



National Citizen–Government Platform
T E B L I G H A T

FEASIBILITY STUDY & INTEGRATED NATIONAL PROJECT PROPOSAL

Teblighat A National Platform for Government Communication & Citizen Request Management

A unified national platform under the Iraqi Prime Minister's Office for receiving complaints, suggestions, reports and service requests, combating corruption and protecting whistleblowers — inspired by Türkiye's Presidential Communication Center (CİMER) and adapted to the Iraqi context.



PREPARED & AUTHORED BY

Mohammed Y. H. OMAR

SUBMITTED TO

The Prime Minister

CLASSIFICATION

**National Strategic
Proposal**

VERSION

1.0

DATE

2026



Letter of Transmittal

To: The Honourable Prime Minister of the Republic of Iraq

Subject: Proposal to establish "Teblichat" – the unified national platform of the Prime Minister's Office for communicating with citizens and processing their requests.

Your Excellency,

It is my honour to submit to you this integrated document proposing the establishment of a unified national platform under the name "**Teblichat**", reporting directly to the Prime Minister's Office, to serve as the single official channel through which the voice of the Iraqi citizen reaches the highest level of the executive authority, and through which complaints, suggestions, reports and service requests are handled with a transparent, measurable institutional mechanism.

Leading international experience – foremost among it the Presidential Communication Center (CİMER) in the Republic of Türkiye – has proven that a single national window linking citizen to government, backed by a digital system and rigorous performance indicators, produces a qualitative leap in trust between the state and its citizens, raises the efficiency of government performance, and strengthens integrity and anti-corruption efforts. This document analyses that experience in depth, then adapts its outputs to Iraq's constitutional, administrative and technical framework.

Prepared in line with the methodology of global consulting firms, the document addresses the vision and strategic objectives, the administrative and operating model, the technical architecture and AI governance, the cybersecurity and data-protection system, a three-phase implementation plan, the indicative budget and return on investment, and a three-year roadmap that positions Iraq at the forefront of digital government in the Arab region.

In placing this proposal before you, I am confident that your gracious directive to adopt it will lay the foundation for a new phase of citizen-centred good governance, and will make "Teblichat" a model to be emulated across the Arab world – as CİMER has become in Türkiye.

Respectfully submitted for your kind review and directive.

With the utmost respect and appreciation,

Mohammed Y. H. OMAR

Author & Project Lead – Teblighat National Platform

Signature:



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01

Executive Summary

A decision-maker's brief distilling the essence of the proposal, its strategic value, expected impact, requirements and the decision requested – in pages read in minutes.



01

EXECUTIVE SUMMARY

Executive Summary

This document proposes establishing "**Teblichat**": a unified national platform reporting to the Prime Minister's Office that brings every channel of citizen–government communication – complaint, suggestion, report, service request and corruption tip – under one roof, linked to a smart digital system that guarantees intake, routing, processing and follow-up with full transparency and a defined time-frame, under the direct supervision of the highest executive authority.

The Problem We Solve

The Iraqi citizen today faces fragmentation in government communication channels: every ministry has its own line, app and portal, and there is no unified window that guarantees a complaint reaches the competent body and is tracked to resolution. The result is lost submissions, repeated visits, an absence of accountability for response time, weakened trust, and the loss of a precious source of service-performance data that could guide the state's decisions.

CURRENT FRAGMENTATION

20+

scattered government channels
with no integration or unified
response standard

THE TRACKING GAP

0

unified national tracking numbers
linking a citizen to their submission
across all bodies

INTERNATIONAL BENCHMARK

~60K

administrative units connected to
Türkiye's CİMER within a single
window

The Proposed Solution in Brief

"Teblichat" is a single national One-Stop Window across multiple channels – web, apps, call centre, WhatsApp, Telegram and email. The citizen submits a request and instantly receives a unified national tracking number; an AI engine then classifies and routes the request to the competent body, with a binding service-level agreement (SLA), automatic escalation on delay, and live dashboards reaching the Prime Minister's Office.



One Window for All Iraq

A unified experience replacing dozens of channels, linking the citizen to every ministry, governorate and body from a single point of entry.

ONE-STOP GOV

Transparency & Binding Time

A service SLA for each request type, automatic escalation on delay, and a tracking number the citizen sees at every step.

ACCOUNTABILITY

Arabic-Language AI

Automatic classification and routing in the Iraqi dialect, plus pattern detection and early-warning indicators for corruption.

AI-POWERED

Data-Driven Decisions

Decision-maker dashboards turn millions of submissions into heat maps and national performance indicators.

DATA-DRIVEN



01

EXECUTIVE SUMMARY – IMPACT & DECISION

Targeted Impact & The Decision Requested

The impact of "Teblichat" reaches beyond an administrative service: it rebuilds trust between state and citizen, strengthens integrity through a secure whistleblower channel, and gives the senior leadership a tool to monitor the public pulse and the performance of state bodies directly – positioning Iraq at the forefront of citizen-centred digital government in the Arab region.

-70%

strategic target for reducing the standard response time to government complaints

85%

targeted satisfaction with the unified communication channel

x3

multiplied state capacity to detect and address service gaps

24/7

continuous national availability across seven access channels

Requirements & The Decision Requested

The project is delivered in three phases over 36 months, with an indicative total cost – capital and operating – of between USD 8 and 12 million for the first three years (detailed in Section 15), and an expected return that exceeds the cost through efficiency savings, reduced corruption and improved investor and donor confidence. The decision requested of Your Excellency is preliminary approval to adopt the project and to form an executive leadership team within the General Secretariat to launch the first phase.

◆ The Core Message for the Decision-Maker

"Teblichat" is not merely a complaints portal; it is a strategic instrument of governance that places the citizen at the heart of government decision-making and gives the Prime Minister's Office a direct eye on the performance of the entire state – at a limited investment with broad, measurable national impact.



Teblichat, Explained Simply A Visual Guide for Everyone

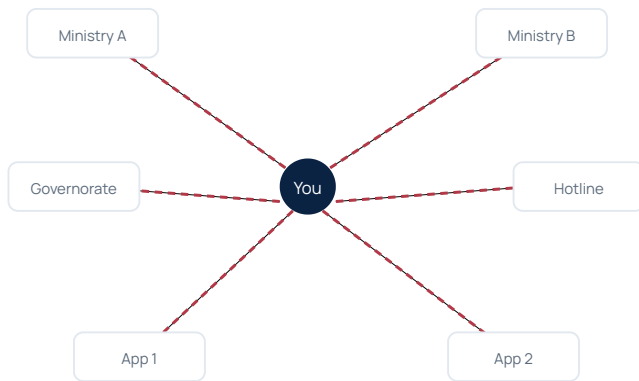
Before the technical detail, here is the whole idea in plain language and pictures — so any reader, expert or citizen, understands what "Teblichat" is, how it works, and why it matters.



