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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

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- 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.