

Khara Sach

The Voice of the Nation.

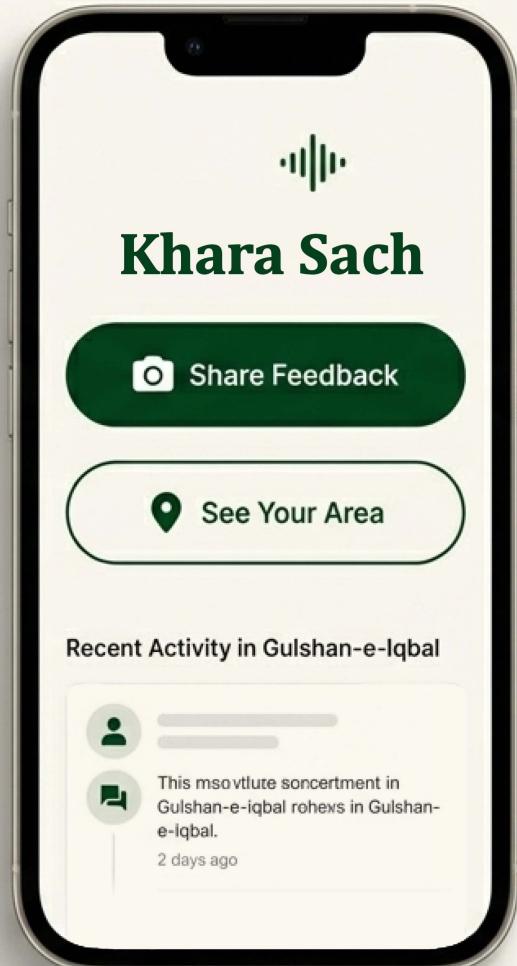
A new platform for civic engagement, accountability, and a more responsive Pakistan.

The Disconnect Between Citizens and State



- Millions of voices in Pakistan have valuable feedback, both positive and negative, about their communities.
- Today, these voices are scattered, unheard, and lack a direct, effective channel to the officials who can create change.
- The result: Persistent local problems, citizen apathy, and a growing gap in trust and accountability.

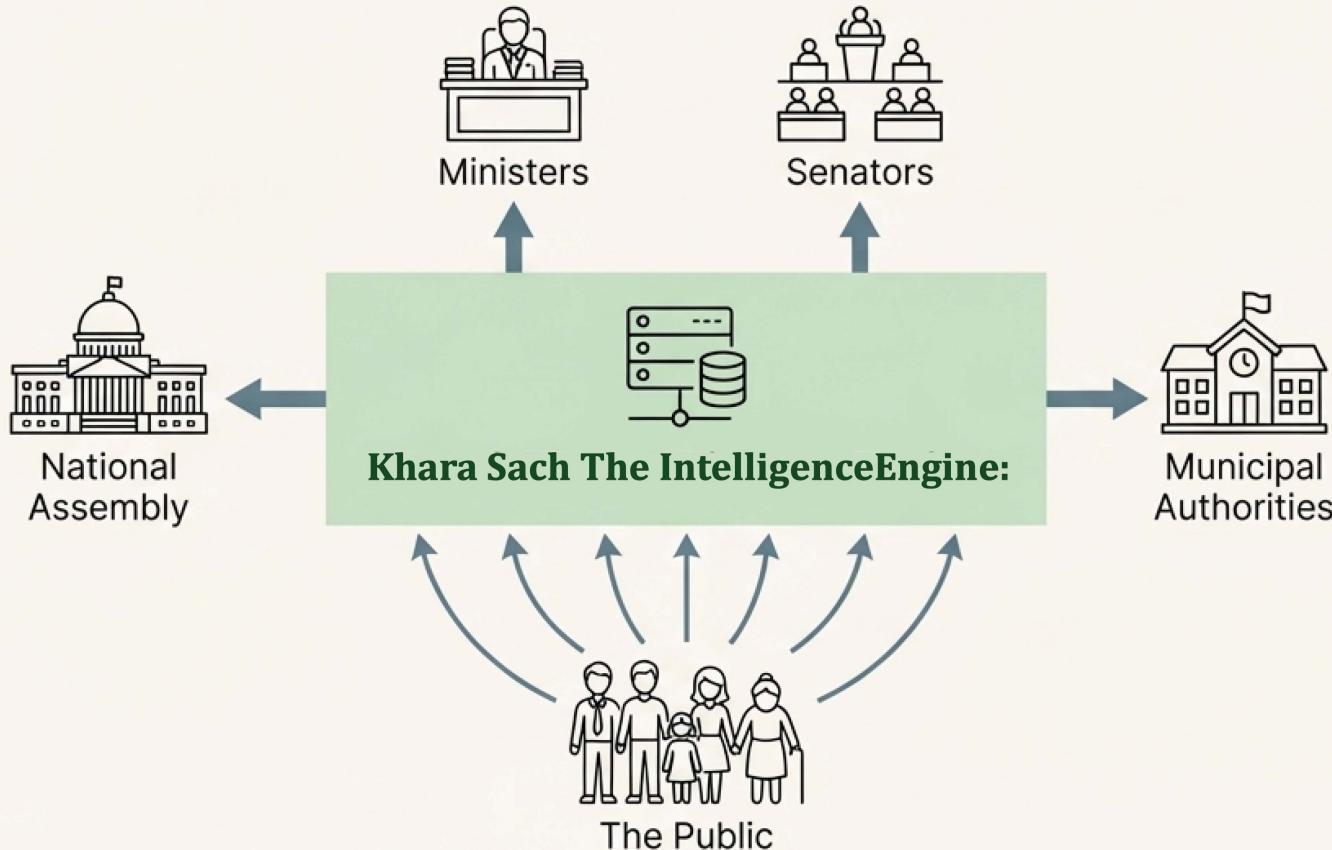
We Built a Platform to Hear the Signal in the Noise.