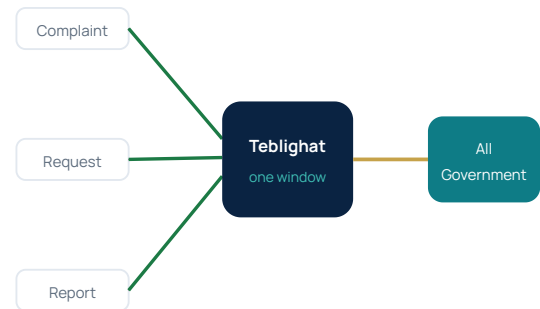
PLAIN-LANGUAGE GUIDE · 1

What Is Teblighat? One National Window

Today, if an Iraqi citizen has a complaint or a request, they don't know which door to knock on: every ministry has its own office, line and app – and the request often gets lost. **Teblighat replaces all of that with one trusted national window.**

TODAY – scattered & lost

no tracking · no deadline · no accountability

WITH TEBLIGHAT – one window

tracking number · deadline · accountability

*Instead of many scattered doors, one trusted national door – that follows your request until it is solved.***In one sentence**

Teblighat is **one national place** where any citizen can send any complaint, suggestion or report – and follow it, step by step, until it is solved.

Why it is different

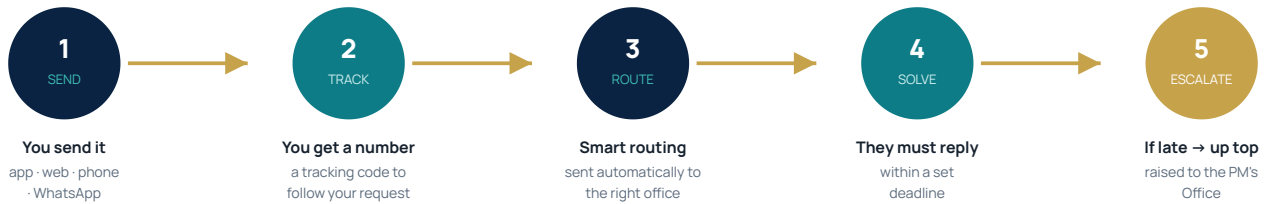
It is linked directly to the **Prime Minister's Office**, so government bodies must respond within a deadline – and if they don't, it is raised to the top.



PLAIN-LANGUAGE GUIDE · 2

How It Works – In 5 Simple Steps

From the moment you send your request to the moment it is solved, Teblighat follows five clear steps – and you can see exactly where your request is at every stage.



The five steps of every request – simple, transparent, and always trackable.

1**You send your request**

Through any channel you like – the phone app, the website, a phone call, or WhatsApp. You describe the problem, and you can add a photo and your location.

2**You get a tracking number**

Straight away, like a parcel-tracking code. From now on you can see exactly where your request is.

3**The smart system sends it to the right office**

The computer reads your request and forwards it automatically to the ministry or department responsible – no wasted time, no wrong doors.

4**The office must reply within a deadline**

Every request has a time limit. The responsible office is expected to act and reply before the clock runs out.

5**If they are late, it goes up to the top**

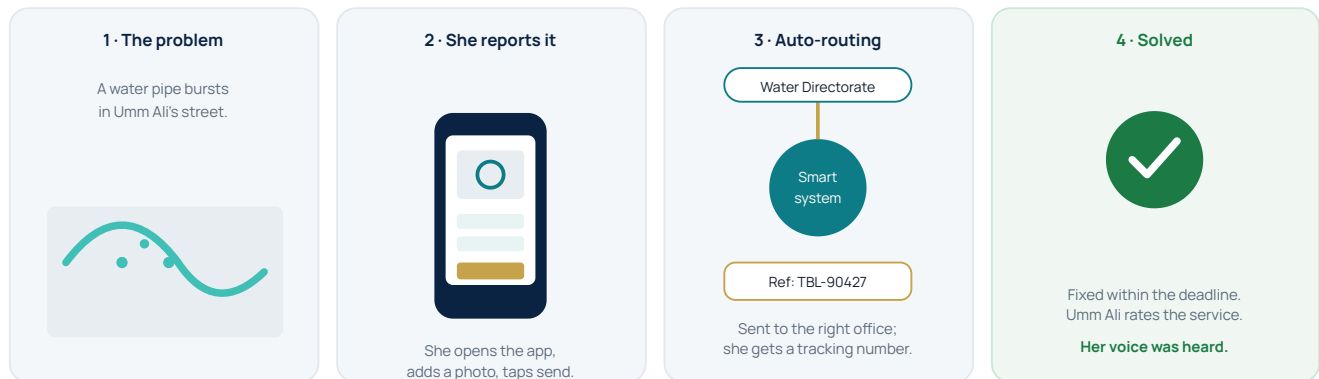
If the deadline passes with no answer, the request is raised automatically to the Prime Minister's Office – so no one can ignore it.



PLAIN-LANGUAGE GUIDE · 3

A Real Example: Umm Ali & the Broken Water Pipe

To see how it feels in real life, follow a simple everyday story — from a problem in the street to a solution, in four steps.



One everyday story: from a burst pipe to a five-star fix — with no wasted trips, and full visibility all the way.

The point of the story

Umm Ali never had to visit an office, wait in a queue, or know which department is responsible. She sent one message and followed it to the end. **That is the everyday experience Teblighat is built to deliver.**



Before & After Teblighat

The simplest way to see the value is to compare the citizen's day before and after the platform.

BEFORE

- ✗ Many scattered channels
- ✗ The request gets lost
- ✗ No deadline, no reply
- ✗ Repeated visits & queues
- ✗ Trust erodes

AFTER

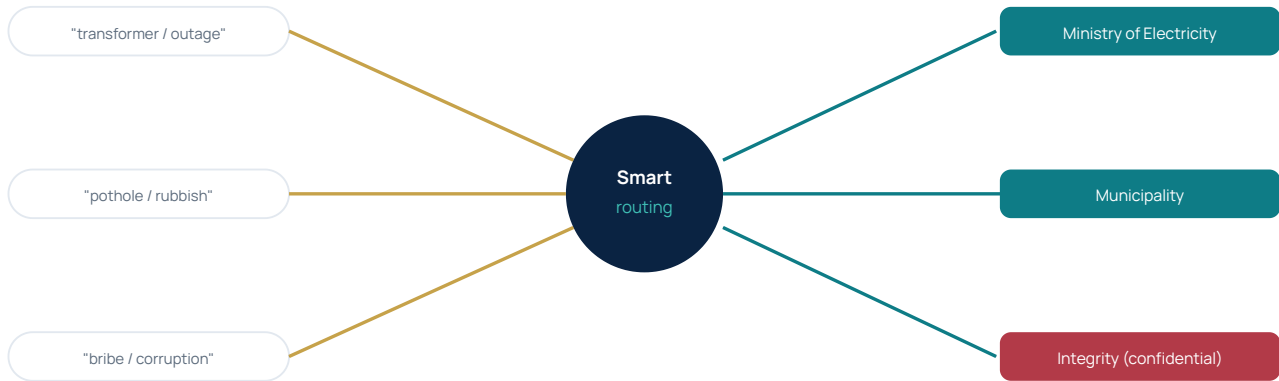
- ✓ One trusted window
- ✓ A tracking number for each request
- ✓ A clear deadline for a reply
- ✓ Solved from home, no queues
- ✓ Trust is rebuilt

The same citizen, two very different experiences – that is the change Teblighat delivers.



Where Does My Request Go?

You don't need to know which office handles your problem. The smart system reads your words and sends your request to the right place automatically. Here are a few examples.



You write in your own words; the system understands and delivers the request to the right body — even in the Iraqi dialect.

