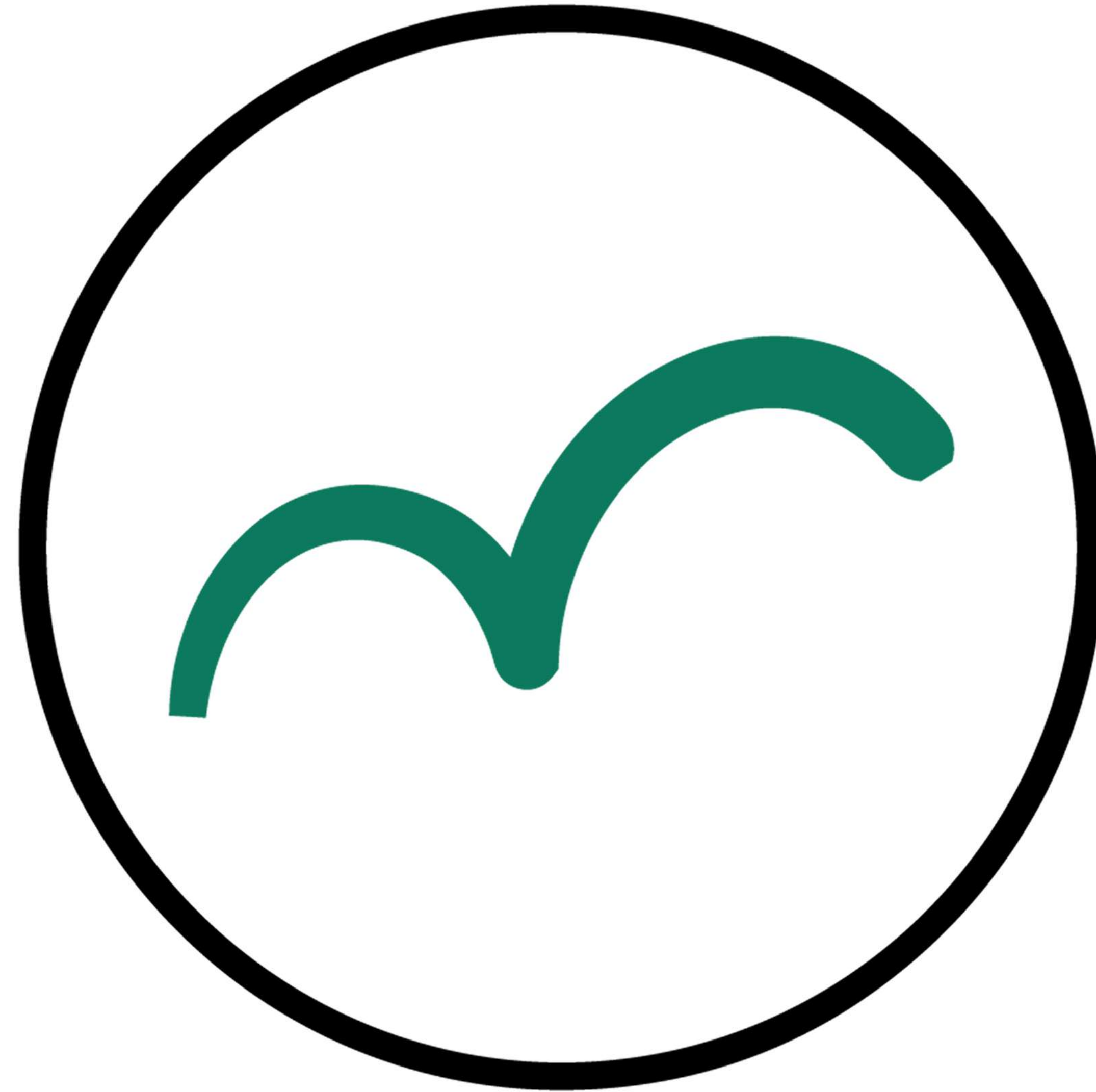




**Niyuktha**

We serve you

# *Problem Statement*

Citizens often face delays, unclear procedures, corruption, and limited visibility into how their applications or complaints are handled. This makes government services difficult to navigate, track, and trust.

## **The core challenges**

- 1. Transparency:** Information should be visible and understandable.
- 2. Accountability:** Citizens should be able to know what is happening with their requests and complaints.
- 3. Participation:** Citizens should have a clear channel to report issues and engage with governance.
- 4. Accessibility:** Public services should be simple to navigate regardless of digital familiarity.

# *Possible Solution*

Niyuktha proposes a transparent, citizen-focused governance ecosystem that simplifies access to public services through service tracking, issue reporting, public information, and clear communication.

## **Elements of Niyuktha's eco-system:**

- 1. Website:** Public information, services, announcements and transparency.
- 2. Mobile App:** Service applications, tracking, complaints, notifications and feedback.
- 3. Transparency Dashboard:** Make government activity easier to understand and follow.
- 4. Official ID Cards:** Allow citizens to verify representatives through QR-based identity.
- 5. Staff Uniforms:** Create a recognizable and accountable physical presence.
- 6. Official Documents:** Carry the same trustworthy identity across government communication.

# *Target Audience*

Niyuktha is designed primarily for citizens accessing government services, while also supporting government officials and service representatives responsible for processing and responding to those requests.

