

Executive Summary

This MSP had given opportunity to find solution to a critical problem at DSOM. To reduce the organizational budget deficits and prevent the unnecessary delays in responding correspondences, after thorough analysis, it was proposed and implemented the project of establishing the digital platform including an official Website with social media plug-ins, a web portal for communication and a blog. This would bring outcomes of improved communication, reduced cost and increased productivity.

Implementation of this project would result in immediate, tangible outputs and long term outcomes including opportunities for organization, employees and citizen through engagement and dialogues on digital platforms. The employees of DSOM would be benefited through this project. Also, when it comes to the cost reduction in terms of communication and information circulation, it would save a considerable amount of money while the mode of information sharing being speedy and more efficient. This would positively contribute to the performance enhancement of DSOM.

Similarly the citizen could actively participate in government process by commenting on service quality, suggestions for improvement of service delivery and reviews on development projects. Citizen-centric decision making would ensure the existence of practice of good governance principles. Further, their engagement in government activities would in the long run lead them towards empowerment.