In short

Your only job is to describe the problem. **Finding the right office is the system's job, not yours.**



PLAIN-LANGUAGE GUIDE · 6

Reporting Corruption – Your Voice Is Safe

Many people fear reporting corruption because they worry about their safety. Teblighat is designed so you can report **without ever revealing who you are**.

Hidden identity

your name is never shown

Encrypted channel

messages are locked end-to-end



Secret code

follow your report anonymously

Legal protection

whistleblowers are protected

A shield around every whistleblower: hidden identity, encrypted messages, a secret follow-up code, and legal protection.

Our promise

You can expose wrongdoing and still stay completely anonymous. **Protecting the person who speaks up is the platform's highest duty.**



Everyone Can Use It

Teblighat is built for **every Iraqi** – young or old, in the city or the countryside, with a smartphone or just a phone line. There is a way in for everyone.



Phone app

for youth & smartphone users



Website

for detailed requests & documents



Hotline 111

for the elderly & remote areas



WhatsApp

the easiest way for most people



Telegram

an alternative chat channel



Email

for official correspondence

No one is left out

Whatever your age, location or device, there is a simple way to reach Teblighat – and your request receives the same care and the same tracking, whichever door you use.



02

VISION · MISSION · STRATEGY

Vision, Mission & Strategic Objectives

Vision

For "Teblighat" to be the national reference platform for citizen–government communication in Iraq, and a leading Arab model in human-centred digital governance that entrenches trust, transparency and accountability and makes the citizen a partner in shaping public decisions.

Mission

To provide a unified, secure and easy national channel that receives citizens' requests, suggestions and reports around the clock, routes them automatically to the competent bodies, follows their handling within binding time-frames, and supplies decision-makers with accurate data to improve government performance and combat corruption.

Governing Values

Transparency

Accountability

Responsiveness

Integrity

Accessibility

Fairness

Data Privacy

Citizen-Centricity

Strategic Objectives

The platform translates its vision into six interconnected strategic objectives, each matched to measurable performance indicators (detailed in Section 17):

#	Strategic Objective	Description	Linked KPI
1	Unify the channel	Merge fragmented government channels into one multi-channel national window.	% integrated bodies
2	Accelerate response	Ensure every request is handled within a binding time (SLA) with automatic escalation on delay.	avg. processing time
3	Transparency & accountability	Full tracking for the citizen and public performance indicators for state bodies.	% closed within SLA
4	Integrity & anti-corruption	A secure reporting channel, whistleblower protection and AI pattern detection.	reports handled
5	Data-driven decisions	Turn submissions into national indicators and heat maps for decision-makers.	data-based decisions



#	Strategic Objective	Description	Linked KPI
6	Arab leadership	Build an exportable model that makes Iraq an Arab reference.	regional adoption

"That the voice of every Iraqi citizen reaches the state through one trusted window, and that every submission becomes an action and a decision that improves their life."

— The core vision of Teblighat

03

Analysis of Türkiye's CİMER & Lessons Learned

A methodical breakdown of the world's most successful model of direct government communication, and the extraction of its success factors that can be adapted to the Iraqi context within "Teblighat".



03 BENCHMARK ANALYSIS – CİMER

Analysis of Türkiye's CİMER

The Presidential Communication Center (CİMER – Cumhurbaşkanlığı İletişim Merkezi) is the global reference model for linking citizen to government through a single window. It grew out of the BİMER experience of 2006, was re-established under the Presidency as CİMER, and today operates under the Presidential Directorate of Communications and its Public Relations Department, handling millions of requests a year across a network of some 60,000 government administrative units.

First: Reasons for Success

CİMER's success was not the product of technology alone, but the outcome of an integrated system of political, administrative, legal and technical factors:

Link to the Highest Authority

Attaching the centre to the Presidency gave it executive power that overrides bureaucracy and obliges ministries to respond.

EXECUTIVE POWER

A Firm Legal Basis

Grounded in the constitutional right of petition, the right-to-information law and a regulation governing the centre.

LEGAL FRAMEWORK

One Comprehensive Window

Merged every request type (complaint, request, opinion/suggestion, inquiry, thanks, participation) into one portal.

ONE-STOP

Binding Time & Escalation

Every request has a binding response time; late handlers are flagged automatically, entrenching a culture of accountability for time.

SLA

Digital-Government Integration

Linking with the e-Devlet portal for unified digital identity made submission and identity verification instant.

E-GOVERNMENT

Multiple Channels

Web portal, app, unified phone line (ALO 150), mail and fax, and in-person visits – to ensure everyone is included.

OMNICHANNEL

Second: The Administrative Structure

The model rests on a clear separation between the **central supervising body** (the Presidential centre) that receives, routes and monitors, and the **processing bodies** (ministries and institutions) obliged to respond. The centre does not replace the bodies; it ensures the request reaches them, monitors adherence to time, and escalates the delayed to the highest decision level.

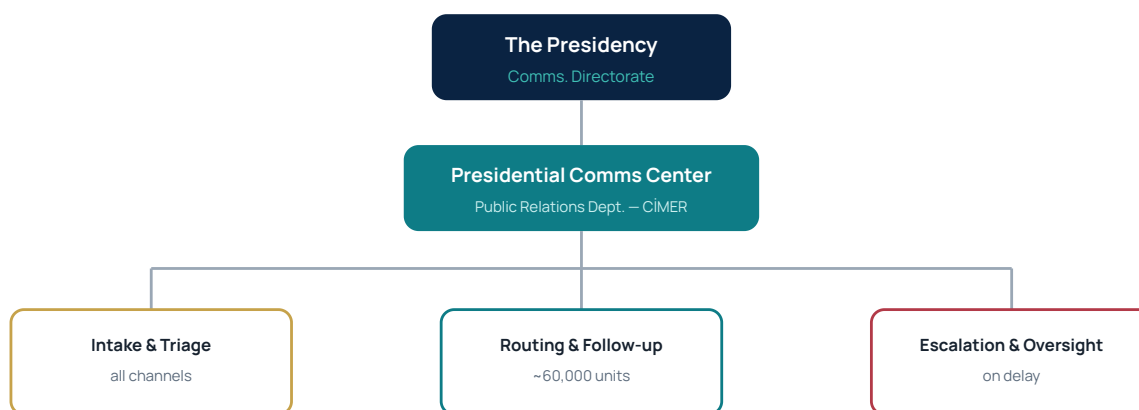


Figure 3-1: Simplified structure of the CiMER system – central oversight separated from sectoral processing

Third: Intake & Processing Mechanism

1 Submission & identity verification

The citizen submits via any channel and is verified through the unified digital-identity gateway.

2 Tracking-number issuance

The applicant instantly receives a tracking number linking them to their submission across every stage.

3 Classification & routing

The request is classified (complaint/request/opinion...) and routed automatically to the competent unit among tens of thousands.

4 Processing within a binding time

The body must respond within the set period; late handlers are flagged, with an option to conceal the complainant's identity for protection.

5 Closure & evaluation

The citizen is notified of the outcome and rates the service; the data feeds the indicators and statistics system.