## Who is Niyuktha for?

### Citizens:

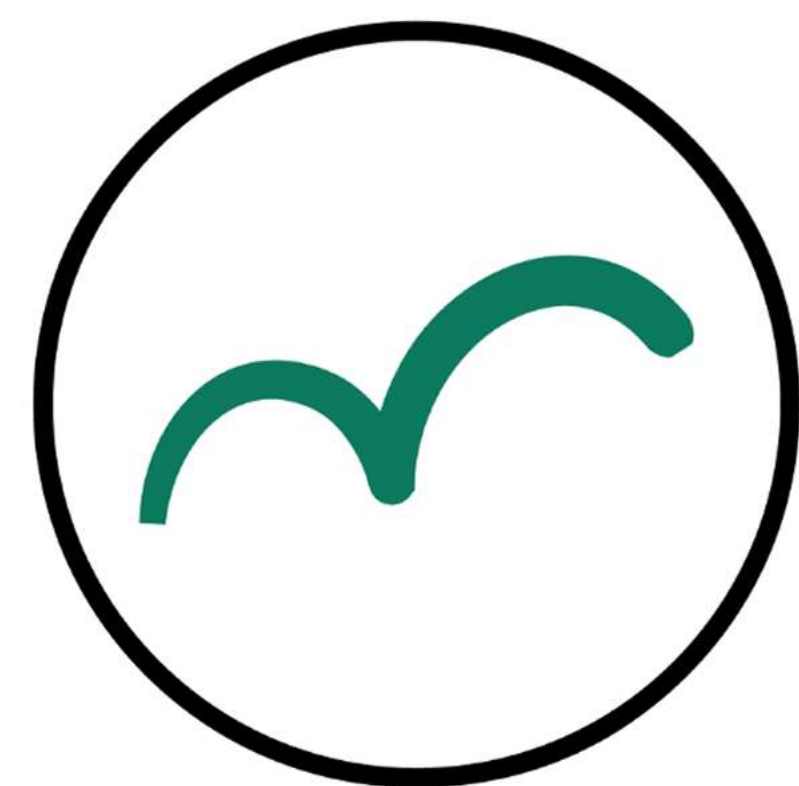
1. **Access public services:** Find information and understand procedures.
2. **Track applications:** Know the current status of their requests.
3. **Report issues:** Report corruption or problems through a secure channel.

### Government Officials:

1. **Process services:** Handle citizen requests and applications.
2. **Communicate clearly:** Provide status and service information.
3. **Remain accountable:** Operate within a trackable governance system.

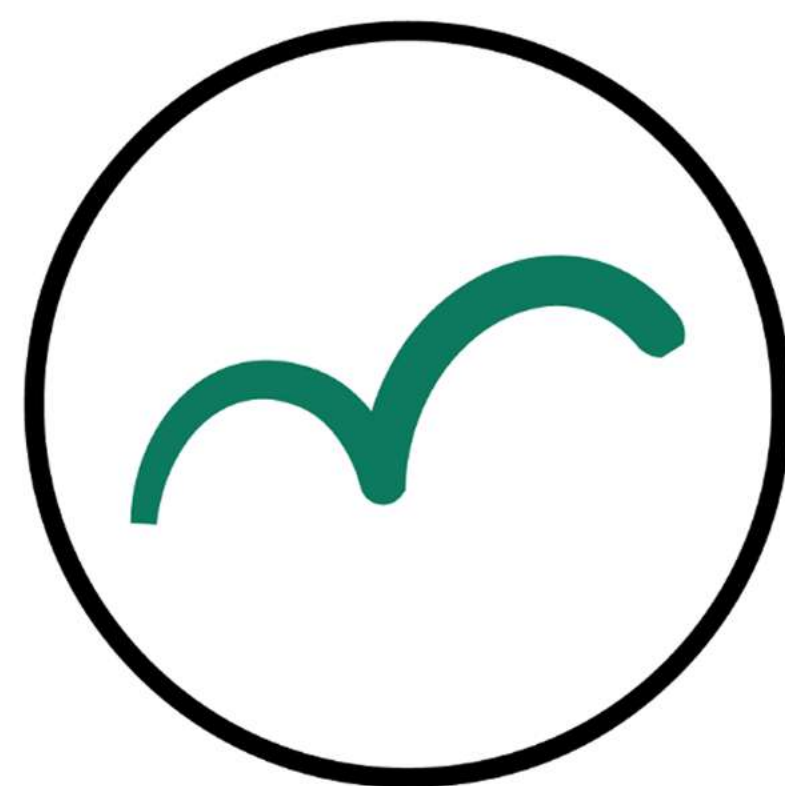
# Logo Usage – Logo variations

Primary Logo



**Niyuktha**  
We serve you

Secondary Logo



**Niyuktha**  
We serve you

Primary Logo  
(Dark Background)



**Niyuktha**  
We serve you

Secondary Logo  
(Dark Background)



**Niyuktha**  
We serve you

# Logo Usage – Clear spacing



Always maintain a clear space equal to capital N of the Wordmark logo around it.