Khara Sach is a national, non-partisan digital ecosystem designed to capture, categorize, and channel citizen feedback directly to the relevant corridors of power.

It transforms individual grievances and suggestions into clear, actionable, data-driven insights.

A Connected Ecosystem for a More Responsive Government

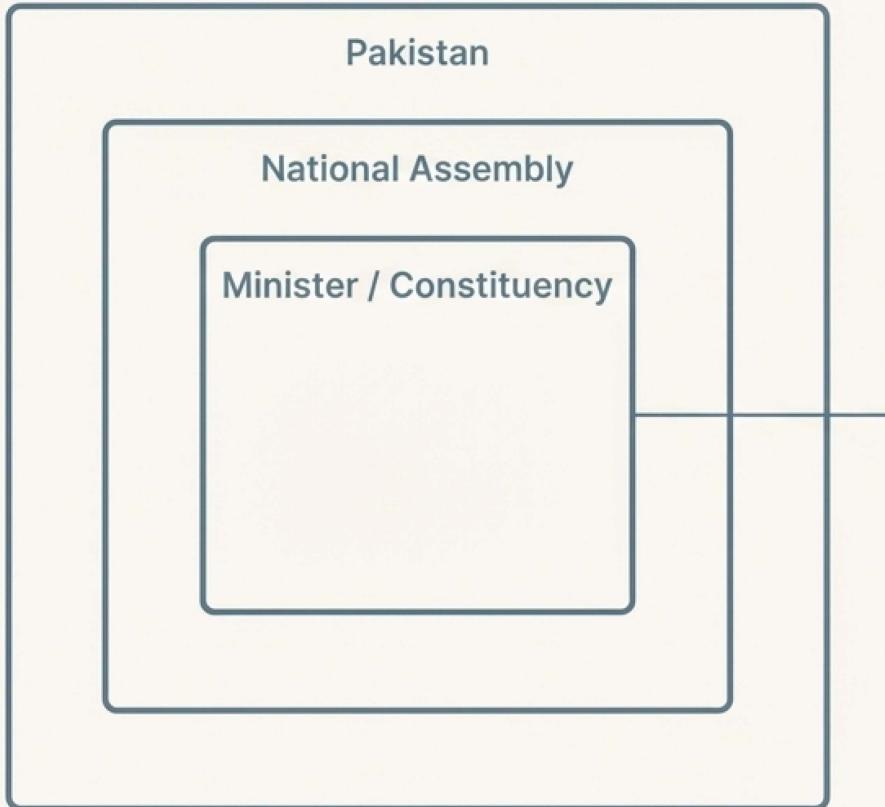


Citizens: Submit feedback on any issue, from critical infrastructure failures to positive community developments.

Khara Sach Engine: Intelligently processes, tags, and routes every submission based on geography and department.

Officials: Receive tailored dashboards and reports with real-time insights from their constituencies.

Structured Data for Precise Accountability



Information is accessible from multiple levels, ensuring data reaches the right person, automatically.

Every piece of feedback is mapped to a precise political and administrative hierarchy. An issue in Gulshan is not just a general complaint; it is logged against a specific constituency, a specific MNA, and the relevant municipal department. This structure is the foundation of true, measurable accountability.

