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M – Powering The Parliament of India

A Case Study (Series-1)

August 2008

Introduction

The Lok Sabha (Lower House)

The **Parliament of India** (or **Sansad**) is the federal and supreme legislative body of India located at Sansad Marg in New Delhi, consists of two houses – the Lok Sabha and the Rajya Sabha.

The Lok Sabha is also known as the "House of the People" or the lower house. Almost all of its members are directly elected by citizens of India. The Lok Sabha can have up to 552 members as envisaged in the Constitution of India (Article 81). It has a term of 5 years but it may be dissolved earlier by the President in the event of no party getting a majority. Up to 530 members can be elected from the states, up to 20 members from the Union territories and no more than two members can be nominated by the President of India.

The Need

The need for an alternate communication channel

The Lok Sabha needed a unique solution to fulfill its communication and connectivity needs keeping in mind the members of the house and their limitation of regular meeting with each other. Parliament of India was also looking for a solution to bridge the gap of communication during "no session period" between the members of both houses and Parliament of India. Another concern was to find an optimum solution for various routine communications; Secretariat to Members and Secretariat to general public.

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Solution

After a thorough examination & analysis of Parliament of India's requirements, ValueFirst proposed its best-in-class application **ValueFirst Velocity**.

ValueFirst Velocity is an enterprise class SMS suite designed to create, process and transmit SMS in a complex database environment. It provides a highly reliable mobile messaging platform. The ValueFirst application enables the house to communicate through mobile messaging between its members and general public. The mobile messaging suite in addition, offers complete automation of various communication processes of Parliament of India.

M-Powering for the Parliament of India

Use of mobile messaging in Parliament of India

- **Internal Communication:**

The Lok Sabha secretariat can now directly contact the members of the house by sending a SMS to their mobile phones. This is the fastest way to communicate – one to many - where the message remains constant.
- **Public Communication:**

The Lok Sabha secretariat can send general information to the public by sending a SMS to their mobile phones. In cases where this is not possible directly, the LS Secretariat can communicate with the Media who then pass on the information through their various publications. Eg: The Speaker wants to make a statement. The traditional way would be through press statement for which he needs to invite the media. The press invitation is now sent on to the mobile of the journalist. The official statement is also sent as an SMS so that there is no misinterpretation or wrong presentation.
- **Critical Communication:**

The Lok Sabha secretariat can also send critical information to the general public by sending a SMS to their mobile phones in case of national emergencies, policy matters etc.

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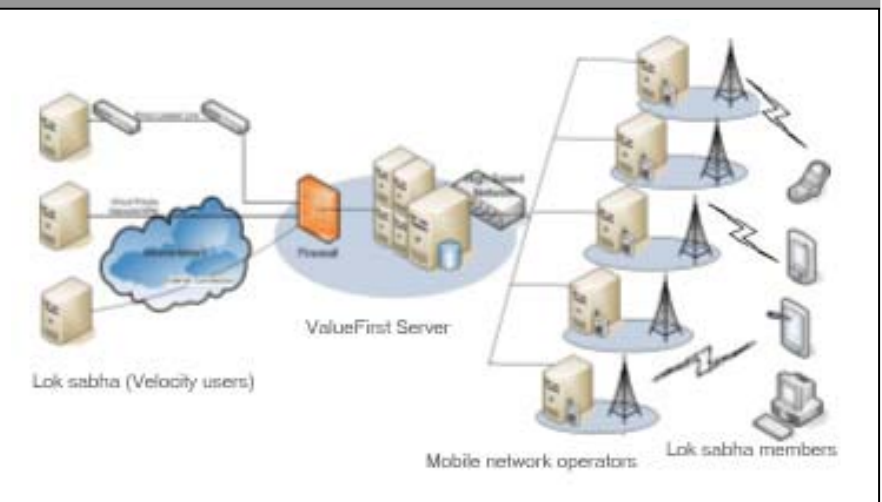
Benefits

- Reduced Communication costs.
- Reduction in delivery time of information due to automation.
- Provided remote connectivity for internal communication.
- Easy to adapt technology enabled mass reach.
- Provided continuous connectivity among the members of both houses.
- Highest availability of mobile phones ensured delivery of critical information on time.

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

ValueFirst Mobile Data Service Architecture



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