World's Largest Political Party implements Newgen's Knowledge Management system

Overview

The organization is acclaimed as the world's largest political party on account of its primary membership and is also positioned as India's largest political party*. While serving a diverse nation like India, the members generated a humongous amount of information on a daily basis leading to operational challenges. Thus, the organization realized the need for a robust system to streamline its document management processes and ensure better collaboration.

Operational hold-ups

With a view to reform governance, ensure standardized campaigns and interact with citizens, the party wanted to showcase and maintain a record of all its activities from public rally videos, Party President's speeches, election campaign circulars to correspondences like Daks and notes.

Manually managing these multiple content items from media, events, election campaigns and historical data produced across states was a massive challenge for party members. To access the right information at the right time was an ordeal, as locating and validating physical documents was a time intensive process. Also, to have standardized and comprehensive view of party activities for various members/ ministers was a challenge.

In order to have better visibility and knowledge sharing across the organization from party President, Vice-Presidents, General-Secretaries, etc. the party realized that there was a need to implement a National Knowledge Management system.

Challenges Snapshot

- ➤ Managing multiple content types
- ➤ Archiving and retrieving growing information
- ➤ Collaborating and sharing knowledge with all party members
- ➤ Lack of visibility in party's events, rallies and other processes
- ➤ Lack of centralized repository
- ➤ No easy and secure access to information on-the-go

* In terms of representation in the national parliament and state assemblies

Riding the transformational wave

In order to transform party's document and content management processes, they chose Newgen as their preferred partner. The organization deployed Newgen's scalable and agile web-based Knowledge Management system (KMS). Newgen's KMS is a platform independent solution built on Java/J2EE technology. The system allows party members to easily access and share information anytime - anywhere across country whether during a rally or an event. The party can now ensure standardized election campaigns across all states, districts and villages with better knowledge sharing and collaboration.

Newgen's Solution :

- Newgen OmniSuite comprising of Enterprise Content Management System and Enterprise Mobility Framework.

- Solution captures content through mobile and web based system, and allows for its management, archival, identification and easy retrieval of electronic content in real-time.
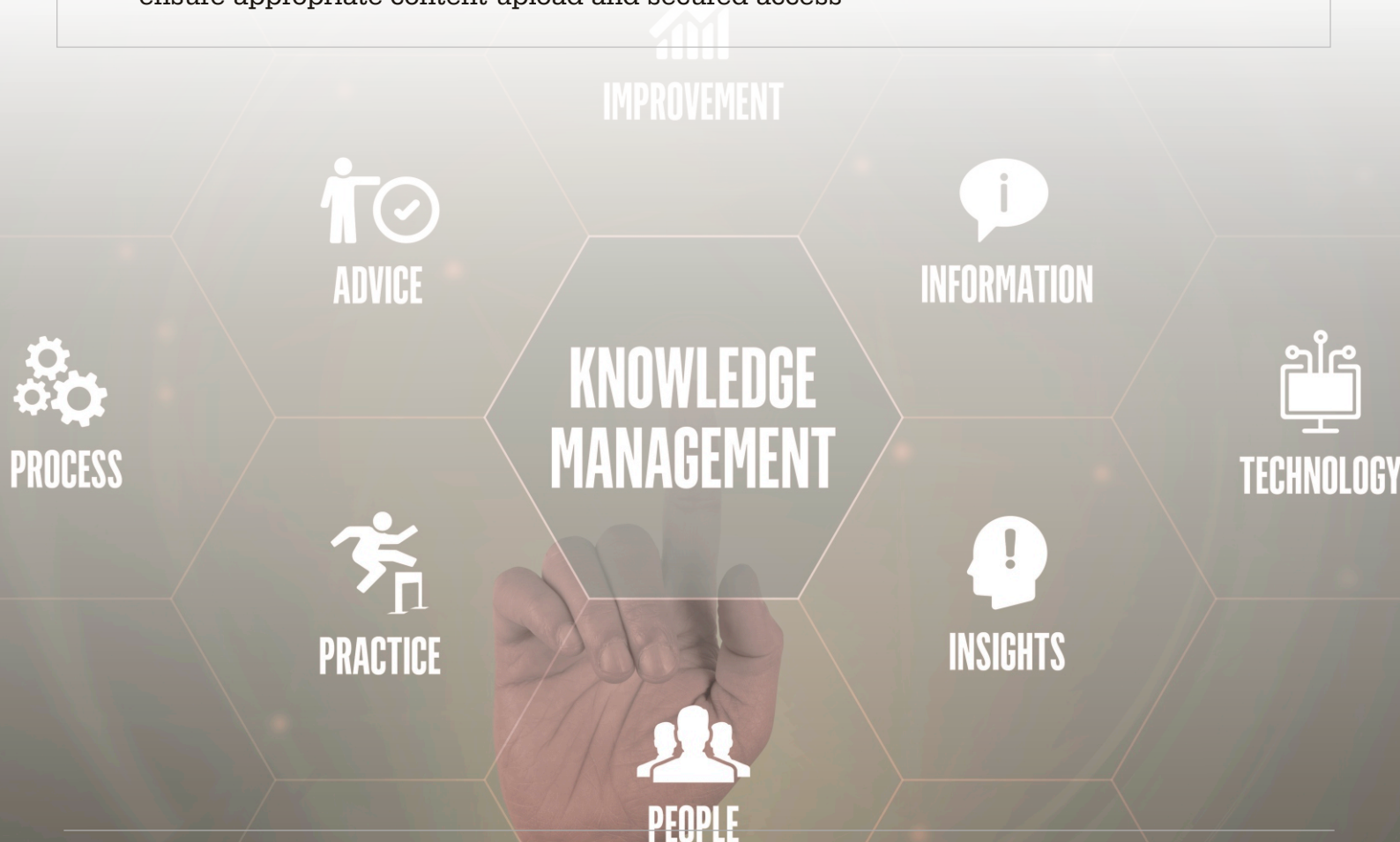
Key solution features:

- ➢ **End-to-end content management** from content capture, compression, archival and retrieval

- ➢ **Digital record** of party's daily activities from Mandal to National Level

- ➢ **Integration with social media** platforms such as Facebook, Twitter and WhatsApp

- ➢ **Digitized and archived content** related to events, rallies, circulars, press releases, election data, historical data and other crucial documents

- ➢ **Centralized knowledge repository** with rights-based access,which varies for President, General-Secretary, and Secretary as defined

- ➢ **Pre-defined and user-defined** folder hierarchy with appropriate content indexing

- ➢ **Maker- Checker** approval capability

- ➢ **Comprehensive dashboard** for the National President to have complete visibility in the system

Implementation Impact

Using Newgen's Knowledge Management System, the party digitized all its content items and ensured it's secured archival on cloud. With this the party can easily access all its content for viewing, modifying, annotating, and printing based on user's rights. The solution allows content indexing for faster retrieval and better collaboration among party members.

Other key benefits achieved:

➢ **Multi-channel capture** | captures information across multiple channels such as mail, fax, SMS and emails

➢ **Anytime-anywhere access** | web-based system and mobile application allows users to access information from anywhere across the country

➢ **Real-time update** | integration with various social media channels allows real-time update from any event or public rally

➢ **Complete visibility and monitoring** | generate detailed reports using dashboard to track and monitor all activities at state or national level

➢ **Easy-to-use and secure** | capabilities such as maker-checker and rights-based access ensure appropriate content upload and secured access

About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.