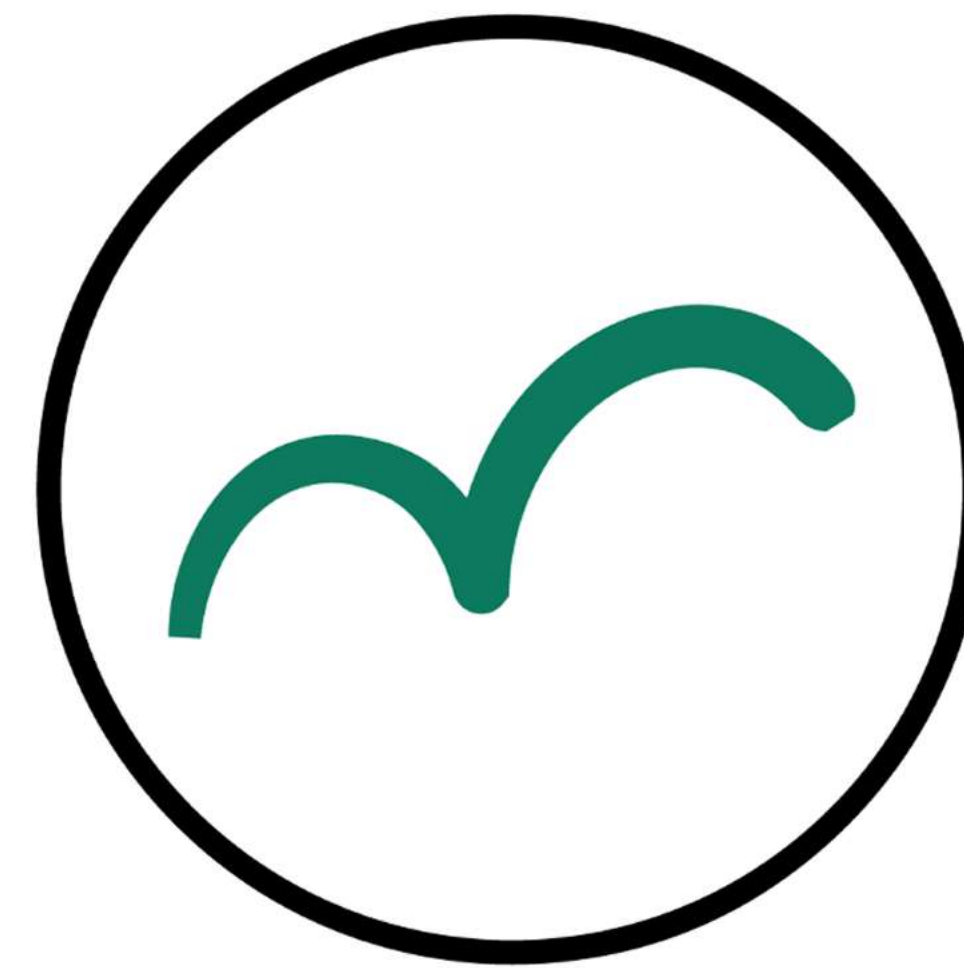
# Logo Usage – Minimum sizing



**Niyuktha**  
We serve you



**24 mm**  
(Digital : 90px)



**Niyuktha**  
We serve you



**28 mm**  
(Digital : 105px)

For proper legibility, the logo should not be reduced below this sizing

# Color palette

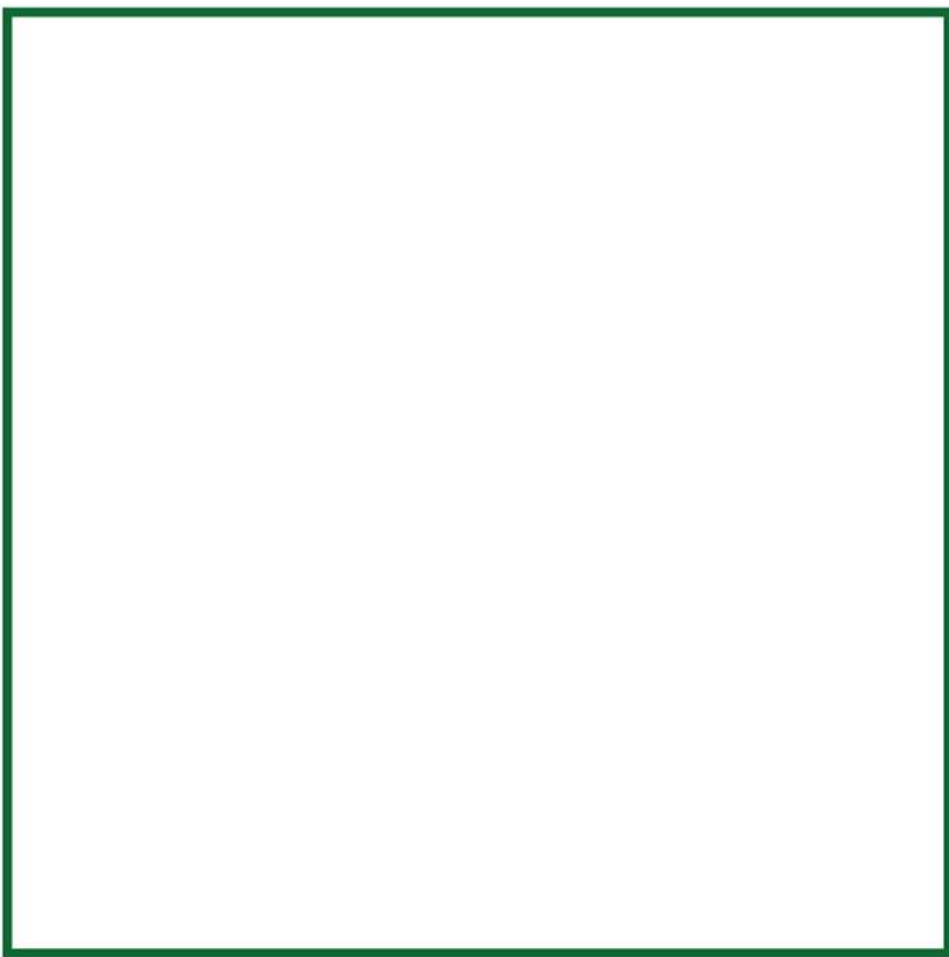
## Primary Colors



**Emerald Green**

Primary/Action

#0E795E



**White**

Background/Surface

#FFFFFF

## Neutral Colors



**Deep Slate**

Text/Headings

#1D293B



**Steel Grey**

Secondary Text  
/ Icons

#65748B



**Cloud Grey**

Background  
/ Sections

#F8FAFC



**Border Grey**

Borders/Inputs  
/ Dividers

#E2E8F0

## Accent Colors



**Deep Slate**

Text/Headings

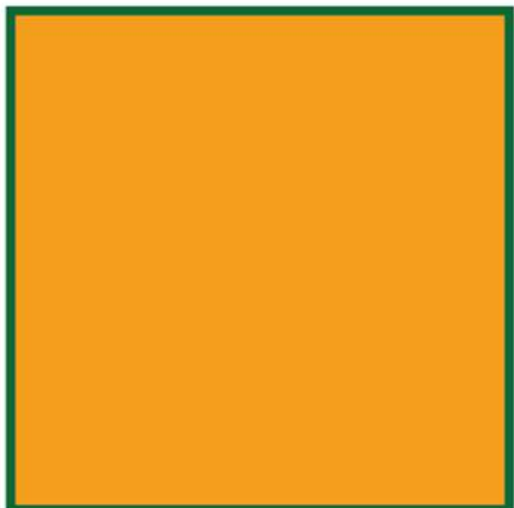
#2563EB



**Steel Grey**

Secondary Text  
/ Icons

#E4FFFF



**Cloud Grey**

Background  
/ Sections

#F59E0B

# Typography

## Accessibility. Trust, and Radical Transparency

---

Niyuktha is built on the principles of accountability, openness, and citizen empowerment. Our typography system reflects clarity and authority while ensuring high readability across all platforms and touchpoints.

### H1

Outfit Bold

## H1 Heading

32px / 40px

### H2

Outfit SemiBold

## H2 Heading

24px / 32px

### Body

Plus Jakarta Sans

This is body text. Jakarta Sans is used for paragraph text to ensure high readability and clarity across digital and print applications.