Fourth: Performance Indicators (KPIs) in the Model

Indicator	What it measures	Administrative logic
Request volume	Requests received annually across all channels	uptake & trust
Average response time	Time between submission and closure	processing efficiency
On-time compliance	Share of requests closed within the binding period	accountability
Escalation rate	Requests that exceeded time and were escalated	delay tracking
Beneficiary satisfaction	Citizen rating after closure	output quality



Fifth: Integration with Digital Government

CiMER draws its strength from its integration into the digital-government system: unified identity, institutional records and official response channels. This integration is what makes submission instant, routing accurate and the response trustworthy – the most important lesson on which "Teblighat" will build, through linking with the **National Data Center** and the **"Ur"** government-services portal for single sign-on (SSO).

◆ The Essential Lesson Learned

The model's success lies not in "receiving the complaint", but in **guaranteeing its arrival, obliging its timely handling and escalating the delayed** under a higher political cover – precisely the equation "Teblighat" will adapt to Iraq.

Sixth: The Iraqi Adaptation Matrix (CiMER → Teblighat)

Success factor in CiMER	How it is adapted in "Teblighat"
Direct link to the Presidency	Attaching the platform directly to the Prime Minister's Office to grant it the executive power to bypass bureaucracy.
Digital-government integration	Linking with the "National Data Center" and the "Ur" portal to verify user identity via single sign-on (SSO).
Automatic request routing	Using AI to process text in the Iraqi dialect and route it automatically to the competent ministry/governorate.
Strict time limits	An automatic escalation system; if a body does not respond within 14 days, the report is raised to the Council of Ministers.
Protecting the complainant	An "anonymous identity" option and advanced encryption to protect whistleblowers against corruption.
Public performance measurement	Dashboards showing ministers' and governors' performance based on the speed and rate of response.



04

THE IRAQI IMPERATIVE

Why Iraq Needs a Unified National Platform

The need for "Teblihat" arises not merely from a wish to emulate a successful experience, but from a specific Iraqi reality that makes it a necessity: fragmented channels, transactions lost between departments, eroding trust, and the absence of a central tool that gives the senior leadership a direct view of the state's performance.

The Dilemma: "Gatekeepers" and the Lost Voice

The Iraqi citizen loses trust when their transaction is lost among sub-departments, colliding with layers of "gatekeepers" who block their voice from reaching the decision-maker. The result: a sense of helplessness, repeated visits, and a retreat from official channels toward mediation, the media, or protest. "Teblihat" creates a **parallel, direct path** that guarantees the voice reaches the top of the pyramid and the action is tracked step by step.

CURRENT REALITY

Fragmented

scattered complaint channels for each ministry with no integration or unified standard

EFFECT OF FRAGMENTATION

Loss

transactions lost between departments with no accountability for their fate

THE SOLUTION

Unification

a single window that elevates the voice and obliges follow-up and closure

Seven National Drivers to Launch the Platform Now

#	Driver	Rationale
1	Restore trust	A trusted official channel that makes the citizen feel their voice arrives and is addressed, rebuilding the state–society contract.
2	Break bureaucracy	Bypass obstructive administrative layers through a direct path backed by the authority of the Prime Minister's Office.
3	Combat corruption	A secure reporting channel, whistleblower protection, and AI detection of suspicious patterns.
4	Improve services	Turn millions of submissions into a precise map of service gaps that guides reform and investment.
5	Performance oversight	Give the leadership live indicators of ministers' and governors' performance and hold them accountable with data.
6	Evidence-based decisions	A national analytical database that guides public policy instead of estimation and impression.
7	International commitments	Support reform pledges before donors and international organisations and improve governance indicators.



"When a citizen finds no official door through which their voice arrives, they search for other doors. The mission of Teblighat is to make the official door the fastest and most trusted."

– The rationale of the project

05

The Iraqi Proposal Platform "Teblighat"

From analysis to application: the definition of the platform, its institutional identity, its brand, and its position within the structure of the state.



05

THE PROPOSAL · IDENTITY · BRAND

The Proposal, Institutional Identity & Brand

"Teblihat" is a unified national platform reporting directly to the Prime Minister's Office that brings every channel of citizen–government communication into one smart, secure window, and turns a submission into an action and a decision. It is not merely a complaints portal, but an **integrated governance system** that uses AI to analyse public opinion, direct efforts, monitor performance and protect whistleblowers.

Definition & Institutional Position

The Name

Teblihat (TEBLIGHAT) – an inclusive Arabic name carrying the meanings of "notification", "reporting" and "communiqué", encompassing the complaint, the suggestion and the report alike.

The Tagline

"Your voice... in the Prime Minister's Office"

Organisationally the platform is attached to the General Secretariat of the Council of Ministers and managed directly by the **Prime Minister's Office**, granting it the executive power needed to oblige bodies to respond within the governing time-frames.

The Brand Essence

The Promise

Your voice arrives, is followed up and is addressed – with transparency and a known time.

The Personality

Official, trusted, modern, close to the citizen, and strict on accountability.

The Tone

Clear and direct, free of bureaucratic complexity, addressing the citizen in their own language.

The Distinction

The only platform linked to the highest executive authority with real power to oblige and to track.

The Visual Meaning of the Identity

The visual identity combines Iraqi national symbols with modern communication technology, in a minimalist style that merges the **palm** with **digital circuit paths**, signifying the meeting of national authenticity with digital transformation. (The full concept of the logo and colour palette is detailed in Section 19.)



◆ Brand Summary

An inclusive Arabic name, a tagline that places the citizen at the heart of authority, and a visual identity blending the palm with the digital circuit – a triad that sums up the message of "Teblighat": **national, digital, close to the people.**



06 SERVICE PORTFOLIO

Service Portfolio

"Teblichat" offers eight core services covering the citizen–state communication cycle from submission to follow-up, within a unified experience across all channels.



1. Complaints

Grievances against administrative actions, poor service or negligence, with attachments, photos and geolocation.

COMPLAINTS



2. Suggestions

Ideas and development projects from talents and experts to contribute to state-building and improve policy.

SUGGESTIONS



3. Reports

Rapid reporting of violations, hazards and urgent problems requiring immediate intervention.

REPORTS



4. Service Requests

Accelerating stalled procedures (pensions, social welfare, departmental transactions) and tracking to completion.

SERVICE REQUESTS



5. Anti-Corruption

Reporting bribery, extortion, phantom projects and waste of public funds, with secure referral to oversight bodies.

ANTI-CORRUPTION



6. Whistleblower Protection

Advanced encryption allowing reporting under an "anonymous identity" with a secure channel that never reveals identity.

WHISTLEBLOWER



7. Request Tracking

Live tracking of a request's status via a unified tracking number, with notifications at every change until closure.

TRACKING



8. Direct Line to the Office

A dedicated channel to bring nationally-prioritised matters directly to the Prime Minister's Office.

DIRECT LINE



Services & Pathways Matrix

Service	Priority	Proposed SLA	Typical pathway
Complaints	High	14 days	auto-route to body → process → close & rate
Service requests	High	14 days	eligibility check → completion → notify
Urgent reports	Critical	48 hours	instant alert → field response → follow-up
Anti-corruption	Critical	immediate	secure referral to Integrity Commission → confidential
Suggestions	Medium	30 days	technical review → raise to body → reply
Direct line	Special	case-based	PM-Office triage → high-level routing

* SLA times are indicative for guidance and are finalised within the platform's regulatory bylaw.



