

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION

RAJYA SABHA
UNSTARRED QUESTION NO. 202
TO BE ANSWERED ON 22ND JULY, 2025

ANNA MITRA AND ANNA SAHAYATA DIGITAL PLATFORMS

202 # SHRI MITHLESH KUMAR:
SHRI NARHARI AMIN:
SMT. KIRAN CHOUDHRY:
SHRI MADAN RATHORE:
DR. ANIL SUKHDEORAO BONDE:
SHRI MOKARIYA RAMBHAI:

Will the Minister of Consumer Affairs, Food and Public Distribution be pleased to state:

- (a) the objectives and key design features of the Anna Mitra mobile app and the manner in which it enhances access to the Public Distribution System for beneficiaries;
- (b) the current rollout status of Anna Mitra, including the number of States and languages in which it is operational ;
- (c) the key features of the Anna Sahayata platform launched under PM-GKAY for grievance redressal and the names of the States and languages covered in its pilot phase;
- (d) the technical functionalities integrated in the Anna Sahayata platform; and
- (e) the total number of beneficiaries expected to be covered and the budget allocated for the development and deployment of Anna Mitra and Anna Sahayata platforms ?

A N S W E R
MINISTER OF STATE FOR MINISTRY OF CONSUMER AFFAIRS,
FOOD & PUBLIC DISTRIBUTION
(SHRIMATI NIMUBEN JAYANTIBHAI BAMBHANIYA)

(a) to (b): The Anna Mitra mobile app empowers PDS (Public Distribution System) field functionaries by providing the access to critical operational data through a secure platform. The app is designed to streamline field-level monitoring, stock management, and compliance reporting by Fair Price Shop (FPS) dealers, Food Inspectors and District Food Supply Officers (DFSOs).

Key Design Feature of Anna Mitra – It is designed to:-

- Streamline field-level operations, stock tracking, and compliance reporting
- Transaction summary of ration cards, beneficiary management and other stakeholder information
- Inspection modules, feedback and rating modules
- Stock level management from District to FPS level

These features enable the app to

- Reduce bottlenecks and eliminate manual paperwork
- Enhance decision-making through data access

Anna Mitra ultimately brings all key PDS stakeholders onto a single, secure digital platform, improving transparency, speed, and efficiency in service delivery.

At present, the Anna Mitra app is operational in four pilot States i.e Uttarakhand, Tripura, Assam and Punjab and available in two languages (English & Hindi). It is getting implemented in other States/UT in phased manner.

(c) to (e): The Anna Sahayata platform launched under the Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) facilitate a structured and technology-enabled grievance redressal mechanism pertaining to the Targeted Public Distribution System (TPDS) under National Food Security Act (NFSA) leveraging WhatsApp and IVRS services. Its key features from technological standpoint involve functionalities like grievance registration through WhatsApp and IVRS channels and a three-tiered escalation matrix to ensure timely tracking and resolution of grievances at appropriate administrative levels. The platform has been rolled out in five pilot States, Gujarat, Jharkhand, Telangana, Tripura & Uttar Pradesh and currently enables grievance submission in five languages i.e Hindi, English, Gujarati, Telugu and Bangla. Further, platform will be operational in other States/UTs in phased manner.

The Anna Sahayata platform is envisaged to benefit a substantial portion of the NFSA beneficiary base i.e around 80 Crores progressively upon rollout in remaining States/ UTs. The budget allocation of Anna Sahayata for the pilot phase implementation is around Rs.86 lakhs and for the Anna Mitra app is Rs 52 lakh.