16px / 24px

# Iconography



Home



Services



Report



Track



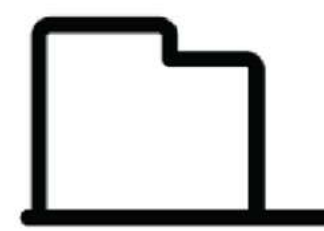
Profile



Apply



Renew



Survey



Payment



Language

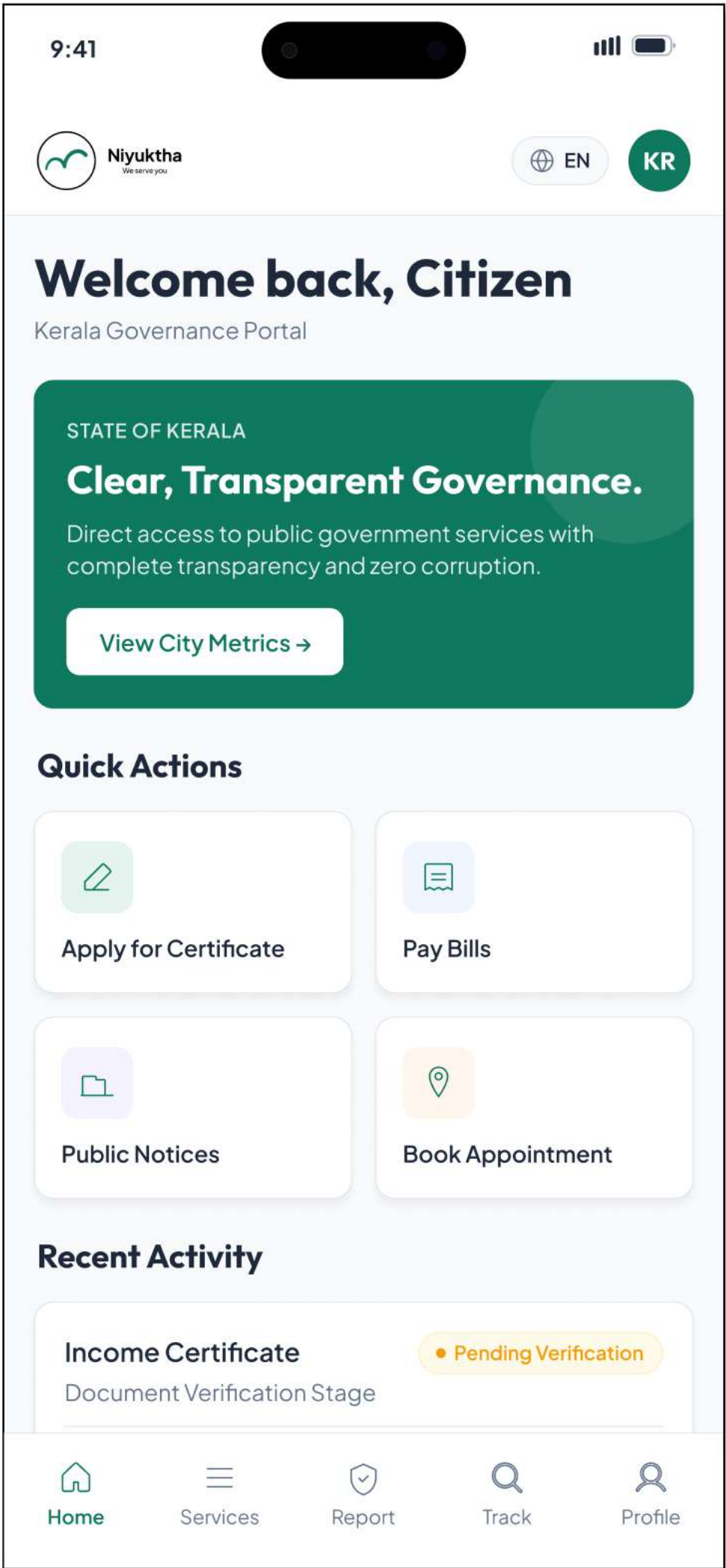
Our icon system is inspired by Phosphor style: minimal, consistent, and purposeful, utilizing a uniform 1pt stroke

