

Enriching Services in the Age of AI: Towards Responsive and Inclusive Public Administration



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Presentatin Highlights

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Five Level Model for Citizen Services

Level-1 Citizen Services

Level-2 Citizen Services

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Introduction



Introduction

Traditional Citizen Services



Introduction

Electronic Citizen Services



Introduction

AI-Powered Citizen Services

AI Powered Citizen Services

Smarter Technology.
Easier Access.
A Better Tomorrow.

How can I
help you today?



Apply for
Certificates



Pay Bills &
Taxes



Book
Appointments



Access
Welfare Schemes



Report Issues
& Get Support



Track
Applications



Faster
Responses



Personalized
Services



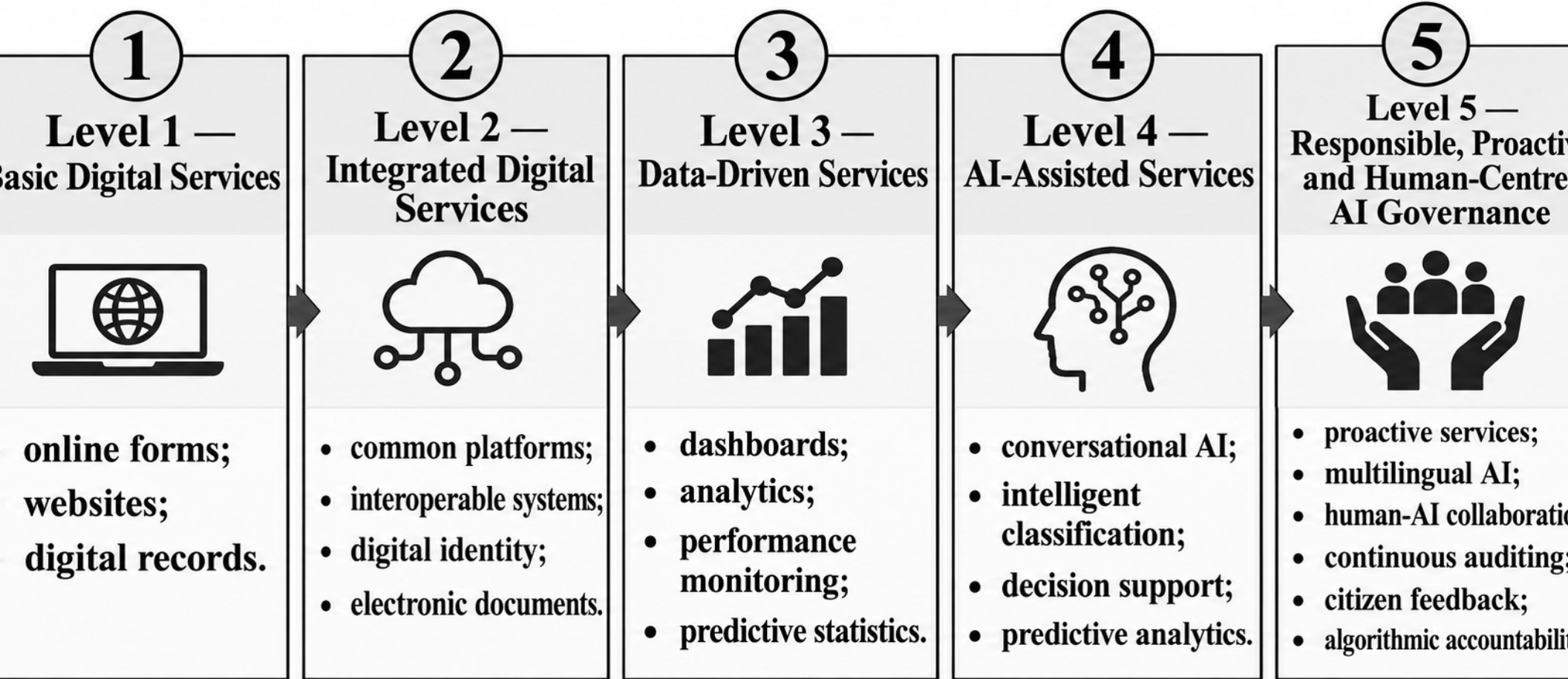
More
Efficient



Greater
Inclusion

*Connected
Citizens
Stronger
Communities*

Five Level Model for Citizen Services



Basic Services

Intelligent & Citizen-Centred Governance

Level-1 Citizen Services

Government application / platform	Government level	What it does	Why Level 1
UP e-District	UP	Online delivery of certificates, applications and other citizen services	Digitises access to government services
UP Bhulekh	UP	Provides access to land-record information	Makes government records digitally accessible
UP Online RTI	UP	Citizens can file RTI applications and first appeals online	Replaces physical filing with online filing

