



An Analytical Study of My Road India: Business Feasibility, Performance Evaluation and Stakeholder Management

Research Paper

Sanket Rajkumar Shinde

Student, MBA – Business Analytics

School of Business, Indira University, Tathwade, Pune – 411033, Maharashtra, India

Under the Guidance of **Prof. Pradip Patil**

School of Business, Indira University

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ABSTRACT

This paper looks at My Road India, a digital platform that lets citizens report road hazards such as potholes, damaged surfaces and dangerous spots. I carried out the study during an eight-week On-the-Job Training (OJT) placement with Vinorise Technologies Pvt. Ltd. in Pune. The aim was to understand how business analytics could make the platform better, how it stacks up against a few similar reporting systems, and what it would take to run it sustainably. The approach is descriptive and exploratory. It draws on secondary sources, platform benchmarking, project observations, stakeholder mapping, field verification and a feasibility assessment. I compared My Road India with PMC Road Mitra and Meri Sadak on complaint filing, location tagging, evidence capture, authority routing, public visibility and resolution tracking. In the project assessment, My Road India earned an indicative average score of 3.83 out of 5. This is a structured project judgement, not the result of a statistically representative survey. Evidence capture and public map visibility came out as relative strengths, while sending reports to the correct authority and keeping citizens updated on progress still need work. Technical and stakeholder feasibility looked fairly strong, operational feasibility was moderate, and financial sustainability remains a real concern. The main takeaway is that a good reporting platform needs more than good technology. It also needs clear responsibilities, reliable data, responsive

public authorities and the trust of citizens. I recommend starting with a small pilot with a willing local authority before expanding.

Keywords: My Road India, Business Analytics, Feasibility Analysis, Stakeholder Management, Civic Technology, Road Safety, Grievance Redressal, GIS.

1. INTRODUCTION

Road conditions shape everyday life more than we tend to notice. They affect how we travel, how much we spend on vehicle repairs, how safe pedestrians feel, how long a journey takes, and how much we trust public infrastructure. Potholes, broken surfaces and other hazards are usually spotted first by the people who use the road. But noticing a problem is one thing; knowing which public authority is responsible for fixing it is often another.

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My Road India tries to make that first step easier. Users can report a road problem with its location and photos, and maps and galleries help others see what has been reported. In this way, the platform can bring together citizens, technology providers and the public bodies that look after roads (MyRoad India, n.d.). Still, its real value depends on what happens after a report is submitted.

In this study, I look at My Road India through three connected lenses: business analytics, feasibility and stakeholder management. Beyond the platform's features, I ask whether the people, processes and partnerships needed to act on reports are actually in place. I pay particular attention to how it compares with existing platforms, the operational challenges it faces, how data is governed, and how complaint data could help managers make decisions and plan road inspections.

2. ORGANISATION AND SECTOR BACKGROUND

I completed this OJT project with Vinorise Technologies Pvt. Ltd. (Vinorise Technologies Pvt. Ltd., 2026). My work included SQL maintenance, Excel-based analysis, Power BI dashboard development, documentation, API testing, requirements gathering, stakeholder coordination, business analysis and feasibility assessment. Doing this work showed me that a digital service is about more than building an app. The data has to be dependable, the requirements have to reflect what users actually need, and the dashboards and workflows have to help people make decisions and take action.

In India, responsibility for roads is shared across different institutions and levels of government. Depending on the road and its location, the body in charge could be a municipal corporation, a Gram Panchayat, a state department, the Public Works Department or another agency. This makes sending a complaint to the right place one of the biggest practical challenges for any platform that works across more than one jurisdiction. If records are accurate and authorities respond consistently, complaint data can also show which locations keep having problems and help teams decide where to inspect first. We cannot take those benefits for granted, though. They depend on complete data and on the relevant authorities following through.

3. REVIEW OF LITERATURE

This section reviews the literature that shapes the study of My Road India. It is organised around four themes: digital citizen engagement and grievance redressal, road infrastructure and road safety, existing digital road-reporting systems, and business analytics for decision support. Each source is cited by author or institution and year so that readers can trace the ideas behind the study. The section ends with a summary table and the research gap this study addresses.

3.1 Digital citizen engagement and grievance redressal

The World Bank (n.d.) describes how citizen participation can help communities communicate with public institutions. This matters for My Road India because a reporting form is only the start of the service. A report has to reach an organisation that can act on it, and the citizen needs a meaningful reply. Digital reporting should therefore be judged by the whole service journey, not only by how easy the app is to use.

The National Rural Infrastructure Development Agency (NRIDA, 2017) described the Meri Sadak mobile app as a way for citizens to give feedback on the progress, quality and status of road works under the Pradhan Mantri Gram Sadak Yojana (PMGSY). The programme material also stresses that feedback should be dealt with within set timelines. NRIDA (2020) later announced a new version of the app, Meri Sadak 4.0.0, which shows that systems of this kind are updated as they mature.