# Screens

Splash Screen



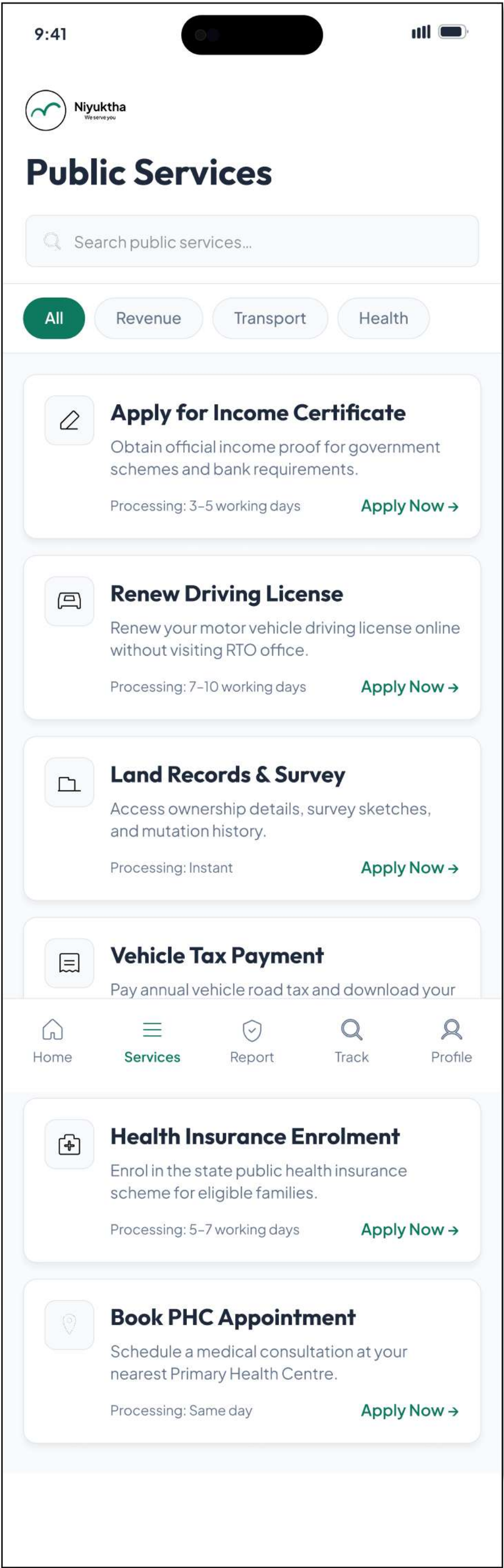
Home



Dashboard

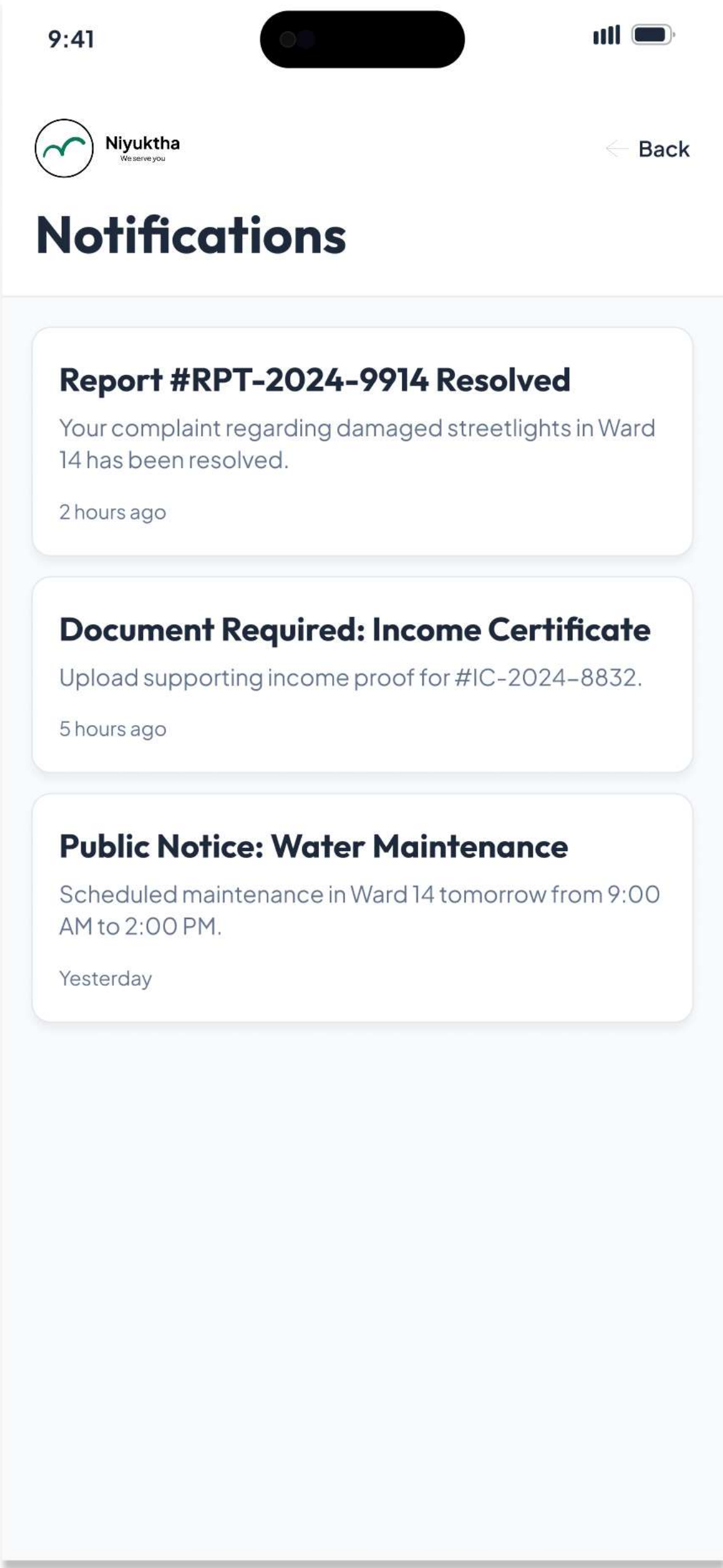


Services

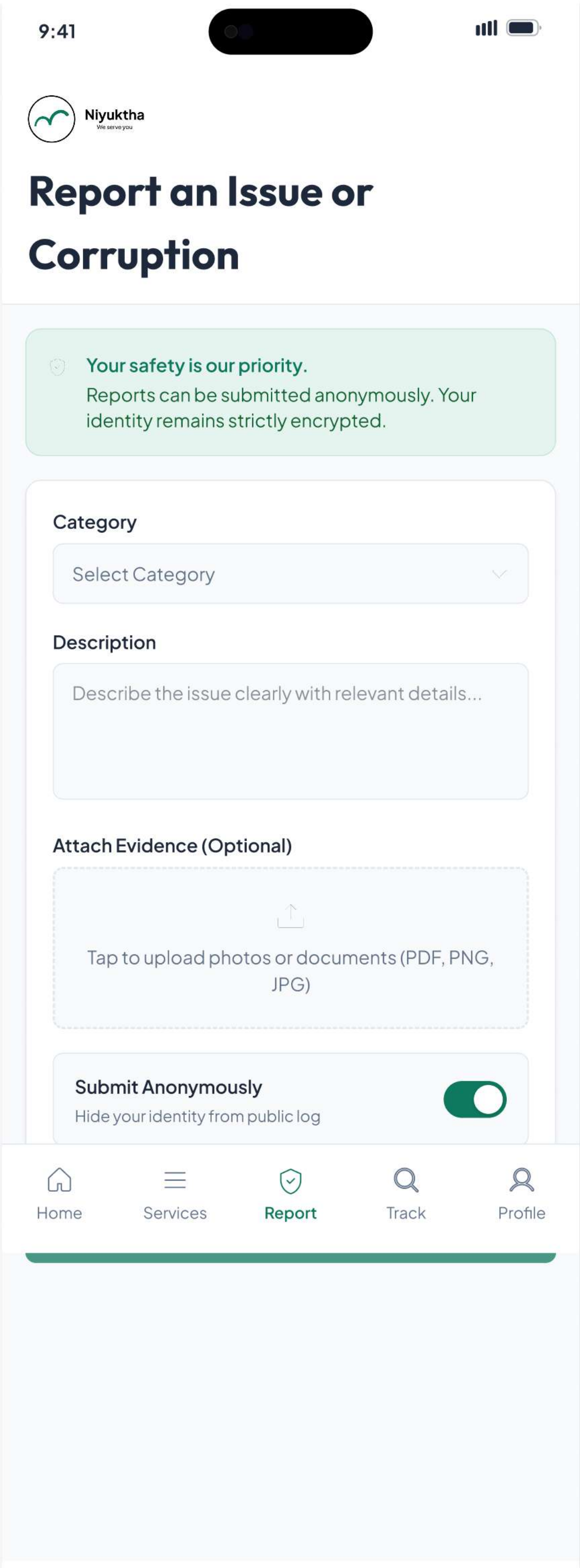


# Screens

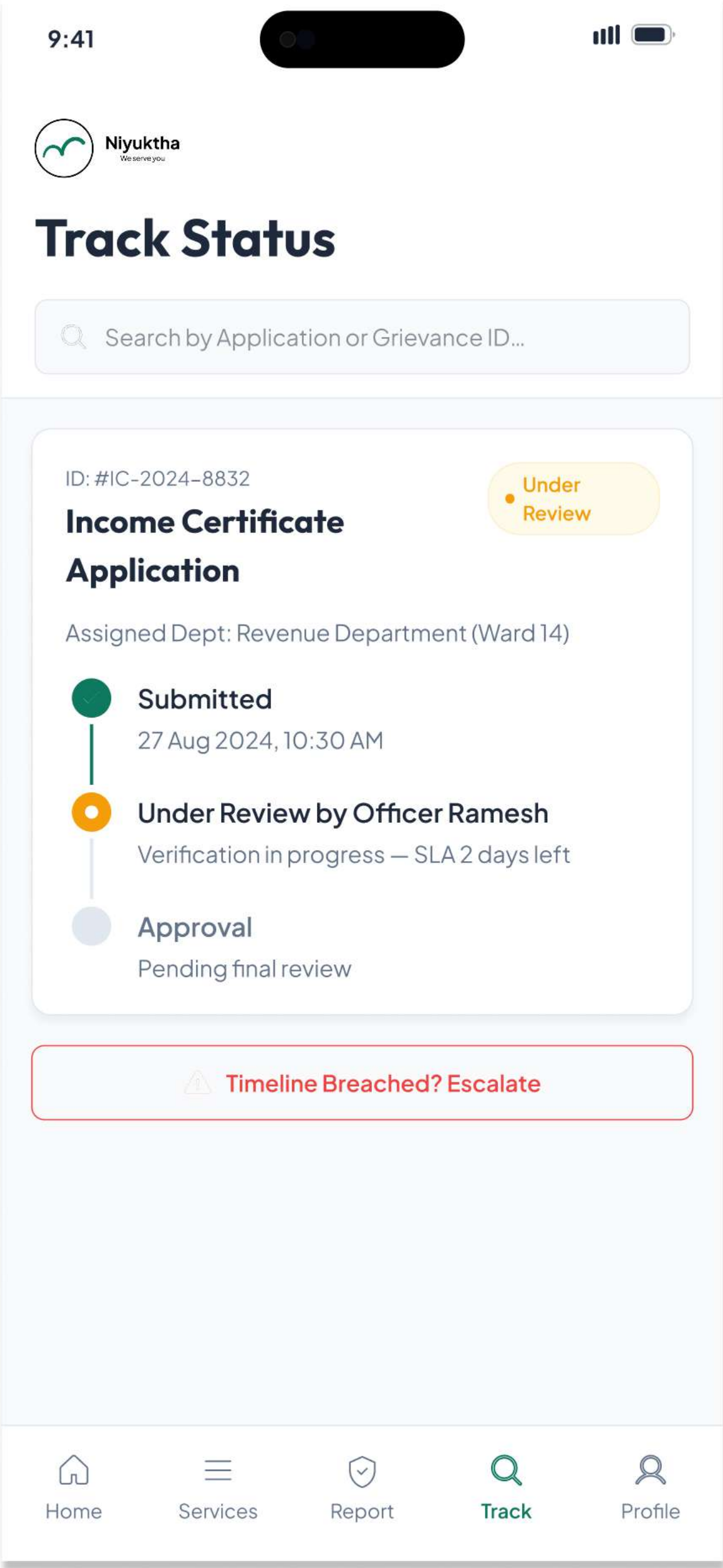
Notification



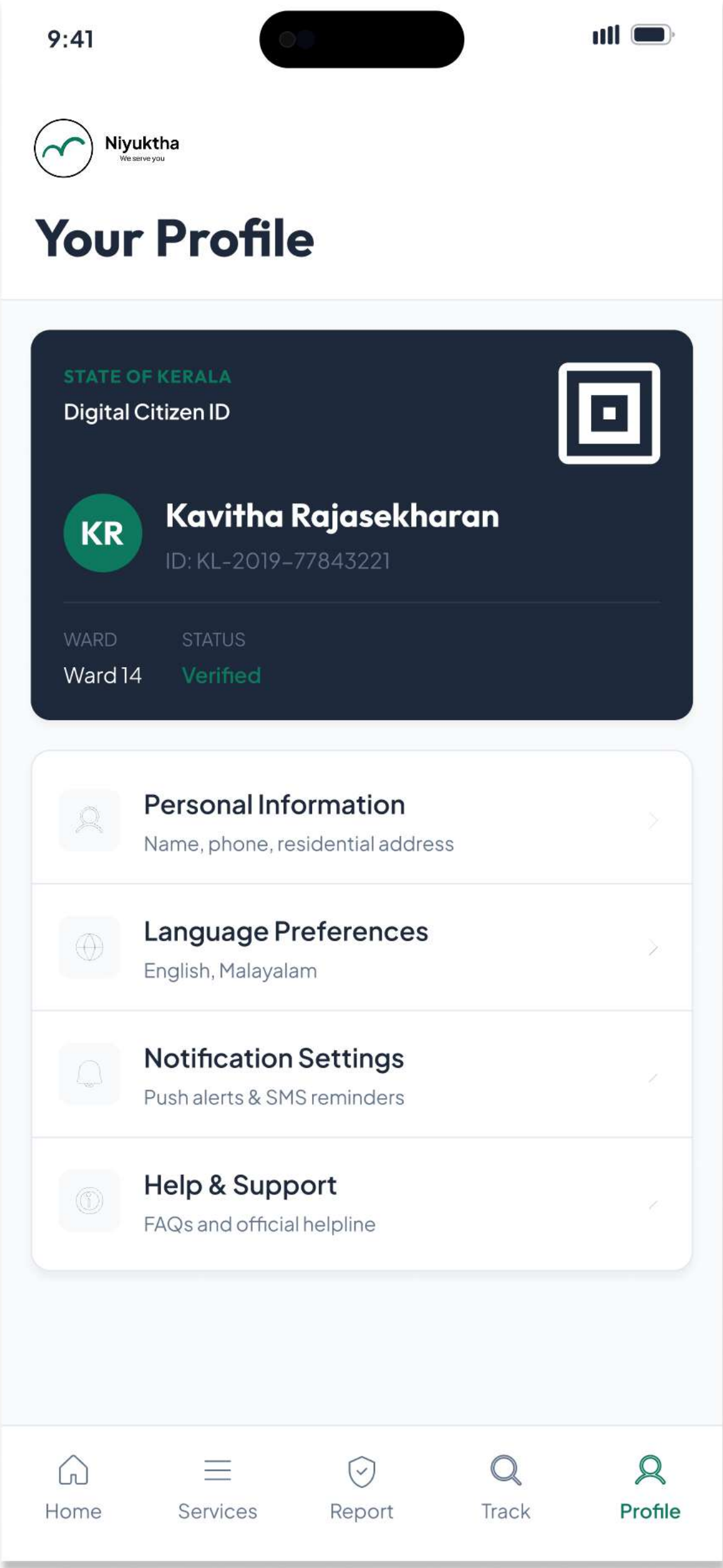
Report



Status Track



Profile



# Social Media Posters (Non-AI)



# Brochure (Non-AI)



**Niyuktha**  
We serve you

Transparent Governance.  
Empowered Citizens.

Accountable Today.  
Better Tomorrow.



A corruption-free governance ecosystem built on trust, transparency and citizen participation.



Accessible



Transparent



Accountable



Scan to explore Niyuktha Platform

1

**OUR INITIATIVE**



Niyuktha is a citizen-first governance initiative committed to building a transparent, accountable and corruption-free public service system.

**OUR SERVICES**

All Your Services, One Platform



**Government Services**  
Apply online for certificates, licenses, permits and more.



**Service Tracking**  
Track your application status in real time.



**Public Notices**  
Stay informed with the latest announcements and updates.



**Report an Issue**  
Report corruption, delays or misconduct confidentially.



**Transparency Dashboard**  
Explore real-time data on service delivery and performance.



**Feedback & Support**  
We value your feedback to improve our services.



Accessible. Accountable.  
Always with you.

2