07

GOVERNANCE & OPERATING MODEL

Governance & Operating Model

The governance of "Teblichat" rests on three layers: a senior **strategic leadership** layer, an **operational management** layer for the platform, and a network of **liaison officers** in the processing bodies – bound together by a strict escalation system that guarantees accountability.



Figure 7-1: The three-tier governance structure of Teblighat

Governance Levels & Their Roles

Level	Main responsibilities
Prime Minister's Office	Highest oversight, receiving live indicators, deciding on escalated matters, holding bodies accountable.
High Supervisory Committee	Strategic governance, policies, approving bylaws and time commitments, overseeing integration and security. Chaired by the Director of the PM's Office with membership of the General Secretariat, National Data Center and Media & Communications Commission.
Platform Executive Management	Daily operations, call centre, analytics, technical support, AI management, cybersecurity and reporting.
Liaison Officers	Contact points in every ministry, governorate and body, with broad powers to handle referred requests within the governing periods and respond.

The Escalation System

1

Level 1 – Automatic reminder

As the deadline nears, an automatic reminder is sent to the liaison officer in the relevant body.



2

Level 2 – Leadership alert

On exceeding the deadline, the senior official in the body is alerted and the delay is logged in the performance indicator.

3

Level 3 – Raise to the Council of Ministers

If the body has not processed the request within **14 days**, the report is automatically raised to the Council of Ministers.

◆ The Pillar of Obligation

It is proposed to issue a **Diwani (Prime-Ministerial) Order** obliging every ministry, governorate and body to appoint "liaison officers" with broad powers to oversee the handling of requests referred through "Teblichat" within the governing time-frames – for it is obligation that turns the platform from an optional tool into a real accountability system.

08

Technology & Artificial Intelligence

The technical architecture, the AI engine, the dashboards, and the integration and security system – the backbone that turns the vision into a platform operating at national scale.



08 SYSTEM ARCHITECTURE

System Architecture

"Teblichat" is built on a modern, scalable layered microservices architecture, hosted exclusively inside the **National Data Center**, separating access channels, business logic, the AI engine, the data layer, and the integration layer with government bodies.

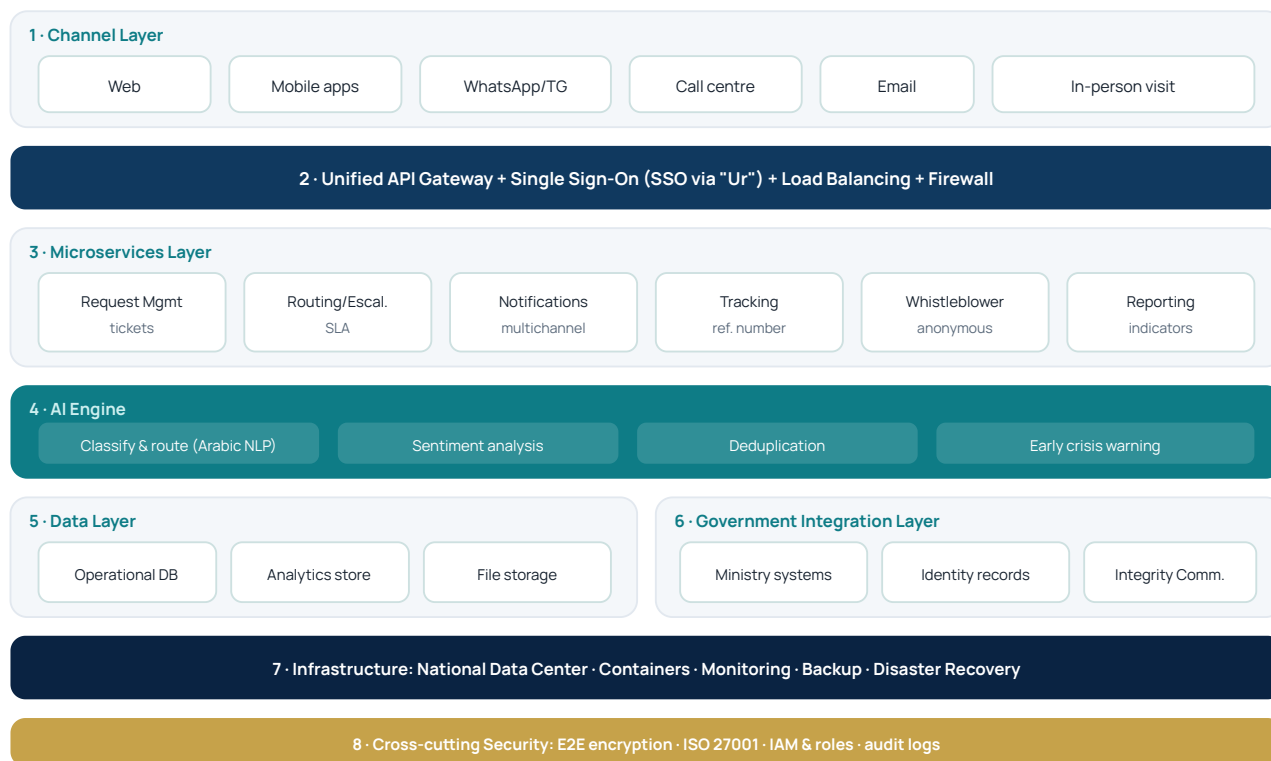


Figure 8-1: The layered architecture of Teblighat

Architectural Principles

Principle	Application in Teblighat
Data sovereignty	Exclusive hosting inside Iraq's National Data Center with no data leaving the country.
Horizontal scalability	Microservices in containers that scale automatically with demand peaks (such as summer crises).
High availability	A design with no single point of failure, with disaster recovery and periodic backups.
Open integration	Standard APIs to connect ministry and body systems gradually without rebuilding them.
Security by design	Encryption, access management and audit logs embedded in every layer, not as a later add-on.



09

ARTIFICIAL INTELLIGENCE

AI in Request Classification & Analysis

AI is the operating brain of "Teblichat": it understands the citizen's text in the Iraqi dialect, classifies it, routes it to the right body, measures public sentiment, detects duplication, and gives early warning of crises – turning millions of submissions from a burden into a source of decisions.

The Smart Processing Pipeline (AI Pipeline)

From raw text to a routed request in seconds

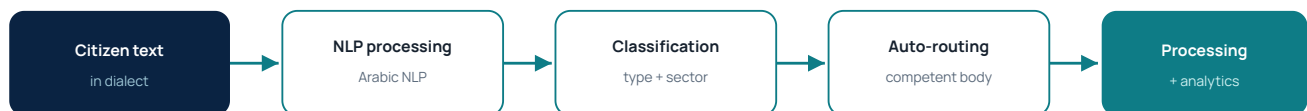


Figure 9-1: The smart processing pipeline for a request

Core AI Capabilities

Automatic Classification & Routing

Understanding a request and routing it automatically; words like "transformer, wires, outage" instantly route it to the Ministry of Electricity.

AUTO-ROUTING

Sentiment Analysis

Reading citizens' texts to gauge the level of anger or satisfaction toward a given crisis (such as the electricity crisis in summer).

SENTIMENT

Duplicate Detection

Preventing the system from being flooded by repeated or bot submissions, merging similar reports into a single case.

DEDUPLICATION

Early Crisis Warning

Detecting sudden spikes in the pattern of submissions in an area to anticipate crises before they escalate.

