

**Anandadhara**

**West Bengal State Rural Livelihoods Mission (WBSRLM)**

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)



Memo No. 225 / PRD-34015/5/2025-SRLM SEC-Dept. of PRD

Dated: 12/02/2025

### **NOTIFICATION**

**WHEREAS** the need of providing various services under Department of Panchayat and Rural Development through the online mode for "Ease of Doing Business (EODB)" has been under active consideration of the State Government for some time past.

AND

**WHEREAS,** it is found necessary to provide a streamlined, efficient, and prompt resolution of grievances of businesses / citizens.

**NOW, THEREFORE,** for effective Grievance Redressal, the Department of Panchayat & Rural Development, Government of West Bengal, has developed an Online Grievance Mechanism, with detailed SOPs, including an escalation matrix with timelines and, for reverting to businesses among others, for handling grievances of businesses / citizens, for the following service:

- Promotion of Forest based Enterprises through SHG Member under Anandadhara (WBSRLM)

Businesses / citizens shall be able to submit their grievances through this online system and this platform will facilitate the efficient handling of grievances, ensuring timely and satisfactory resolutions.

## **Detailed SOP of the Online Grievance Mechanism and escalation matrix**

### **I. Procedure to be followed by the Businesses/ citizens for Grievance Redressal.**

#### **A. Submission of Grievances:**

- Grievances can be submitted through online portal, URL:

### **Standard Operating Procedure for Panchayat Public Grievance Redressal System**

#### **Name of Project**

Panchayat Public Grievance Redressal System

**Reference:** Department's letter No: PRD-50011/1/2022-JS(PRD)-Dept. of PRD dated. 20/09/2022:

#### **Web-portal Details**

- <https://www.prdgrievance.in>
- <https://prd.wb.gov.in>
- <https://anandadhara.wb.gov.in/>

#### **Objective**

To outline an efficient and effective grievance redressal mechanism for the rural Citizens of West Bengal.

#### **Nature of Grievance**

Grievance against Projects/Schemes/Programmes implemented by the Panchayats & Rural Development (P&RD) Department.

#### **Modes of Grievance Registration**

1. Citizens can lodge complaints/suggestions 24x7 through the Portal.
2. Grievances received by Authorities (GP/Block/District/Directorate/State HQ).
3. Grievances from Print/Electronic/Social Media/Helpdesk.
4. Grievances lodged with CMRO/CP-GRAMS.
5. Citizens can register grievances by sending a message to Helpline number of the Panchayats & Rural Development (P&RD) Department.

## Time Limit for Disposal of Grievance

1. Grievances shall be disposed of/action taken within **7 (seven) days** from the date of assignment.
2. Grievances requiring action from the Block/District/State shall be handled **as expeditiously as possible**.

## Quality Disposal of Grievance

A casual approach to grievance disposal is not acceptable. A proper resolution must be provided to the grievance.

## Nodal Officers for Grievance Redressal

1. **Block:** Block Mission Director & Block Development Officer
2. **District:** Additional District Mission Director (Anandadhara)& Project Director, DRD Cell

## Grievance Redressal Procedure

1. **Auto-assignment:** Grievances lodged through the Portal are auto-assigned to the respective Nodal Authority.
2. **Hard Copies:** Grievances received in hard copies must be uploaded into the portal and assigned to the respective Nodal Authority.
3. **Print/Electronic/Social Media/Helpdesk Grievances:** These must be uploaded into the portal and assigned accordingly.
4. **Nodal Officer Action**
  - The Nodal Officer will resolve the grievance and upload the action taken/redressal report within **seven days**.
  - If unresolved within the given time, it must be re-assigned to a higher/lower level within **two days**.
5. **Priority Cases:** Grievances from Senior Citizens, Physically Challenged individuals, and Women shall be resolved on priority.

## WhatsApp-Based Grievance Redressal Procedure

1. **WhatsApp Number:** A dedicated WhatsApp number will be provided for grievance submission.
2. **Message Format:** Citizens must send grievances in the following format:
  - **Name:**
  - **Address:**
  - **Type of Grievance:**
  - **Mobile No:**
  - **Description:**
  - **Supporting Documents (if any):**
3. **Auto-Response:** The system will generate an acknowledgment with a grievance registration number.
4. **Integration with Portal:** WhatsApp grievances will be automatically registered in the online portal and assigned to the respective authority.
5. **Tracking & Updates:**
  - Citizens will receive updates on their grievance status via WhatsApp.
  - Final resolutions will be shared through an automated WhatsApp response.

6. **Escalation Mechanism:** If a grievance is unresolved, the citizen can reply with "REOPEN" to escalate it.

### Feedback Mechanism

1. Once the Nodal Officer uploads the action taken/redressal report, the Citizen will receive an **SMS/WhatsApp notification** and can view the solution in their login.
2. If satisfied, the Citizen can **close the grievance**.
3. If unsatisfied, the Citizen can **re-open the grievance**, and it will be reassigned to the concerned Nodal Authority.

### Monitoring

1. **Regular Monitoring:** The Grievance Portal will be monitored regularly by the **PD, DRDC Cell, & BDO**.
2. **Quality Check:** Random cases will be reviewed for quality disposal.
3. **Feedback Analysis:** Unsatisfactory feedback shall be noted, and corrective action shall be taken accordingly.

This SOP ensures that grievances are registered, monitored, and resolved efficiently using both online and WhatsApp platforms, ensuring transparency and accessibility for rural citizens.

This Notification shall take immediate effect.



State Mission Director & Chief Executive Officer  
West Bengal State Rural Livelihood Mission