Level-1 Citizen Services

Government application / platform	Government level	What it does	Why Level 1
Passport Seva	India	Online passport application, appointment and tracking	Digitises a traditional paper-heavy service
Parivahan/Sarathi	India	Driving licence and vehicle-related services	Online applications, payments and status
Income Tax e-Filing	India	Online income-tax return and related services	Digital delivery of tax services
EPFO online services	India	Pension/PF-related services	Online access to employee services
Online birth/death registration systems	India/States	Digital registration and certificates	Digitises civil-registration service

Level-2 Citizen Services

Form/ Location	Application	Level 2 capability
NG	Central + State services	Brings multiple government services onto one platform
Locker	Digital documents	Enables authenticated digital documents to be accessed/shared
	Digital signatures	Enables electronic signing of documents
etu	Government APIs	Enables government systems to exchange information

Level-3 Citizen Services

Application	Government use	Data-driven capability
P IGRS/Jan Sunwai analytics	Grievances	Analyse complaints, departments, distribution and pendency
FMS	Public finance	Track government financial transactions
ST analytics	Tax administration	Analyse tax behaviour and compliance
Crime and Criminal Tracking Network & Systems (CCTNS)	Policing	Analyse crime and police data
Agricultural data platforms	Agriculture	Analyse crops, weather, markets and farm data