SPIKE ALERTS

AI Governance

AI acts as an assistant, not a substitute for human judgement; critical classifications undergo human review, models are monitored to limit bias and periodically updated with Iraqi-dialect data, with transparency in routing logic and full auditability.

◆ The Iraqi-Dialect Advantage

Models are trained on the **Iraqi colloquial dialect**, not classical Arabic alone, raising the accuracy of understanding and routing and making the platform genuinely close to the citizen – a competitive edge hard to import ready-made from foreign solutions.



10

EXECUTIVE DASHBOARDS

Executive Dashboards for Decision-Makers

"Teblichat" turns the flow of submissions into live visual dashboards, available on a **central screen in the Prime Minister's Office** and on a **dedicated app on their phone**, giving the senior leadership the public pulse and the performance of state bodies at a single glance.

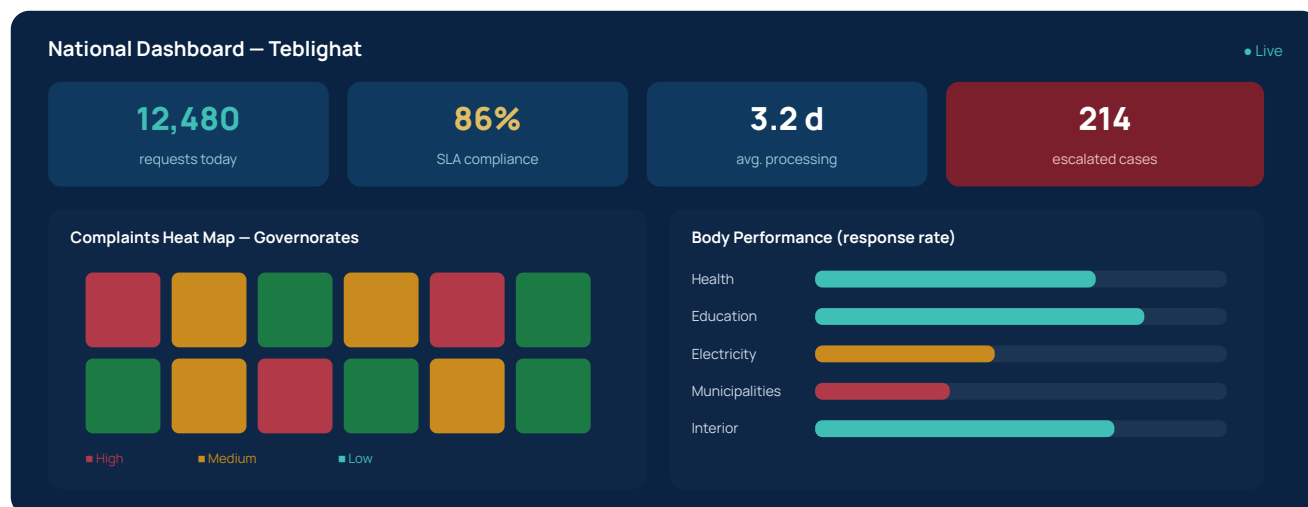


Figure 10-1: A model national command dashboard for the decision-maker (simulation)

Dashboard Components

Component	Value to the decision-maker
Complaints heat map	Distribution of submissions across governorates to spot pressure hotspots geographically.
Body performance index	Ranking of ministries and governorates by speed and rate of response (most compliant and most delayed).
Early crisis alerts	Live notifications on sudden spikes in submission patterns in a sector or region.
Public-opinion trends	A sentiment indicator summarising public satisfaction/anger toward major files.
Escalated cases	A list of requests that exceeded the deadline and require leadership intervention.



11

GOVERNMENT INTEGRATION

Integration with Ministries, Governorates & Independent Bodies

The value of "Teblichat" is realised in proportion to the breadth of its integration. The platform follows a gradual approach starting with the sovereign ministries, then expanding to cover all governorates and independent bodies, through standard interfaces and a network of liaison officers.

The Gradual Integration Model

Wave	Scope	Connection mechanism
Wave 1	Sovereign ministries	Direct API link + appointing liaison officers + initial performance dashboards.
Wave 2	Governorates (18)	Governorate portals + geographic routing of requests by location.
Wave 3	Independent bodies	Special integration (Integrity, Commissions) with confidential reporting channels.
Wave 4	Local service departments	Reach down to the service-unit level to close the loop with the citizen.

Pillars of Integration

Unified Identity (SSO)

Linking with the "Ur" portal and National Data Center to verify user identity once.

Standard APIs

A unified protocol that eases connecting body systems gradually without rebuilding them.

Liaison-Officer Network

A human point of responsibility in each body that guarantees processing within the governing periods.

Geographic Routing

Referring a request automatically to the competent governorate/department by the citizen's location.

◆ The "No Isolated Island" Principle

Every government body becomes part of one network; the transaction is not lost between departments, and the path is closed from the citizen's submission to delivery of the service on the ground.



12

PRIVACY & CYBERSECURITY

Privacy, Cybersecurity & Data Protection

"Teblichat" handles sensitive data including corruption reports and whistleblower identities; security is therefore built in by design, not as a later layer, with full sovereignty over data inside Iraq.

Core Security Pillars

Pillar	Application
Data sovereignty	Exclusive hosting inside Iraqi government servers (National Data Center) with no data leaving the country.
End-to-end encryption (E2E)	Encrypting data in transit and at rest, especially corruption-report channels and whistleblower identity.
Standards compliance	Conformance with ISO 27001 for information security and international best practice.
Identity & access management	Fine-grained role-based access (RBAC) and multi-factor authentication for staff.
Audit logs	Full logging of every access and processing event to ensure accountability and prevent misuse.
Attack protection	Firewalls, DDoS mitigation and continuous security monitoring (SOC).

Whistleblower Protection – the "Anonymous Identity" Architecture

1 Separating identity from the report

The report is stored separately from identity data, which is encrypted and restricted by strict permissions.

2 An anonymous communication channel

The whistleblower follows their report and receives replies via a secure code without revealing their identity.

3 Confidential referral to Integrity

Corruption reports are referred to oversight bodies through a protected, audited confidential path.

◆ A Decisive Consideration

Citizens' trust in "Teblichat" – especially the corruption whistleblower – is absolutely contingent on the platform's security. A single leak could undermine the whole project; cybersecurity is therefore a **non-negotiable investment**, not an item to be trimmed.



13

OMNICHANNEL ACCESS

Omnichannel Access & Applications

The system adopts an omnichannel approach to guarantee access for all segments of society – from the tech-savvy youth to the elderly in remote areas – across seven integrated channels sharing one account and one unified tracking number.

Channel	Target segment	Competitive advantage
Responsive web portal	Firms, professionals, employees	Attach large documents and track files precisely.
Android app	Youth & the general public	Instant notifications, camera-based photo reporting, and GPS location.
iPhone (iOS) app	Youth & the general public	The same experience with iOS security and performance standards.
WhatsApp	All segments – ease of access	A smart chatbot that receives the complaint step by step in colloquial language.
Telegram	All segments	An alternative channel with the same features for continuity and reach.
Call centre	The elderly & remote areas	A free hotline (e.g. 111) linked to the system for manual entry by staff.
Email	Official correspondence	Receiving requests and attachments and linking them automatically to a tracking number.