Capturing the Complete On-Ground Picture

Negative Sentiment



Main water pipe has been leaking for 3 days in Block 12. Urgent attention needed.

Positive Sentiment



The new jogging track in Jinnah Park is fantastic. Thank you to the local authorities for their great work!

Khara Sach encourages a balanced view. Citizens can report issues needing attention but also highlight what's working well. This provides a holistic sentiment analysis and allows officials to recognize and reinforce positive developments.

The MNA Dashboard: A Real-Time View of Your Constituency

Constituency Sentiment Score

6.8/10  +0.2 this month

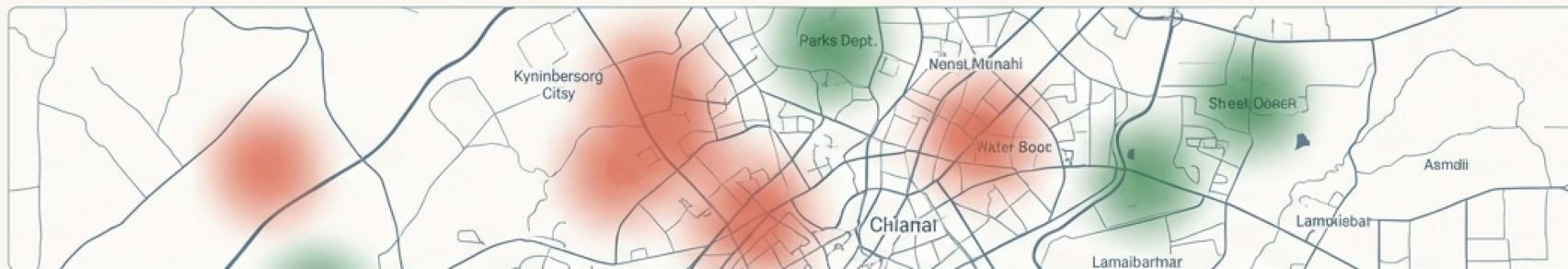
Response Time (Average)



Top 5 Burning Issues



Top 5 Positive Mentions



This isn't just a grievance portal; it's an intelligence engine for effective governance.”

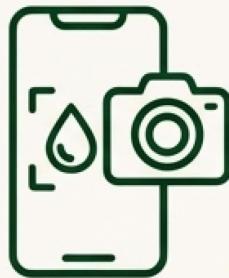
Transparency Breeds Competition, Competition Breeds Action



"We will show, in today's date, which is the best constituency from the people's point of view. Now, people will try to make their area more positive."

By making performance data public, Khara Sach creates a constructive, competitive environment. Officials are motivated to improve their rankings, and citizens are empowered to see which leaders are truly responsive to their needs.

The Journey of a Single Voice: A Case Study



A citizen in Lahore reports a blocked sewer with a photo and location.



Khara Sach automatically routes the report to the local water board and flags it on the MNA's dashboard.



The issue is escalated. A municipal team is dispatched and resolves the problem.



The citizen is notified. The MNA's 'Issues Resolved' metric improves. The area's sentiment score trends upward.