These sources offer a useful lesson for My Road India. Filing a complaint, assigning it, sharing progress and closing it are four different steps, and each one should be clear to the user.

3.2 Road infrastructure and road safety

Road safety is a major public-health and development concern. The World Health Organization (WHO, 2023a) reports that annual road traffic deaths have fallen slightly to about 1.19 million worldwide, but that India's reported road deaths rose from roughly 1.34 lakh in 2010 to about 1.54 lakh in 2021. The WHO (2023b) also describes road traffic injuries as a significant public-health issue and supports a broad, systems-based approach to road safety.



At the national level, the Ministry of Road Transport and Highways (MoRTH, 2024) describes road safety as a shared responsibility that brings together engineering, enforcement, education and coordination. The National Highways Authority of India (NHAI, 2024) describes work such as identifying accident-prone blackspots and carrying out road-safety audits. Taken together, these sources help explain why location-specific reports could help authorities pick places to inspect. They also draw an important line: citizen reports can add useful evidence, but they cannot replace technical assessment or formal maintenance procedures.

For this study, the implication is that My Road India may offer one more source of information about road conditions. Road conditions are only one of many factors in road safety, so it would not be fair to claim that reporting alone reduces crashes. Any safety benefit depends on reports being verified and acted on.

3.3 Existing digital road-reporting systems

The MyRoad India website explains how people can report road hazards with images and view issues on a map or in a gallery (MyRoad India, n.d.-a, n.d.-b). Meri Sadak is a government-linked example of citizen feedback on rural roads, with photographs and feedback-redressal processes (Ministry of Rural Development, n.d.; NRIDA, 2020). PMC Road Mitra is the municipal comparison named in the project records (Pune Municipal Corporation, n.d.). Feature details can change, and public documentation is not always easy to compare, so the scores for this platform should be read with caution unless they are checked against dated official material.

These platforms work in different settings. Meri Sadak is tied to the PMGSY rural-road programme, while a municipal complaint system sits inside an urban administrative setup. A platform meant to serve citizens in many places has to respect these differences in jurisdiction instead of assuming that one reporting and follow-up process will suit every authority.

3.4 Business analytics and decision support

Sharda, Delen and Turban (2020), in *Business Intelligence, Analytics, and Data Science: A Managerial Perspective*, explain how raw data can be organised into information that supports decisions. For My Road India, measures such as complaint volume, issue type, geographic clusters, case age and resolution time could help managers keep an eye on the service. But dashboards like these are only as reliable as the data behind them, so locations, categories and status updates need to be recorded consistently.

3.5 Summary of the literature

The table below brings the main sources together and shows how each one informs this study.

Source	Main focus	Relevance to this study
World Bank (n.d.)	Citizen engagement with public institutions	Shows that reporting is only useful when it leads to a response
NRIDA (2017, 2020)	Meri Sadak app and feedback disposal for PMGSY roads	Separates filing, assigning, updating and closing a complaint
MoRTH (2024); NHAI (2024)	Road safety as a shared responsibility; blackspots and safety audits	Explains how location-specific reports can support inspections without replacing technical assessment
WHO (2023a, 2023b)	Global and Indian road-death trends; systems approach to road safety	Frames road safety as a public-health issue and warns against claiming that reporting alone prevents crashes
MyRoad India (n.d.-a, n.d.-b); Pune Municipal Corporation (n.d.)	Existing digital road-reporting tools	Basis for benchmarking features and routing
Sharda et al. (2020)	Business intelligence and analytics	Supports dashboard design using measures such as case age and resolution time

3.6 Research gap

Reading across these sources, one gap stands out: the distance between reporting a road problem and getting it to the right authority, which then gives a visible response. Existing systems tend to serve one programme or jurisdiction, such as Meri Sadak with PMGSY rural roads, whereas a broader citizen-facing platform has to work across many authorities



and local conditions. The material reviewed says little about the routing, coordination and follow-up needed to make that work. This study therefore focuses on feasibility, coordination, routing, transparency and the ability to scale, and not just on whether a complaint can be submitted.

4. OBJECTIVES OF THE STUDY

- To understand the role of business analytics and digital technology in citizen-centred road-safety reporting.
- To compare My Road India with a few existing road-grievance platforms.
- To assess technical, operational, financial, legal/regulatory and stakeholder feasibility.
- To identify the key stakeholders and understand what role each plays in implementation.
- To identify implementation challenges and suggest practical improvements.
- To explore how road-reporting data could support decision-making and preventive maintenance.

5. RESEARCH QUESTIONS

- How useful is a citizen-centred digital platform for reporting road hazards?
- How does My Road India compare with a few existing road-grievance platforms?
- What are the platform's main strengths, and where does it still need development?
- How feasible is the platform from technical, operational, financial, legal and stakeholder points of view?
- Which stakeholder and implementation challenges need attention?
- What improvements could help the platform expand to more local authorities?

