vaccination appointments and download vaccination certificates.

HOW IT WORKED

With a simple interface and user friendly approach, the app provides the users with a wide range of information like COVID vaccination, Government updates, professional advice on improving immunity through Ayush and Yoga, Corona symptoms and where to get help.

The chatbot was trained to intelligently accommodate queries other than the standard menu and even respond appropriately. So, to the message “is Hindi available”, the chatbot recognizes ‘Hindi’ and automatically changes the language and provides the menu in Hindi to continue the conversation.

The AI engine is being continuously trained to improve responses to

FINAL OUTCOMES

39 Crore user messages since inception with almost **30% repeat users**.

6.62 Crore users in relation to the **Cowin Facilities**

32+ lakh Vaccine certificates downloaded by citizens

MyGov Helpdesk also had over **9.41 Lakhs** of users in relation to the **DigiLocker services**.

Almost **4.3 Crore** users checked for **Latest updates & Alerts**.

questions. Every question that it does not understand is looked into and mapped to the database of answers, so that the chatbot can give more relevant and appropriate responses. Being API-driven, changes and updates to it happen dynamically.

GOING FORWARD

Integrating with the popular DigiLocker APIs, MyGov has scaled up the services in the helpdesk allowing users to access their documents like Aadhaar, Driving License, PAN Card, Vehicle Registration Certificates etc., using WhatsApp. Replicated across bots active on popular social media channels, the aim is to scale this MyGov Helpdesk further to add commonly sought citizen-centric services.