Two Years to the Next Election: Building a Treasure Hold of Citizen Contribution

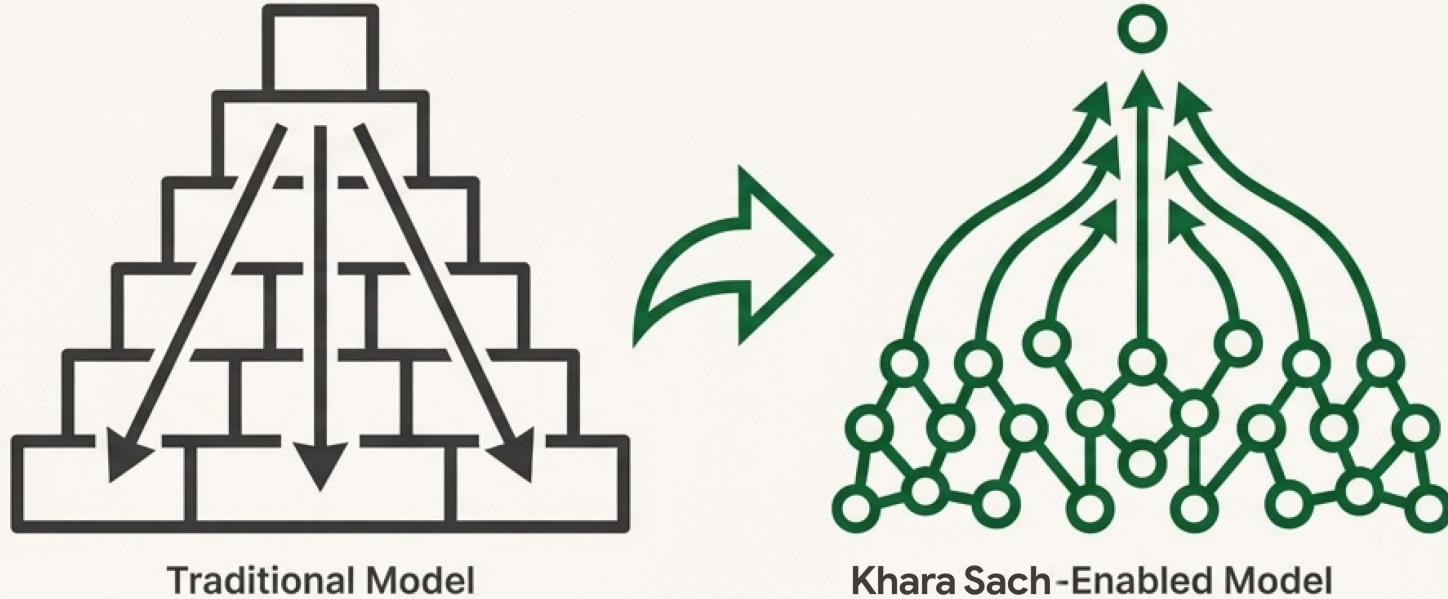
Today

Election Day



- Khara Sach is not just about day-to-day fixes; it's about building a long-term, undeniable record of public sentiment and government performance.
- By the time the next election cycle begins, we will have a comprehensive, data-backed 'citizen's report card' for every constituency in the country.
- This data will empower voters, inform media, and provide a factual basis for evaluating candidates' track records.

A New Model for Party Politics: Empowering the Grassroots



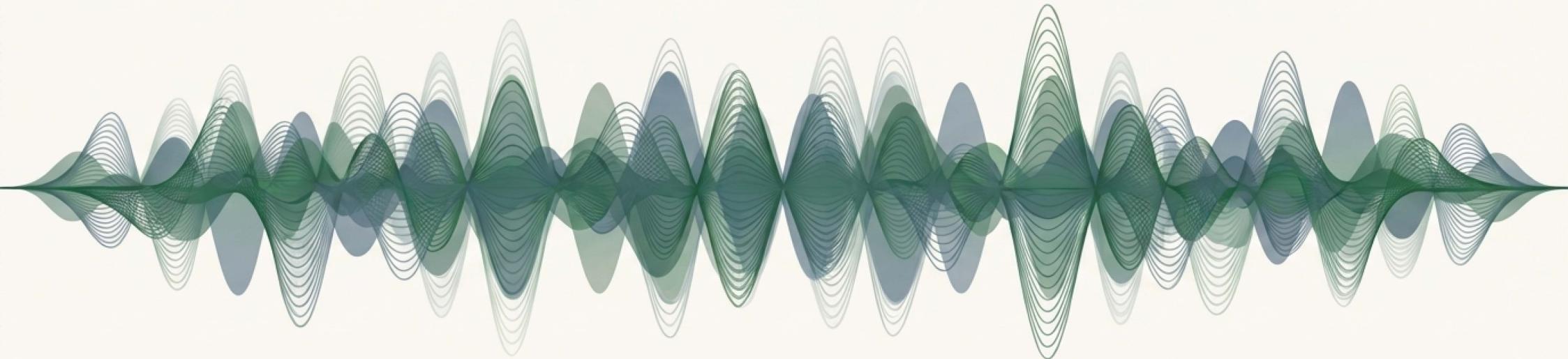
In the long term, Khara Sach can provide a platform for registered party members to voice their opinions on potential candidates before tickets are awarded. This mirrors the primary systems in mature democracies, ensuring that candidates are chosen by the people they seek to represent, not just by party leadership. It shifts power from the top to the grassroots.

Our Guiding Principle: To Be the Custodian of the Truth



- Khara Sach is, and will always be, a neutral and independent platform.
- Our commitment is not to any party or politician, but to the integrity of the data and the authenticity of the public voice.
- We are not an activist organization; we are the custodians of an unfiltered, on-ground reality. Our role is to hold up a mirror to society.

From a Single Voice to a National Chorus



Khara Sach is more than an app. It's the foundation for a virtuous cycle of engagement, responsiveness, and trust. It is the beginning of a more vibrant, participatory democracy in Pakistan, built one voice at a time.