

 MADE IN INDIA

Appice for Government & Citizen Engagement

Real-time citizen engagement, multilingual outreach, campaign transparency — built for sovereign deployment.

Audience: Government departments, PSUs, citizen-service organisations

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Web: appice.ai/made-in-india.html

Citizen engagement, designed for India

Government departments, public-sector undertakings and citizen-service organisations operate under unique requirements: multilingual outreach, transparent campaign reporting, sovereign deployment, and no vendor lock-in. Appice is built for these.

What Appice does for government

- **Citizen communication** — alerts, scheme notifications, service updates.
- **Journey orchestration** — multi-step citizen journeys (e.g. application → verification → approval → onboarding).
- **Campaign transparency** — every decision logged; full reporting on who got what message and why.
- **Multilingual outreach** — content adapted to local language and tone.
- **Inclusion** — channel-aware delivery (SMS, voice, app, email) to reach citizens across the digital divide.

Sovereign deployment

Appice supports on-prem, sovereign-cloud and hybrid deployment models — a hard requirement for departments with citizen-data residency obligations. The Appice layer can run inside government data centres, on government-empowered cloud, or in hybrid configurations.

Procurement-friendly architecture

- Open APIs and standard integration patterns — no proprietary protocols required.
- Standard authentication (SSO, SAML, OIDC) and audit logging.
- Compatible with empowered CSPs.
- No mandatory dependency on third-party SaaS for core decisioning.

Use cases by department type

- **Welfare and inclusion** — beneficiary outreach, eligibility communication, document collection journeys.
- **Tax and treasury** — payment reminders, refund notifications, compliance nudges.
- **Health and education** — service-uptake nudges, appointment management, programme adherence.
- **Disaster relief and citizen safety** — multi-channel emergency communication.
- **Public-sector enterprises** — customer engagement at the same enterprise standards as private telcos and banks.

Talk to Appice India

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