**TRANSPARENCY & REPORTING**

**REPORTING PROCESS**  
Speak Up. Stay Safe.

1



**Report Anonymously**  
Choose to remain anonymous. Your identity is never revealed.

2



**Provide Details**  
Share the details, upload documents or images if available.

3



**We Investigate**  
Your report is forwarded to the concerned authority.

4



**Action & Updates**  
Action is taken and you are updated on the progress.

5



**Secure & Confidential**  
All reports are encrypted and handled with strict privacy.

**TRANSPARENCY MEASURES**  
Nothing to Hide. Everything to Share.



**Real-time Dashboards**  
Live data on service delivery, performance and timelines.



**Open Data**  
Access key public information and reports.



**Service Standards**  
Clear timelines and service charters for every service.



**Audit & Monitoring**  
Regular audits and third-party monitoring.



**Public Feedback**  
Your feedback drives improvements and accountability.



Corruption Free India Starts With You.

Let's build a transparent tomorrow, together.

3

**CITIZEN BENEFITS**



**Save Time**  
Apply online and track your services anytime, anywhere



**No Bribes, No Middlemen**  
Transparent processes reduce corruption and extra costs.



**Your Rights, Protected**  
Report issues safely and see action taken.



**All in One Place**  
Multiple services and information at your fingertips.



**Be Heard**  
Your feedback helps us serve you better.