The Unified-Experience Principle

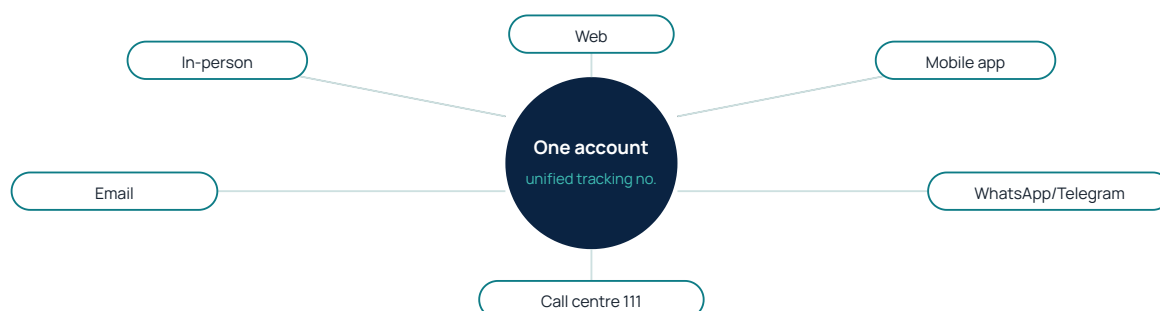


Figure 13-1: All channels converge in one account and one unified tracking number

Whatever channel the citizen enters through, their experience stays connected: they start a request on WhatsApp, follow it on the app, and receive the reply by email – without losing their tracking number or the context of their request. This coherence is what makes "Teblichat" genuinely one window, not merely adjacent channels.

14

Implementation & Economic Feasibility

From concept to ground: the implementation phases, the indicative budget, the return on investment, the performance indicators, and a three-year roadmap.



14

IMPLEMENTATION PLAN

Three-Phase Implementation Plan

The project is delivered in three consecutive phases over 36 months, designed to ensure stability and change management, so that each phase is proven before moving to the next, and each delivers a tangible, standalone value.

Phase 1 – Foundation & Pilot Launch

Months 1 – 4

- Build the technical core of the platform and design the full visual identity.
- Integrate with the National Data Center and the "Ur" portal for identity and single sign-on.
- Launch the platform for the sovereign ministries only, as a controlled pilot scope.
- Form the executive management and train the first cohort of liaison officers.

Phase 2 – Expansion & Artificial Intelligence

Months 5 – 12

- Launch the smartphone apps (Android and iOS).
- Activate integration with all governorates and independent bodies.
- Introduce AI algorithms to classify and route requests automatically.
- Operate the call centre (111) and the decision-maker dashboards.

Phase 3 – Integration & Predictive Analytics

Years 2 – 3

- Activate WhatsApp and Telegram channels with smart dialect chatbots.
- Use AI to predict crises before they occur based on submission patterns.
- Deepen integration down to the local service-department level.
- Launch periodic transparency reports and open-data publishing.

Overall Timeline



Figure 14-1: The three-phase timeline (36 months)

Milestones per Phase

Phase	Main deliverable	Success criterion
First	A working platform + identity link + sovereign launch	core stability
Second	Apps + governorate integration + AI	national coverage
Third	All channels + prediction + open data	maturity & reference



15

INDICATIVE BUDGET

Indicative Budget

The total cost for the first three years is estimated at between USD 8 and 12 million, split between a capital cost for building and an annual operating cost. Figures are indicative and adjustable based on the existing infrastructure of the National Data Center and the Ministry of Communications; leveraging available government assets can tangibly reduce the actual cost.

First: Capital Cost (CAPEX) – Building the Platform

Cost item	Estimate (USD '000)	Weight
Software development (web, apps, microservices)	2,400	38%
AI engine, licences & Iraqi-dialect models	1,100	17%
Infrastructure & hosting inside the National Data Center	1,000	16%
Cybersecurity, compliance (ISO 27001) & audit	700	11%
Integration with body systems & unified identity	600	9%
Visual identity, design & UX	300	5%
Project management & consulting	250	4%
Total indicative capital cost	6,350	100%

* Indicative planning estimates, finalised through a detailed technical study and a competitive tender.

Second: Annual Operating Cost (OPEX)

Operating item	Annual estimate (USD '000)
Call centre (111) & operating staff	650
Hosting, infrastructure & technical maintenance	450
AI licences, support & continuous updates	350
Security & continuous monitoring (SOC)	300
Awareness, campaigns & training	250
Total indicative annual operating cost	2,000



Third: Three-Year Financial Framework

Year	Capital (USD '000)	Operating (USD '000)	Total (USD '000)
Year 1	4,500	1,200	5,700
Year 2	1,350	2,000	3,350
Year 3	500	2,200	2,700
Cumulative total	6,350	5,400	11,750

◆ Proposed Funding Source

It is proposed to allocate an initial budget from the **Digital Transformation Fund** to start the first phase immediately, with the possibility of completing funding through partnerships with donors and international organisations that support institutional reform and anti-corruption.



16

RETURN ON INVESTMENT

Return on Investment & National Impact

The return of "Teblichat" extends beyond direct financial savings to a strategic return that is hard to price but most important: trust, integrity and stability. Even so, the financial return alone is enough to justify the investment.

Financial Return (ROI)

Reducing administrative waste by digitising transactions and cutting paper and field visits. Recovering public funds through precise corruption reports backed by whistleblower protection. Raising spending efficiency by directing resources to the real gaps the data reveals. Lowering the cost per transaction versus traditional multi-channel service.

Strategic Return

Raising Iraq's scores on "international transparency" and "good governance". Building a vast reserve of political and social trust between government and citizen. Enhancing Iraq's attractiveness to investors and donors thanks to a more transparent environment. Soft power through exporting the model as knowledge to the region.

Expected Impact Over Time**-70%**

reduction in standard response time

85%

targeted satisfaction with the unified channel

×3

capacity to detect service gaps

< 3

years to recover the strategic value

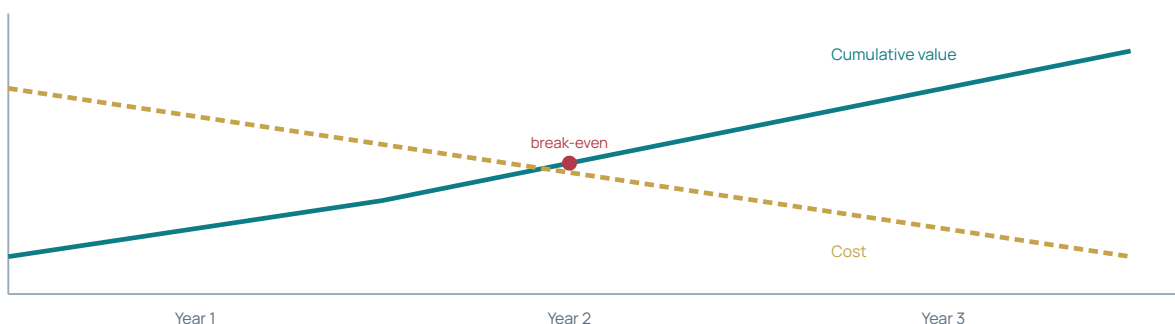


Figure 16-1: Cumulative value overtakes cost as the platform matures (illustrative)

◆ The Core Equation

At a limited investment that does not exceed the cost of a medium infrastructure project, the state obtains a strategic instrument of governance that serves every ministry, improves the lives of millions of citizens, and rebuilds trust – a return not measured in money alone.