6. RESEARCH METHODOLOGY

6.1 Research design and nature of study

I used a descriptive and exploratory research design. The study is mainly qualitative and analytical, and I used simple scores to organise the comparison. These scores reflect the project team's own assessment. They do not come from a large-scale survey or an independently validated user study.

6.2 Sources of data

The study draws on publicly available information about comparable platforms, government and sector publications, organisational documents and project materials (Vinorise Technologies Pvt. Ltd., 2026). Other inputs came from my own OJT observations, field verification, conversations with local stakeholders and presentations (Shinde, 2026). The numerical comparison and feasibility ratings are the project's own assessment. External publications give context and confirm what each platform says it is for, but they do not independently validate the scores.

6.3 Period, geographical scope and tools

The study took place during an eight-week OJT period, from 3 June to 3 August 2026, in line with the university's OJT guidelines (School of Business, Indira University, 2026). In practice it focused on Hinjawadi and nearby Gram Panchayat areas, including Maan, Marunji and Kasarsai. My methods included platform benchmarking, feasibility assessment, stakeholder mapping, SWOT and PESTEL analysis, field verification and observation. Excel, SQL and Power BI supported the data work and dashboard-style analysis.

7. DATA ANALYSIS AND INTERPRETATION

7.1 Comparative platform analysis

I compared My Road India with PMC Road Mitra and Meri Sadak (associated with the Ministry of Rural Development/PMGSY) across six practical dimensions. Scores are on a 1–5 scale and reflect the project's indicative assessment, not independently measured performance. The source column lists the material I consulted to understand each platform's purpose and features. The scores themselves come from project benchmarking notes and observations.



Comparison dimension	My Road India	PMC Road Mitra	Meri Sadak	Source of information / data
Ease of complaint filing	4	4	3	MyRoad India website; project benchmarking notes; PMC Road Mitra material
GPS/location tagging	4	5	4	MyRoad India report form; project observations; Meri Sadak programme material
Photo/video evidence capture	5	4	4	MyRoad India website; NRIDA/Meri Sadak documentation; project notes
Multi-authority routing	3	2	4	Project stakeholder/jurisdiction analysis; Meri Sadak nodal-authority process
Public dashboard/map visibility	4	2	2	MyRoad India public map/gallery pages; project benchmarking notes
Resolution tracking	3	3	3	Meri Sadak feedback-redressal documentation; project observations
Average score	3.83	3.33	3.33	Calculated from the six indicative project scores

In this assessment, photo and video evidence capture was My Road India's strongest area, with a score of 5 out of 5. Location tagging and public map visibility were also seen in a positive light, since they help both users and authorities see where a problem has been reported. Multi-authority routing and resolution tracking each scored 3, which makes them the main areas to improve. If a report lands with the wrong department, action may be delayed. If its status is never updated, citizens have no way of knowing whether it has been checked, assigned or resolved.

These results are best read as a structured project comparison, not a final ranking. The platforms serve different administrative purposes, and the public descriptions do not always give equivalent feature-level detail. In future, a comparison should follow the same test steps for every platform, note when each feature was checked, and validate the scores with citizens and the responsible authorities.

7.2 Business-analytics interpretation

Each feature supports a different part of the service. Photos can help with verification, location tagging improves accuracy about where a problem is, routing connects a report to the right institution, public maps make issues visible, and status updates build accountability. A useful dashboard could track the number and type of complaints, where they are, how long cases stay open, response times and resolution rates. These indicators need careful reading, because incomplete or outdated records can give a misleading picture.



7.3 Feasibility analysis

Feasibility dimension	Project assessment	Interpretation
Technical	High	Core reporting, image capture, location and map functions look technically achievable.
Operational	Medium	Verification, routing, authority coordination and follow-up all need clearly defined workflows.
Financial	Medium–Low	Hosting, maintenance, support, outreach and coordination need a sustainable way to be funded.
Legal/regulatory	Medium	Data access, retention, privacy and formal information-sharing arrangements need to be made clear.
Stakeholder/social	High	The public-service need is real and practical, but adoption depends on authorities taking part and citizens knowing about it.

The overall feasibility rating came to about 3.5 out of 5 on the project's indicative scale. In plain terms, the idea is workable, but success will depend on the service arrangements built around the technology. The core digital functions look achievable. Securing steady funding, clear workflows, sound data practices and real participation from public authorities is likely to be harder.

