

Draft

Best Practices

Bhiwani Bazaar App

Initiated by District Administration, Bhiwani

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Amidst the lockdown announced by the Government of India, states were encouraged to facilitate home delivery of essentials and daily need goods so that the citizens do not have to come out of their homes for purchasing goods. In order to ensure a seamless delivery system, the District Administration Bhiwani, enlisted a group of vendors and retailers on the state portal, District website and also published it in media. To further streamline and ease the process of ordering groceries, medicine and other essentials, District Administration came up with ***Bhiwani Bazaar App*** to provide an option to the citizen to order essential goods from their home. The App was formally launched on 3rd April, 2020.

A. Conceptualisation

It is basically a tech-driven ***Parchi*** system. During the earlier days, when a household needed to go for purchasing commodities to local kiriyana stores, one used to make a *parchi* – listing items to purchase and their quantity. On similar lines, one has to type details in the textbox provided within App for placing an order.

B. Features of the App

- I. This app provides four categories of items among which people can choose from
 - Groceries
 - Medicines
 - Milk
 - Fruit and Vegetables
- ii. OTP based mobile authentication and Registration for a new user.
- iii. Dedicated helpline to redress grievances of vendors as well as customers.
- iv. Facility of tracking the order with customer.
- v. Choice of vendor- customer can choose among multiple vendors (ones who serve in specific areas and ones who serve in the entire city) to deliver required commodities at their doorstep.
- vi. Multiple ways to order commodities – through a WhatsApp message, text message delivered from app or Order on Call facility.

The overall idea was to keep this platform simple as it is a non-commercial application. It plays the role of an aggregator where the vendors are connected to the customers. Therefore, though this App may have limited features but it very convenient to use by virtue of its design.

C. Process to Order

1. Select Items, e.g. Groceries
2. Choose Vendor
3. Order Option (call/text/WhatsApp)

4. Submit Order
5. Place Order and Provide Address

D. Monitoring

Since the App itself was rolled out in such a short span of time and saw a great response from citizens, monitoring of the App became essential for stabilizing it. Therefore, a monitoring team has been put in place to ensure better management, vendor efficiency, synergy in supply chain, faster delivery, periodic feedback and customer satisfaction. This is being done through:

- i. Placing test orders by members of monitoring team
- ii. Calling vendors and analysing whether they are honouring orders or not

In addition, adequate measures were taken by the district administration to fix initial glitches like issue of movement passes for the deliverymen, incidental supply and other technical issues.

E. Review Meeting

A review meeting was conducted two days after the launch to discuss the feedback received. It was decided that:

1. Vendor could also deliver goods in aggregated manner - to deliver multiple orders for customers within an area at one visit instead of multiple visits for individual customers.
2. Sorting out more efficient vendors on top.

District administration has also encouraged the vendors to deliver the goods with no delivery charge and laudably, some of the vendors have willingly decided for free delivery as their contribution to management of this pandemic.

F. Impact

The App has received commendable response as it had touched 1000 user mark within 24 hours of its launch and currently it is having more than 1700 users. Just, within an hour of its launch, its first feedback was received where an order was delivered to the customer within five minutes.

With the help of “Bhiwani Bazaar App”, the district administration has effectively implemented the *social distancing protocol* in the city and also propagated the message to the people of Bhiwani to “*Stay Home and Stay Safe.*”