

Empowering India with Unified Platform for Axis My India

Niveus drives end-to-end cloud solutions, encompassing architecture, AI/ML integration, data engineering pipelines, security implementation, and scalable app development for Axis My India's empowerment platform.

The challenge

In order to consolidate various communications channels and provide a single channel for all the crucial information, Government Of India is building an empowerment platform, a single window for information related to GOI new initiatives, schemes, job posting, survey and grievance. This single platform will have all the necessary information related for public consumption.

The solution

Utilized GCP with BigQuery for data warehousing, Dataflow with Apache Beam for seamless data ingestion and transformation. Leveraged Google Cloud Storage as the storage layer, Vertex AI for ML model development, Document AI for document comprehension, Looker for dashboard creation and testing, Cloud Composer for orchestration and syncing tasks and GenAI Image Caption for preliminary vision tasks.

The result

Niveus developed a cloud-based platform for the Government of India. The platform provided a single window for citizens to access information about government schemes, jobs, and surveys. The platform also had a chatbot integration and personalized recommendations with all the necessary information related for public consumption which caters to more than 1406 million citizens of India.

“ Our experience with Niveus has been exceptional. The centralized data platform seamlessly integrated data from diverse sources, providing a comprehensive solution. The analytics dashboard and machine learning models have proven invaluable, offering actionable insights for informed decision-making. We commend the Niveus team for a job well done! ”

Girish Upadhyay, Chief Marketing Officer, Axis My India



DELIVERING TRUST
SINCE 1998

About Axis My India

Axis My India Ltd. is one of India's leading innovative media houses. With over two decades of robust presence in mass media advertising, marketing solutions, printing technology, market research & survey and on-ground rural activation. The company has been dissolving India's geographical boundaries with a reach that spans 16 crore households.

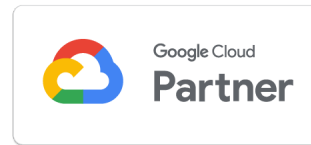
Vertical/horizontal solution: Advertising & Marketing

Primary project location: India



About Niveus Solutions Pvt Ltd

Niveus Solutions, a Google Cloud Partner leverages cloud technologies to help enterprises with a range of cloud capabilities and services.



Products

Google Cloud Platform