

# SOCIOMATIC

**Social media has greatly changed the way the public communicates and expectations from the government responsibility have also shifted.**

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With social media being one of the prominent mechanisms to connect to the people directly and in a highly effective manner, social media can be used as an effective tool to solve problems in real-time and using social media to monitor sentiment and help end users.

## **Pre Scenario**

Grievance redressal of the public is one of the major functions of the government but at times it becomes difficult to handle the huge number of conversations on the social platform. Moreover, it is a herculean effort to track and differentiate between a genuine grievance and a suggestion. And last but not the least, amidst all the cacophony, how anyone listens coherently! Even though that's the prime function of the government, but it was difficult to handle each of them as it used to come to the Government offices in