Empowered citizens build a stronger nation.

4

# Business Card Design (Non-AI)



# Staff Uniform

Our uniform reflects our values of integrity, transparency, and service. It is designed to be modern, comfortable, and professional—creating a consistent and trustworthy presence across all citizen touchpoints.



## Trustworthy

Built on integrity and accountability



## Approachable

Designed for comfort and citizen connection



## Consistent

A unified identity across every interaction



# Letterhead (Non-AI)



Niyuktha

We serve you

NIYUKTHA

Governance Platform

FROM :

TO :

SUBJECT :

 [www.niyuktha.gov.in](http://www.niyuktha.gov.in)

 [contact@niyuktha.in](mailto:contact@niyuktha.in)

 0497 123 4567

 f



Niyuktha

We serve you

NIYUKTHA

Governance Platform

Ref. No.: NIY/ADM/2026/0247

Date: 29 August 2026

FROM : Additional Director — Operations

TO : Deputy Director — Technology

SUBJECT : Platform implementation update

Dear Sir/Madam,

This is regarding the progress update on the Niyuktha Platform – Phase II (Citizen Services Enhancement) as reviewed in yesterday’s coordination meeting.

Please find attached the consolidated project note along with the revised budget summary for your review and necessary inputs.

Your feedback on the technical dependencies and resourcing plan will help us finalize the next phase of implementation.

Looking forward to your response.

Regards,

Ananya R.

