

1. Where will PANCHAM be hosted?

PANCHAM developed in collaboration with UNICEF is hosted on Government of India–approved digital infrastructure and follows MeitY’s IT, data security, and privacy frameworks. The user interface is delivered through WhatsApp to ensure ease of access and familiarity for Panchayat Elected Representatives and Functionaries. The backend operates on UNICEF’s RAPIDPRO Digital Public Good (DPG) solution.

2. Is PANCHAM based on live data or static data?

PANCHAM leverages live, system-linked Panchayat officials & Elected Representative’s contact details linked with eGramSwaraj, while providing validated knowledge such as FAQs, guidance notes, workflows, and process information related to eGramSwaraj, LGD, GPDP, and flagship schemes and initiatives of the Ministry. All static content is periodically reviewed and updated to ensure accuracy and relevance.

3. How many languages will PANCHAM support?

PANCHAM is integrated with BHASHINI and will support 22 Indian languages, enabling Panchayat representatives to interact with the platform in their preferred local language.

4. Who will be onboarded on PANCHAM?

PANCHAM would have two interfaces viz.

1. For Panchayat Functionaries and Elected Representative: The contact details of Elected Representatives and Panchayat Functionaries as available in e-Gram SWARAJ is being leveraged to onboard grassroots level officials. At present, approximately 18 lakh Panchayat Functionaries and Elected Representatives of Panchayati Raj Institutions have been onboarded PANCHAM.
2. For Citizens: Citizens would be able to access PANCHAM through a QR-code-based entry mechanism.

5. What kind of services will PANCHAM provide?

- A. For the Panchayat Functionaries and Elected Representative, PANCHAM would functions as a digital companion for Panchayats, providing
 - **Direct Communication:** Broadcast updates, circulars, letters, guidelines, and directives directly to PRIs through WhatsApp as clear and modular/ byte-sized messages which is easy to understand and act upon. Streamline timely communication and grassroots level delivery of information.

- **Real-Time information:** A dedicated Chatbot to address FAQs and provide near real-time updates on various MoPR schemes and programs e.g., e-Governance, Rashtriya Gram Swaraj Abhiyan, Finance Commission Grants etc.
- **Training and Feedback:** Disseminate short training modules (30-50 seconds) on diverse topics as video links relevant to PRI officials.
- **Pre- and Post-Training Engagement:** Facilitate pre-training communication to prepare PRI officials and gather their needs. Gather post-training feedback to assess effectiveness and identify areas for improvement.

B. Enhanced Citizen Engagement: Citizens would be able to engage more effectively at the grassroots level through improved access to information w.r.t communication related to G2C services available at the Gram Panchayat level.

6. How will communication from the Ministry reach Panchayats?

Through PANCHAM, the Ministry would be able to directly disseminate circulars, advisories, key messages, and updates to Panchayat Elected Representatives and Functionaries, ensuring timely, uniform, and authenticated communication across the country.

7. Does PANCHAM support feedback and surveys?

Yes. PANCHAM enables direct feedback and survey collection from Panchayat representatives. Earlier mechanisms relied heavily on State Governments, making the process time-consuming and indirect. PANCHAM significantly reduces this dependency and improves both response rates and turnaround time.

8. Has any assessment been undertaken on efficiency of PANCHAM?

Multiple Proof of Concept (PoC) have been undertaken and a demo version of the PANCHAM channel has already been developed by UNICEF for testing purposes. This prototype has been showcased to States during the Service Delivery Conferences held in Hyderabad and Agra, and the initial feedback has been encouraging. The demo channel has also been successfully used to broadcast advisories from the Ministry directly to Gram Panchayat-level users.

- An advisory on the mandatory geo-tagging of Panchayat Bhawans was effectively disseminated through the PANCHAM platform, demonstrating its reach, efficiency, and potential for timely information delivery. Following the advisory issued to 2.5 lakh Panchayats, 2.14 lakh Gram Panchayats have geo-tagged their Panchayat Bhawans on the Meri Panchayat application. The results demonstrate the speed and scale of impact of PANCHAM platform.

- Another survey revealed that tasks such as organising Gram Sabha meetings, recording and finalising Minutes of Meetings, and maintaining records were particularly time-consuming for Panchayat Secretaries at the Gram Panchayat level. The insights from this exercise led to the conceptualisation of the SabhaSaar initiative and informed the overall design philosophy and user-centric features of PANCHAM.

9. Overall Positioning

PANCHAM, scheduled for launch on 25 January 2026 on the eve of Republic Day, is a flagship digital initiative of the Ministry of Panchayati Raj. It creates, for the first time, a direct and two-way digital connect between the Government of India and Panchayats, strengthening responsive, transparent, and accountable grassroots governance at scale.