AI VOICE AGENTS FOR MLA OFFICES

AiSewak voice agents for MLAs

Onboarding guide

Four ready-to-use Hindi voice agents an MLA's office can switch on: invite supporters to a rally in the leader's own voice, hear citizens' mood, answer every missed call, and share the leader's record of work. Each section lists exactly what we need from the MLA's office to start.

At a glance

Three agents run today as live demos; the fourth (achievements broadcast) is configured for your office from the same outbound stack during onboarding.

	AGENT	TALKS TO / DIRECTION	WHAT THE MLA'S OFFICE GETS	STATUS TODAY
1	**Rally invitation** PAGE 2	Supporters on your list — Agent calls out	RSVP per person: coming / maybe / no, companions, transport need	Live demo — outbound line set up at onboarding
2	**Sankalp Samvad** PAGE 3	Citizens in chosen areas — Agent calls out	Top three local problems per citizen, satisfaction, follow-up consent	Live demo
3	**Missed Call AI Agent** PAGE 4	Anyone who called your office — Citizen calls in, or agent calls back	Every grievance categorised (22 types), urgency P0–P3, emerging-issue alerts, daily brief	Live browser demo — phone number wired at onboarding
4	**Achievements broadcast** PAGE 5	Citizens in chosen areas — Agent calls out	A short, factual update on completed work, with an option to ask a question or opt out	Built for your office at onboarding

Try the live demos

- **Rally invitation** aisewak.com/rally-invite →
- **Sankalp Samvad** aisewak.com/sankalp-samvad →
- **Missed Call AI Agent** aisewak.com/mla-missed-call →
- **All agents** aisewak.com/bjp-agents →

ALSO IN THIS GUIDE

Calling hours and how many phone lines to buy PAGE 6

Rules every agent follows, and the six onboarding steps PAGE 7

AGENT 1 OF 4

1 Rally invitation agent

In the leader's own voice

The agent calls each supporter, confirms it has the right person, invites them to the rally and records a clear answer in under three minutes.

TALKS TO	DIRECTION	STATUS TODAY
Supporters on your list	Agent calls out	Live demo; outbound line set up at onboarding

On the call

1. **Introduces itself**
   The first sentence says it is the leader's AI assistant, then it asks for the supporter by name.
2. **Shares the details**
   It gives the venue, and the date and time only if your office has confirmed them; otherwise it says details will follow by SMS or WhatsApp.
3. **Records the answer**
   It asks whether they will come, how many people they will bring, and whether they need help with transport.

What you get per person

- ✓ Name
- ✓ Area
- ✓ RSVP coming likely undecided no
- ✓ Number of companions
- ✓ Transport need
- ✓ Best time to call
- ✓ Notes

GUARDRAILS
It never asks for a vote, never promises money, fares or favours, and stops at once on "don't call me".

The leader's own voice WRITTEN CONSENT REQUIRED

We can build the voice from a recording of the leader. The agent still introduces itself as an AI assistant in the first sentence and never speaks as the leader in the first person. Because the voice belongs to a real public figure, we need written consent first. Without it we use a neutral Hindi voice. Indian IT Rules specifically target synthetic audio that falsely depicts a real person's voice.

What we need from the MLA's office

6 items · tick each one off as you send it

- ☐ **Signed, dated consent** from the leader to create and use an AI version of their voice for this campaign, stating the purpose and the period
- ☐ **Rally details:** venue, date and time (only once final), and the name to use for the leader on the call
- ☐ **The office's do-not-call list,** if one exists
- ☐ **A clean voice recording** of the leader: a quiet room, natural speaking pace, in Hindi (we share the script and length with you before recording)
- ☐ **The contact list:** name, mobile number and area for each supporter, with confirmation they agreed to be contacted
- ☐ **Who receives the RSVP list,** and how often (daily / after each wave)

AGENT 2 OF 4

2 Sankalp Samvad

Citizen mood and feedback

The agent asks citizens, in their own words, what most needs fixing where they live, so the office hears the mood area by area before writing its commitments.

TALKS TO	DIRECTION	STATUS TODAY
Citizens in chosen areas	Agent calls out	Live demo

On the call

1. **Introduces itself**
   It says it is an AI assistant collecting views, and that taking part is voluntary.
2. **Listens to local problems**
   It asks for a name and area, then up to three local problems, one at a time, and reads them back to confirm.
3. **Tests your points**
   It reads two or three points your office is considering and asks which matters most and what is missing.
4. **Asks about satisfaction**
   It asks once how satisfied the citizen is with the work being done. A refusal is a complete answer.

