

**GOVERNMENT OF THE PUNJAB**  
**PLANNING AND DEVELOPMENT BOARD**  
**(GOVERNANCE & IT SECTOR)**

Date of receipt of Position Paper in IT Section **10-01-2025**

**POSITION PAPER FOR PDWP**

**PART-A**

**PROJECT PROFILE:**

1.	<b>Project Title</b>	Approval of Pay Packages of Project Posts for the scheme titled “ <b>ESTABLISHMENT OF CM COMPLAINT HELPLINE (CMCH)</b> ”				
2.	<b>Location</b>	Entire Province of the Punjab				
3.	<b>Sponsoring Agency</b>	Punjab Information Technology Board (PITB).				
4.	<b>Executing Agency</b>	Punjab Information Technology Board (PITB).				
5.	<b>Name of Relevant Department(s) / Stakeholder(s) Invited In Pre-PDWP</b>	<ul style="list-style-type: none"> <li>i. Finance Department</li> <li>ii. PITB</li> <li>iii. Coordination Section, P&amp;D Board</li> </ul>				
6.	<b>Cost</b>	<b>(Rs. in Million)</b> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Component</th> <th style="text-align: center;">Approved Cost</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Revenue</td> <td style="text-align: center;">543.110</td> </tr> </tbody> </table>	Component	Approved Cost	Revenue	543.110
Component	Approved Cost					
Revenue	543.110					
7.	<b>Source of Financing</b>	ADP 2024-25 GS No. 3441				
8.	<b>Allocation 2024-25</b>	1.000 Million				
9.	<b>Implementation Period</b>	<b>Approved:</b> 24 Months (till Oct, 2026)				
10.	<b>Expenditure to date:</b>	-				

**11. Project Description:**

The "CM Complaint Helpline (CMCH)" project is a transformative initiative by the Government of Punjab aimed at revolutionizing citizen engagement and public service delivery. Recognizing the existing fragmentation in the current helpline system, CMCH seeks to establish a unified, centralized platform that will serve as the sole point of contact for all citizen inquiries and complaints related to government services. By consolidating existing helplines and leveraging advanced technologies, the project aims to create a seamless, efficient, and citizen-centric experience.

## 12. Project Objectives

The Core objectives of this project are listed below:

- i. **Establishment of a Unified Helpline:** Create a single, easy to remember helpline number accessible to all citizens of Punjab for inquiries and complaints related to government department services.
- ii. **Integration of Existing Helplines:** Consolidate all active and inactive helplines of government departments under the CM Complaint Helpline (CMCH) platform, ensuring a seamless transition and minimizing disruptions to existing services.
- iii. **Omni-channel Engagement:** Enable seamless communication across various channels, including phone, web chat, email, social media, and mobile applications, to cater to diverse citizen preferences and ensure accessibility.
- iv. **AI-Powered Chat Bots and IVR:** Utilize AI-based chat-bots and interactive voice response (IVR) systems to provide instant and accurate responses to common queries, reducing wait times for citizens and improving efficiency.
- v. **Enhanced Public Service Delivery:** Streamline service delivery by providing a direct line for inquiries, complaints and support; ensuring timely resolution of issues and enhancing citizen satisfaction.
- vi. **Strengthened Government-Public Relations:** Foster trust and transparency by establishing a dedicated channel for citizen feedback, complaints, and suggestions, and proactively engaging with citizens through social media and other platforms.
- vii. **Improved Grievance Redressal:** Enhance the efficiency and responsiveness of grievance handling mechanisms by implementing a standardized process for complaint registration, tracking, and resolution, and providing regular updates to citizens on the status of their complaints.
- viii. **Promotion of Public Trust:** Build confidence in government services through transparent and accountable communication channels, regular updates on the status of complaints, and public recognition of exemplary service providers.
- ix. **Service Optimization:** Utilize data analytics and citizen feedback to identify areas for improvement, measure the impact of government initiatives, and optimize service delivery based on data-driven insights.