Additional Director — Operations

Niyuktha Governance Platform

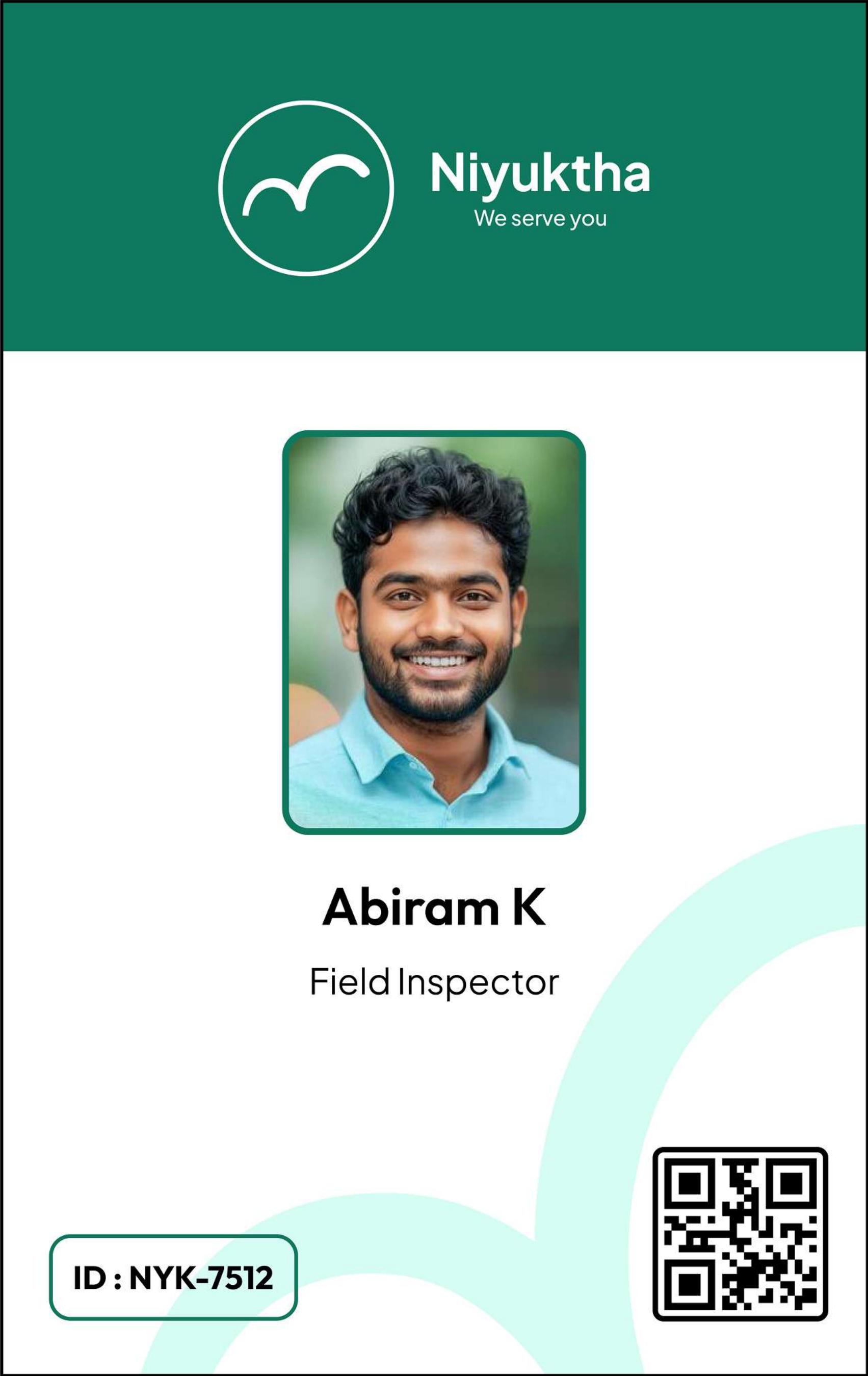
 [www.niyuktha.gov.in](http://www.niyuktha.gov.in)

 [contact@niyuktha.gov.in](mailto:contact@niyuktha.gov.in)

 0471 123 4567

 Niyuktha Governance Platform  
Thiruvananthapuram, Kerala – 695001

# *ID Card Design (Non-AI)*



# Public Awareness Campaign



## Awareness Activities

# Public Awareness Campaign



Billboards

# Public Awareness Campaign



**Niyuktha**  
We serve you



## അഴിമതിയോട് പറയൂ നോ

അഴിമതി നടക്കുന്നത് കണ്ടാൽ  
നമ്മളെ അറിയിക്കൂ, നിങ്ങളുടെ  
സ്വകാര്യ വിവരങ്ങൾ ചോരാതെ.



സുതാര്യ ഭരണം. ഉത്തരവാദിത്വമുള്ള സഹധന. നമ്മുടെ പങ്കാളിത്തം.

Notice

# Public Awareness Campaign

**Niyuktha**  
We serve you

**സുതാര്യ ഭരണം.**  
നമ്മുടെ അവകാശം.  
നമ്മുടെ പങ്കാളിത്തം.

**TV**  
**ADVERTISEMENT**

**Duration: 30 Seconds**

**0:00 - 0:04**  
അഴിമതി നമ്മുടെ പുകാശനിയെ തടയുന്നു.

**0:04 - 0:08**  
പറയാൻ മടിക്കേണ്ട. ഇപ്പോൾ ഒരു വഴി ഉണ്ട്.

**0:08 - 0:13**  
Niyuktha  
We serve you  
Niyuktha - അഴിമതിക്കെതിരെ നമ്മുടെ കൂട്ടായ്മ.

**0:13 - 0:18**  
എളുപ്പത്തിൽ പരാതി നൽകാം.  
പരാതി ട്രാക്ക് ചെയ്യാം.  
നിങ്ങളുടെ സൗകര്യ വിവരങ്ങൾ ചോദാതെ സുരക്ഷിതമായി.

**0:18 - 0:23**  
സുതാര്യ ഭരണം. ഉത്തരവാദിത്തമുള്ള സഹധീനന. നമ്മുടെ പങ്കാളിത്തം.

**0:23 - 0:27**  
നല്ല നാടിന്, നമ്മുടെ ഒരു പെരിസ നടപടി നലിയ മാറ്റം.

**0:27 - 0:30**  
Niyuktha  
We serve you

അഴിമതി കണ്ടാൽ, നമ്മളെ അറിയിക്കൂ.  
നിബ്ദരാകരുത്. മാറ്റത്തിനൊച്ചും നിൽക്കൂ.

ഇപ്പോൾ തന്നെ സൗൺഡോയ് ചെയ്യൂ.

GET IT ON Google Play  
Download on the App Store

www.niyuktha.gov.in

# Advertisement