GUARDRAILS
It never asks who they vote for, and never asks caste, religion, income, Aadhaar or bank details.

What you get per citizen

- ✓ Name
- ✓ District or area
- ✓ Three concerns in priority order, with categories
  roads · electricity · water · jobs · farming · stray cattle · health · education · law and order · ration and pension · corruption · other
- ✓ Satisfaction
  satisfied · mixed · dissatisfied · refused
- ✓ Consent to be contacted again
- ✓ Do-not-call

What we need from the MLA's office

5 items · tick each one off as you send it

- [ ] **The two or three points under consideration** that the agent should read out, in Hindi, as the office would say them
- [ ] **The areas to cover:** wards, villages or polling-booth areas, and a target number of citizens per area
- [ ] **The contact list per area** (name optional, mobile number required), with its source
- [ ] **The name the agent uses** for the office in its greeting
- [ ] **Who reads the results,** and whether you want a summary per area or per day

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AGENT 3 OF 4

Missed Call AI Agent

Every citizen who calls the office and is not answered gets a patient AI assistant who listens, records the problem accurately and passes it to the team with its urgency marked.

TALKS TO	DIRECTION	STATUS TODAY
Anyone who called your office	Citizen calls in, or agent calls back	Live browser demo; phone number wired at onboarding

On the call

1. **Introduces itself, then listens**
   It says it is an AI assistant from the MLA's office, never the MLA, and lets the caller explain first.
2. **Asks only what is missing**
   Area, since when, how many people are affected, any earlier complaint number, and what they want done.
3. **Works in the caller's language**
   It handles Hindi, Hinglish and English, and several problems in one call.
4. **Notes requests to meet the MLA**
   If someone asks to speak to the MLA, it records why, how urgent it is and a preferred time.

GUARDRAILS
It never promises action or a date. For emergencies it tells the caller to dial 112, 108 or 101 first.

What the office gets

- ✓ Every concern sorted into one of **22 categories** (water, roads, electricity, pension, ration, police and so on) and routed to its department
- ✓ **Urgency with a reason**
  P0 emergency · **P1** urgent · **P2** important · **P3** routine
- ✓ An **emerging-issue alert** when three or more different callers from one locality report the same problem within 24 hours
- ✓ **A dashboard** showing today's calls, a priority inbox, callback and meeting requests, problems by ward and village, and citizen sentiment
- ✓ **A daily brief** whose numbers are computed from the calls themselves, never written by the AI

What we need from the MLA's office

6 items · tick each one off as you send it

- [ ] **The MLA's name and constituency** exactly as callers should hear them
- [ ] **The phone number citizens call** (existing office number to forward, or a new number we provide)
- [ ] **Office hours,** and what the agent should say outside them
- [ ] **Ward, village and mohalla names** for the constituency, and local department names if they differ from the standard list
- [ ] **Who in the office gets dashboard access,** and who should be alerted for P0 and P1 issues
- [ ] **Any categories to add or rename** (the list is a configuration file, so no code change is needed)

AGENT 4 OF 4

4 Achievements broadcast

The agent calls citizens with a short, factual update on work completed in their area, then takes one question or an opt-out. It is configured for your office from the same outbound stack during onboarding.

TALKS TO	DIRECTION	STATUS TODAY
Citizens in chosen areas	Agent calls out	Built for your office at onboarding

On the call

1. **Introduces itself**
   It says it is an AI assistant calling on behalf of the MLA's office.
2. **Shares the update**
   It shares two or three completed works relevant to the citizen's area, in about a minute.
3. **Takes a question**
   It then asks if they have a question or a problem to report, and records it.

GUARDRAILS
It states only facts your office has supplied, each with a source, and never adds numbers, claims or comparisons of its own. "Don't call me" ends the call and the number is not called again.

What you get

- ✓ Who was reached and who was not
- ✓ How long each listened
- ✓ Questions and problems raised (routed into the Missed Call dashboard)
- ✓ Opt-outs

Election periods

NO CALLS IN THE 48 HOURS BEFORE POLLING

Bulk voice messages carrying election matter are barred in the 48 hours before polling (Representation of the People Act 1951, section 126; the Election Commission's 2024 press note names bulk SMS and voice messages). We schedule campaigns so that no call is placed in those windows.