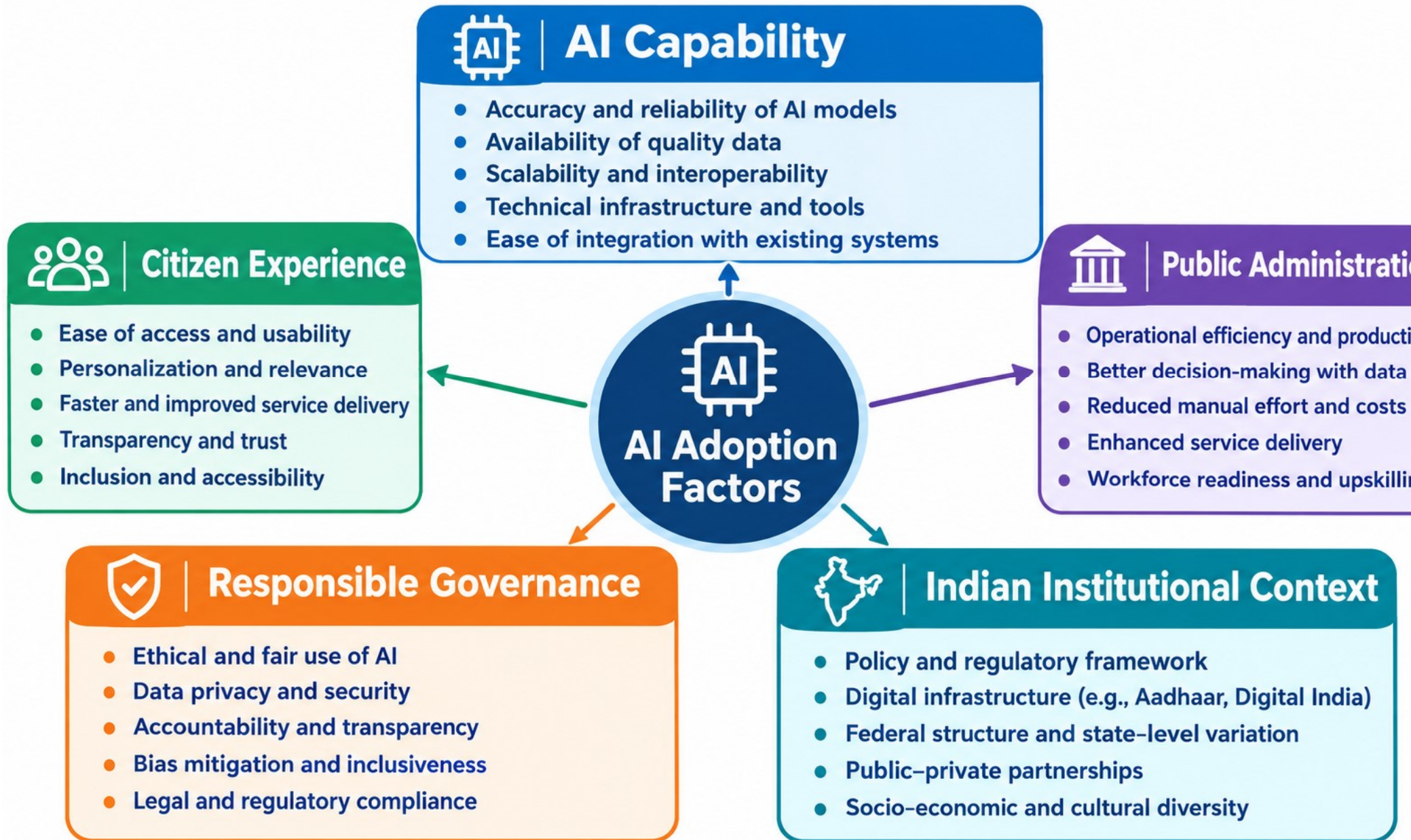
Level-4 Citizen Services

Application	Government sector	AI function
ASHINI	Citizen services	Translation, speech recognition, to-speech and multilingual AI
Madhan Didi	Grievance redressal	Voice-based AI assistance for citizens
San e-Mitra	Agriculture	AI-based assistance to farmers
AI-based weather forecasting	Disaster/weather	Improved prediction and forecasting
SamGPT	Weather	Natural-language weather interaction

Level-5 Citizen Services

Level 5 Service	Core Function
Scheme	Identifies potentially eligible beneficiaries and proactively informs them about relevant benefits.
Based Fraud & Leakage Detection	Detects duplicate beneficiaries, suspicious transactions and abnormal patterns in government programmes.
SP-IHIP	Analyses health data to identify unusual disease patterns and support early intervention.
CHET/NDMA	Combines weather, geographical and other data to predict risks and support early response.

AI Adoption Factors



Challenges in AI Driven Systems

Data Quality and Availability: Poor quality data may affect the reliability of outcomes.

Privacy and Data Protection: Sensitive data of citizens is subject to be protected from cyber security threats.

Lack of Explainability: It is difficult to understand why AI system generated recommendation.

Human Oversight and Accountability: A major problem is determining who is responsible when an AI system takes incorrect decision.

Digital Divide: The persons without smartphones, digital literacy etc. mostly in rural areas become excluded from such services.

Other challenges may include, **lack of AI skills, lack of standardized governance, lack of evaluation metrics, legal and ethical uncertainty** etc.

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& Deepfakes: When Seeing is No Long Believing

WHAT ARE DEEPFAKES?



Deepfakes are AI-generated or manipulated content that can make it look or sound like someone said or did something they never did.

THEY CAN TAKE MANY FORMS



**FAKE
VIDEOS**



**SYNTHETIC
AUDIO**



**ALTERED
IMAGES**



**FABRIC
STOR**

& Deepfakes: When Seeing is No Long Believing

25.6 Million Vanished in a Single Video Call

AL-WORLD CASE — FEBRUARY 2024

An employee joined what appeared to be a routine video call with the company's CFO and several senior executives. Every face. Every voice. Perfectly real.

1 of them were AI-generated.

Convinced the meeting was legitimate, the employee transferred **5.6 million** across multiple transactions to fraudsters before anyone raised an alarm.

Concluding Remarks

AI can transform citizen services from simple digital delivery into intelligent, proactive, personalized and citizen-centric public services.

India has already progressed from digitizing government services to integrating data analytics and AI-enabled assistance, creating a foundation for the next generation of public administration.

However, **responsible AI** must remain at the heart of this transformation. **Data quality, privacy, explainability, human oversight, cybersecurity and accountability cannot be treated as afterthoughts.**

Inclusion is equally important: AI-enabled services should not create a new digital divide for citizens who lack smartphones, connectivity or digital literacy.

The growing sophistication of AI and **deepfakes** also demonstrates the need for **strong verification, public awareness and institutional safeguards.**

The goal is not AI replacing government or people—it is AI enabling government to serve people better, faster, fairly and more transparently.

**THANK
YOU**

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