



# PANCHAM – Panchayat Assistance and Messaging Chatbot

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**In News:** The **Union Minister of State for Panchayati Raj** has launched **PANCHAM**, a digital chatbot developed in collaboration with **UNICEF**, aimed at strengthening **grassroots governance** through technology-enabled support.

## About PANCHAM

- **Full Form:** Panchayat Assistance and Messaging Chatbot
- **Nature:** AI-enabled digital governance tool
- **Developed by:** Ministry of Panchayati Raj in collaboration with **UNICEF**
- **Target Users:**
  - Panchayat Elected Representatives (PRI members)
  - Panchayat Functionaries (officials and staff)

## Aim

- To **empower Panchayats** by providing:
- Real-time guidance
- Simplified governance workflows
- Easy access to rules, schemes, and advisories
- To improve **day-to-day service delivery and decision-making** at the grassroots level.

## Key Features of PANCHAM

### 1. Direct Digital Connect

- Establishes a **first-of-its-kind direct communication channel** between:
- Government of India
- Panchayat representatives and functionaries nationwide
- Reduces dependence on multiple bureaucratic layers.

### 2. Multilingual Support

- Integrated with **BHASHINI** (National Language Translation Platform).
- Supports **22 Indian languages**, enabling:
- Local-language interaction
- Inclusivity and ease of access for grassroots representatives

### 3. Two-Way Communication

- Enables Panchayat officials to:
- Send feedback

#### Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040  
Phone: **044 4353 9988 / 98403 94477** / Whatsapp : **09710729833**

- Ask queries
- Flag local governance issues directly to the Ministry
- Strengthens **bottom-up governance**.

#### 4. Information Dissemination

- Ministry can directly share:
- Circulars
- Advisories
- Policy updates
- Key governance messages
- Ensures **uniform and timely information flow**.

#### 5. Citizen Access

- Citizens can access PANCHAM through a **QR-code-based mechanism**.
- Enhances:
- Transparency
- Citizen participation
- Accountability of Panchayats

#### 6. Governance Impact

- Faster resolution of field-level issues
- Improved feedback loops between grassroots and policymakers
- Data-driven insights into Panchayat-level challenges

#### Significance

- Supports **Digital India** and **e-Governance** initiatives.
- Strengthens **73rd Constitutional Amendment** objectives by empowering Panchayati Raj Institutions.
- Enhances **last-mile governance delivery** and administrative efficiency.
- Encourages participatory and responsive local governance.