

Malerkotla, Punjab

Driving Time-Bound Digital Governance

Edited by VINOD KUMAR GARG

Malerkotla, the 23rd district of Punjab, is steadily emerging as a digitally enabled administrative centre with growing adoption of technology-driven governance practices. The district administration, supported by the National Informatics Centre (NIC), is leveraging ICT infrastructure and digital platforms to improve operational efficiency, communication, monitoring, and citizen service delivery across departments.

The National Informatics Centre (NIC), District Centre Malerkotla, plays a central role in strengthening the district's digital ecosystem through deployment of e-Governance solutions, secure networking infrastructure, application management, cybersecurity support, and technical consultancy. NIC Malerkotla supports multiple government departments through implementation of digital platforms, capacity-building initiatives, real-time monitoring systems, and paperless administration tools. Through continuous innovation and integration of emerging technologies, NIC Malerkotla is contributing towards transparent, responsive, efficient, and technology-driven governance in the district.

Key ICT Initiatives

SamaySetu

SamaySetu is a flagship digital initiative developed by NIC Malerkotla for time-bound monitoring of official communications and administrative meetings. The platform sends automated WhatsApp and Email notifications regarding newly assigned communications, pending tasks, deadline reminders, and meeting schedules.

The system has been designed to minimize delays in administrative communication and improve workflow management across departments. Officers receive timely alerts regarding pending matters, enabling quicker response and better coordination between offices. The platform also provides centralized monitoring facilities for se-



Shine Kamal
Scientist - B & DIO
shine.kamal@nic.in



SamaySetu, developed by NIC Malerkotla, is an innovative digital platform designed to streamline administrative communication and ensure time-bound monitoring of official tasks. The platform enables digital tracking of official DAK and meeting schedules while sending automated WhatsApp and Email alerts to officers. By providing real-time reminders and updates, SamaySetu improves coordination, strengthens accountability, and enhances administrative efficiency across departments.



nior officials, helping them review the status of communications and ensure timely compliance.

Key features:

- Digital registration and monitoring of official DAK
- Centralized scheduling of administrative meetings
- Automated WhatsApp & Email alerts for officers
- Deadline tracking with automated reminders
- Digital record maintenance of official communications
- Real-time monitoring and status tracking of pending cases

The application improves inter-departmental coordination, reduces delays in official correspondence, and ensures timely compliance with administrative directives. Real-time alerts and

centralized monitoring further strengthen accountability, transparency, and decision-making processes within the district administration.

Benefits and Impact

- Improved monitoring of official communications and deadlines
- Faster administrative response and decision-making
- Enhanced transparency and accountability in governance
- Reduced manual processes through digital record management
- Better coordination among departments and officials
- Increased efficiency in handling administrative meetings and communications

Other Key Initiatives

Citizen Awareness Campaign through Bulk Messaging

NIC Malerkotla supported the district administration in sending bulk WhatsApp messages to citizens for stubble burning awareness. The initiative promoted environmental awareness, encouraged compliance with government advisories, and demonstrated the effective use of digital communication tools for citizen outreach.

Drug De-Addiction Registry Portal

NIC facilitated phased implementation of the Drug De-Addiction Registry Portal in coordination with the Health Department. The portal enables centralized monitoring of patient registration and treatment at OOAT and private de-addiction centres through Aadhaar-based authentication and digital records. The system has improved record management and strengthened monitoring of treatment services.

eDAR

NIC Malerkotla supported implementation of the Electronic Detailed Accident Report (eDAR) system in coordination with the Police, Transport, and Health Departments. The system enables digital reporting of road accidents to support faster accident claim processing and better departmental coordination. Multiple training sessions were conducted for departmental officials to ensure

smooth adoption and effective utilization of the platform.

eSanad

NIC played a key role in implementing the eSanad portal for online submission and verification of documents for apostille and attestation services, promoting contactless, cashless, and paperless service delivery for citizens.

eOffice

The eOffice platform has been implemented in the DC Office and SDM offices to promote paperless administration and efficient file movement. NIC conducted extensive training sessions for officials to ensure smooth adoption and effective utilization of the system. The initiative has improved efficiency in file processing and reduced dependency on physical records.

Election IT Support

NIC Malerkotla provided ICT support during elections through systems such as NextGEN DISE for polling personnel deployment and the Poll Day Activity Monitoring System (PAMS) for real-time election monitoring, significantly improving coordination and operational efficiency during electoral processes.

Citizen Services

The district website serves as a digital gateway for citizens, providing access to government schemes, services, public notices, notifications, and district administration updates. Citizens can easily access important information and departmental services through the online platform.

NIC Malerkotla also supports several other dig-



▲ Fig 5.1 : Launching of Samay Setu by NIC Malerkotla



▲ Fig 5.2 : Deputy Commissioner Malerkotla, Shri Viraj S. Tidke, IAS, attending the Safer Internet Day awareness workshop as the Chief Guest

ital initiatives including the Punjab Sports Event Portal, IVFRT system, and technical facilitation for schemes such as MMSY, further strengthening digital service delivery and administrative efficiency in the district.

ICT Infrastructure and Event Support

NIC Malerkotla provides ICT infrastructure and internet connectivity support for major administrative events, including Chief Minister visits, review meetings, public programmes, and VVIP functions, ensuring seamless digital communication and coordination.

Important Events and Visits

- The SamaySetu application was officially launched by the Deputy Commissioner, Malerkotla, marking a significant step towards strengthening time-bound administrative monitoring and digital governance in the district.
- NIC Malerkotla organised a Safer Internet Day awareness workshop to promote responsible digital usage among students and government officials. The Deputy Commissioner attended the event as Chief Guest.
- NIC regularly provides technical support during major administrative events, review meetings, elections, and VVIP visits, ensuring reliable connectivity and uninterrupted digital communication for the district administration.

Accolades

- Appreciation from the Deputy Commissioner for effective technical support during Lok Sabha Elections 2024
- Recognition for contribution to digital governance initiatives and training programmes
- Appreciation certificates for participation in cybersecurity and capacity-building initiatives

Way Forward

NIC Malerkotla remains committed to strengthening digital governance through innovative ICT solutions. Future efforts will focus on expanding platforms like SamaySetu, improving integration with other government systems, enhancing digital monitoring capabilities, and continuing capacity-building initiatives for government officials. Through technology-driven governance and citizen-centric digital solutions, NIC aims to further improve administrative efficiency, transparency, accountability, and public service delivery across the district.

Contact for more details

District Informatics Officer
National Informatics Centre
Deputy Commissioner Office, Malerkotla
Punjab- 148023
Email: punmlr@nic.in, Phone: 01675-252000

District Administration Malerkotla, in collaboration with NIC Malerkotla, has undertaken several ICT initiatives to strengthen digital governance and improve administrative efficiency in the district. Through the implementation of various e-Governance initiatives and innovative solutions like SamaySetu, the district administration has been able to enhance transparency, efficiency, and coordination in administrative processes. I appreciate the efforts and technical expertise of NIC Malerkotla in supporting the district administration in delivering better services to citizens through effective digital solutions.



Shri Viraj S. Tidke, IAS
Deputy Commissioner, Malerkotla