- x. **Capacity Building:** Provide comprehensive training to stakeholders on handling omni-channel communication, customer service and conflict resolution to ensure high-quality and empathetic interactions with citizens.
- xi. **24/7 Accessibility:** Ensure round-the-clock availability of the helpline to cater to urgent needs of the citizens of Punjab, with provisions for language support and accessibility for people with disabilities.
- xii. **Integrity and Transparency:** Establish mechanisms for citizens to report corruption and malpractices, and ensure prompt investigation and action on such complaints, fostering a culture of integrity and accountability within government departments.
- xiii. **Outreach and Awareness:** Develop and implement a comprehensive outreach and awareness campaign to educate citizens about the CM Complaint Helpline (CMCH) platform, its benefits, and how to access it, utilizing various channels such as social media, print media, community events, and public service announcements.
- xiv. **Continuous Improvement:** Establish a feedback loop with citizens for government departments, monitor the performance of the helpline, and make continuous improvements in the system based on user experience and evolving needs.

**13. Approval History:**

The scheme titled “**Establishment of CM Complaint Helpline**” was approved by the DDSC at a cost of Rs. 543.110 million during its meeting held on **15.11.2024** with the gestation period of 24 months till October 2026 with 15 project positions.

**14. Proposal by Punjab Information Technology Board (PITB):**

15 project positions were approved in the PC-I. PITB has now submitted position paper with pay packages, along with eligibility criteria and job descriptions of each project post for placing before the PDWP for consideration / approval.

**15. Pre-PDWP Proceedings:-**

The position paper, submitted by PITB, for approval of pay package of 15 posts along with eligibility criteria, job descriptions and KPIs of each project post was discussed in the pre-PDWP meeting held on 23.01.25 under the chairmanship of Member (Governance) P&D Board. The summary table for HR component of the project after the pre-PDWP meeting is as under:-

Sr. No.	Name of Post	No. of Posts	PPS	Pay Package recommended by pre-PDWP	Year-1	Increased Salary	Year-2	Grand Total
(a)	(b)	(c)	(d)	(f)	(g)=(c*f*12)	(h)=(f*1.08/1.10)	i=(h*c*9)	21 Months
1	Senior Manager (Call Center)	1	PPS-08 (218,750-358,750)	350,000	4,200,000	378,000	3,402,000.00	7,602,000.00
2	Senior Manager (Quality Assurance & Training)	1	PPS-08 (218,750-358,750)	300,000	3,600,000	324,000	2,916,000.00	6,516,000.00
3	Principle Software Engineer - WEB	1	PPS-08 (218,750-358,750)	300,000	3,600,000	324,000	2,916,000.00	6,516,000.00
4	Call Center Floor Manager	1	PPS-7 (157,500-258,300)	200,000	2,400,000	216,000	1,944,000.00	4,344,000.00
5	Manager Quality Assurance & Training	1	PPS-7 (157,500-258,300)	200,000	2,400,000	216,000	1,944,000.00	4,344,000.00
6	Senior AI/ML Engineer	1	PPS-7 (157,500-258,300)	195,000	2,340,000	210,600	1,895,400.00	4,235,400.00
7	Software Engineer - Mobile	1	PPS-7 (157,500-258,300)	200,000	2,400,000	216,000	1,944,000.00	4,344,000.00
8	Supervisor Call Center - Quality Assurance	1	PPS-6 (105,000-172,200)	120,000	1,440,000	129,600	1,166,400.00	2,606,400.00
9	Supervisor Call Center - Trainee	1	PPS-6 (105,000-172,200)	120,000	1,440,000	129,600	1,166,400.00	2,606,400.00
10	Supervisor Call Center – Floor Operations	2	PPS-6 (105,000-172,200)	120,000	2,880,000	129,600	2,332,800.00	5,212,800.00
11	Call Center Team Lead Quality Assurance	1	PPS-05 (70,000-112,000)	75,000	900,000	81,000	729,000.00	1,629,000.00
12	Call Center Team Lead - Floor Operations	1	PPS-05 (70,000-112,000)	75,000	900,000	82,500	742,500.00	1,642,500.00
13	Office Helper	2	PPS-01 (28,000-44,800)	37,000	888,000	40,700	732,600.00	1,620,600.00
	<b>Total</b>	<b>15</b>			<b>29,388,000</b>		<b>23,831,100.00</b>	<b>53,219,100.00</b>

**16. Recommendations:**

Position Paper for the Pay Package of **15 posts** along with their eligibility criteria job description and KPIs under the scheme titled “**Establishment of CM Complaint Helpline**” is placed before PDWP for consideration / decision. (**Annex-A**)