What we need from the MLA's office

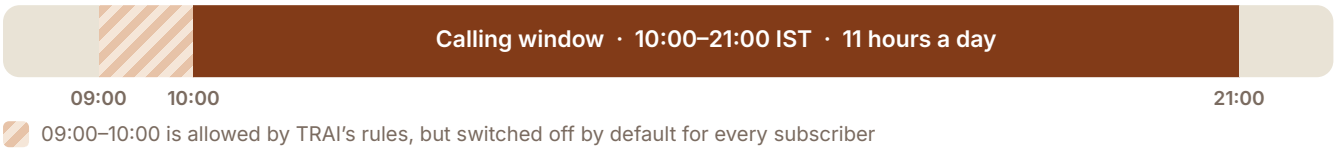
5 items · tick each one off as you send it

- ☐ **A list of completed works:** name, location, completion date, and the source (sanction letter, inauguration record, government portal) for each
- ☐ **The contact list per area,** with its source and consent basis
- ☐ **Dates to avoid** (poll dates, model-code periods your counsel advises)
- ☐ **Which works to mention in which area,** so each citizen hears what is local to them
- ☐ **Approval of the final Hindi script** before the first call

PLANNING

Calling hours and how many phone lines to buy

Outbound calls can go out only between **10:00 and 21:00 IST**, which is 11 hours a day. Plan the number of phone lines (channels) from your target number of people and the deadline, using the table below.



09:00–10:00 is allowed by TRAI's rules, but switched off by default for every subscriber

Why 10:00 and not 09:00

TRAI's commercial-communication rules allow 09:00–21:00, but the time bands before 10:00 and after 21:00 are switched off by default for every subscriber. So 10:00–21:00 is the window that actually reaches people.

Source: TCCCPR 2018, Schedule-II time bands, Note-1 — trai.gov.in/sites/default/files/2024-09/RegulationUcc19072018.pdf

Two steps before every campaign

Both are required, and both are part of our setup with you.

1. Numbers on the Do-Not-Disturb register must be removed just before each round of calls.
2. The telecom provider must be told in writing, in advance, that an auto-dialer will be used.

Lines needed to reach everyone in one day (10:00–21:00)

Agent	Typical answered call	People one line can reach per day	10,000 PEOPLE	50,000 PEOPLE	1,00,000 PEOPLE
Rally invitation	1.5 min	~300	**33** lines	**163** lines	**325** lines
Sankalp Samvad	4 min	~140	**72** lines	**358** lines	**715** lines
Achievements broadcast	1 min	~400	**25** lines	**124** lines	**247** lines

RULE OF THUMB

lines = people ÷ (days × people per line per day)

More days, fewer lines.

Spreading the same list over more days divides the lines needed: 1,00,000 rally invitations over 5 days needs about 65 lines.

These are planning estimates, not measurements

We replace them with your constituency's real answer rates after the first day of calls. They assume:

Half
of all attempts are answered

Up to 3
attempts per person, so about 88% are eventually reached

~35 seconds
of line time for each unanswered attempt

85%
of the window, lines are kept busy

SAFEGUARDS

Rules every agent follows

It says it is an AI assistant in its first sentence, and never speaks as the MLA or leader

No promises of action, money, jobs, benefits or dates

It never asks who someone voted for or will vote for, and never asks caste, religion, income, Aadhaar, OTP or bank details

Emergencies come first: it tells the caller to dial 112, 108 or 101

"Don't call me" ends the call, and the number is not called again

No calls outside 10:00–21:00, and no election-matter calls in the 48 hours before polling

GETTING STARTED

Onboarding steps

1	**Kick-off call:** choose agents, areas and targets; we size the phone lines from the table on page 6	TOGETHER
2	**You send the inputs** listed under each agent, including the leader's voice consent if you want the leader's own voice	YOUR OFFICE
3	**We configure** the agents in your office's name and share test calls for approval	AISEWAK
4	**You approve** the Hindi scripts and the dashboard access list	YOUR OFFICE
5	**Pilot:** one day at small volume, then we tune answer-rate estimates and line count	TOGETHER
6	**Go live,** with a daily summary to the office	LIVE

AiSewak
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