7.4 Stakeholder analysis

Stakeholder	Role / interest	Importance
Citizens	Submit reports, images and location details; check status	High
Gram Panchayats	Possible recipients for local and rural-road issues	High
Municipal corporations	Handle relevant urban-road and civic complaints	High
State government/PWD departments	Manage certain road networks and policy responsibilities	High
Vinorise Technologies	Platform development, technology support and project coordination	High
Technology/API providers	Mapping, hosting, notifications and technical services	Medium

It helps to think of My Road India as a service that involves several groups, and not just as software. Citizens make the first reports. Public authorities are responsible for assessing and fixing issues within their own jurisdiction. The platform operator helps coordinate, and technology providers may supply mapping, hosting, notifications and related services.

7.5 SWOT analysis

SWOT area	Key points
Strengths	Photo and location-based reporting; public map visibility; citizen-focused design; potential for dashboards and analytics.



Weaknesses	Multi-authority routing needs improvement; relies on authorities taking part; awareness and financial sustainability need work.
Opportunities	Partnerships with local authorities; GIS analysis; insights for preventive maintenance; CSR or institutional support.
Threats	Competition from official complaint channels; low citizen participation; data and privacy concerns; technology or notification failures.

The biggest opportunity is to link what road users report with the processes public bodies already use to manage roads. Working with Gram Panchayats and municipal authorities could create a clearer path from submitting a report to seeing action taken. Over time, repeated reports may point to places that need inspection. But if the platform expands before authorities are ready, cases could be left unresolved and public trust could suffer.

8. FINDINGS OF THE STUDY

1. My Road India takes a citizen-centred approach to reporting road hazards.
2. In the project assessment, photo/video evidence capture was one of the platform's strongest features.
3. Public map visibility helps users and authorities see where road problems are.
4. My Road India's indicative average score was 3.83/5, compared with 3.33/5 for each of the other two platforms.
5. Routing to the right authority is a major challenge because road responsibilities are spread across many institutions.
6. Resolution tracking needs strengthening so citizens can see what happens after they submit a report.
7. Technical feasibility was rated high, while operational feasibility was rated medium.
8. Financial and legal/regulatory feasibility need further work before any large-scale expansion.
9. Stakeholder/social feasibility was rated high, but formal partnerships with authorities are important.
10. Business analytics can help turn complaint records into useful management information about recurring and high-risk locations.

9. MANAGERIAL AND POLICY IMPLICATIONS

The study points to six practical priorities for management and policy:

11. 1. Improve complaint routing. Keep an accurate jurisdiction database that links each road location to the authority responsible for it, with a clear escalation route for cases where responsibility is unclear.
12. 2. Make progress visible. Use simple status stages such as Reported, Verified, Assigned, In Progress and Resolved, and add timestamps and notifications whenever a case changes.
13. 3. Start with a focused pilot. Begin with one willing Gram Panchayat or municipal authority. Look at routing accuracy, response time, resolution rate and citizen satisfaction before thinking about expansion.
14. 4. Build a practical analytics dashboard. Give authorised stakeholders a clear view of complaint volumes, categories, geographic clusters, ageing cases and resolution performance.
15. 5. Use reports to guide inspections. Study recurring complaints to help decide where to inspect first, but leave final maintenance decisions to qualified engineers.
16. 6. Set clear data and awareness practices. Decide who can access, store, keep and share data, and explain how reporting and follow-up work in simple, local-language communication.

10. CONCLUSION

This study looked at My Road India from the angles of business analytics, feasibility and stakeholder management. The findings suggest that citizens need a simple way to report road hazards with location details and supporting evidence. In the indicative comparison, My Road India did fairly well on evidence capture and public map visibility. Sending reports to the right authority and keeping users informed about progress were clearly the weakest spots. Technical



feasibility was rated high, operational feasibility medium, and financial feasibility comparatively weaker. So the real challenge is not just building a working platform. It is putting a dependable process around it, where the right authority receives the report, progress is shared with the citizen, and data is handled responsibly. A focused pilot with a local authority would be a good way to test these arrangements and gather evidence before wider rollout.

Limitations of the Study: The research was done within an eight-week OJT period, so I could not look at long-term adoption or outcomes. There was no large, structured citizen survey, so the findings should not be taken as representative of all users. The comparative scores are indicative project judgements, not independently validated ratings. The fieldwork covered only selected locations in and around Pune, and organisational confidentiality limited my access to detailed financial and internal technical information. I also could not measure long-term complaint-resolution outcomes, and the study was never meant to be a full engineering or legal audit.

Scope for Future Research: Future studies could survey citizens in urban, semi-urban and rural areas and analyse real platform-use data, such as complaint volumes, response times and resolution rates. Geographic Information System (GIS) methods could help find locations where hazards keep recurring. A pilot evaluation could compare results before and after implementation and test whether Gram Panchayats and municipal bodies are willing to formally adopt the platform. Researchers could also compare a wider range of civic-reporting systems, explore predictive analytics for planning inspections, and follow an implementation for six or twelve months to see how adoption, institutional response and longer-term outcomes develop.

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