17

KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs)

"What is not measured cannot be managed." "Teblichat" adopts a multi-level indicator system linking daily operational performance to national strategic impact, feeding the dashboards with live, accountable numbers.

Level 1: Operational Indicators

Indicator	Baseline	Year 1	Year 3
Average request processing time	current ref.	-35%	-70%
SLA compliance rate	—	70%	90%
Rate of successfully closed requests	—	75%	92%
Escalation (delay) rate	—	< 20%	< 8%
AI auto-routing accuracy	—	80%	95%

Level 2: Adoption & Reach Indicators

Indicator	Year 1	Year 2	Year 3
Registered users	0.5 M	2 M	5 M+
Integrated government bodies	sovereign	+ governorates	comprehensive
Active channels	3	5	7
Share of requests via digital channels	60%	75%	85%

◆ The Measurement Principle

Publishing operational KPIs periodically turns them from an internal oversight tool into a public commitment before the citizen – multiplying their effect in motivating bodies to comply.

Level 3: Strategic Impact Indicators

Indicator	Measure
Citizen satisfaction	Reaching 85% satisfaction with the unified channel by end of year two.
Institutional trust	Improvement in trust-in-government indicators in national surveys.
Integrity	Number of corruption reports handled and funds recovered via the platform.



Indicator	Measure
International governance ranking	Improvement in Iraq's rank on transparency and governance indices.
Data-driven decisions	Number of decisions and policies based on platform analytics.

18

THREE-YEAR ROADMAP

Three-Year Roadmap

The roadmap charts the course of "Teblichat" from launch to leadership, across three annual milestones, each with its own character and its overarching goal.

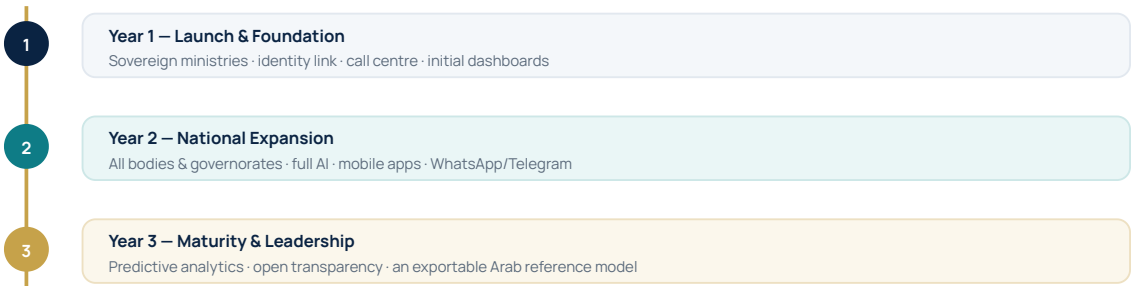


Figure 18-1: The three-year strategic roadmap

Year	Character	The overarching goal
First	Launch & foundation	A stable platform working with sovereign ministries, proving feasibility.
Second	National expansion	Covering all bodies and governorates with full AI.
Third	Maturity & leadership	Predictive analytics, open transparency and a reference Arab model.

19

Visual Identity & Regional Vision

The official brand identity of the platform, the user-interface mockups, and the vision that makes "Teblighat" an Arab model for digital government.



19

VISUAL IDENTITY & LOGO

Visual Identity & Logo

The official visual identity of "Teblighat" combines Iraqi national symbols with modern communication technology: a **digital palm** woven from circuit paths, a **rising arrow** that carries the citizen's voice upward, and the two institutional colours – deep Abbasid navy and refined gold – conveying authority, trust and digital modernity.

The Primary Logo



Figure 19-1: The primary wordmark logo on light and dark backgrounds

The **digital palm** signifies Iraqi national identity connected to digital transformation; the **circuit paths and nodes** signify the interconnected network of government bodies; the **rising arrow** signifies the citizen's voice reaching the summit; and the **enclosing speech-bubble ring** signifies the circle of dialogue and response that closes the loop between state and citizen.

Applications – Official Seal & App Icon

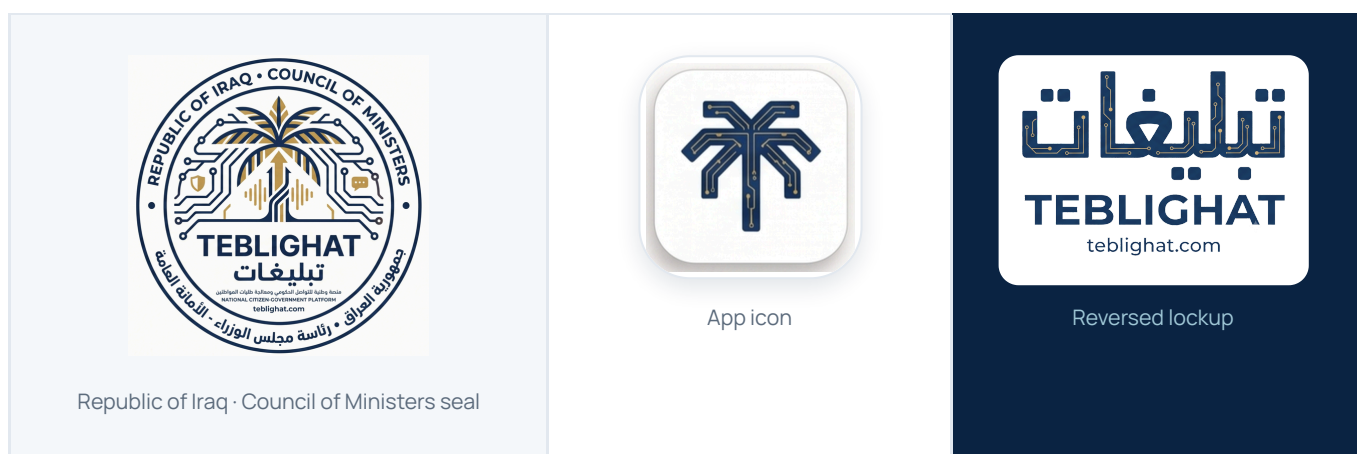


Figure 19-2: The identity applied as an official seal, app icon and wordmark card

Colour Palette

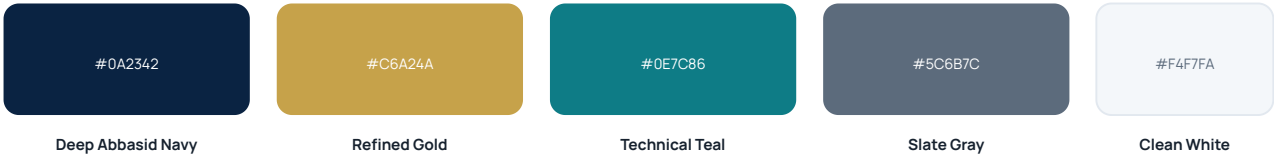


Figure 19-3: The official colour palette – navy and gold for institutional gravitas, teal for the digital character

Typography & Identity Elements

Element	Guideline
Arabic typeface	A modern Kufi face for headings and the wordmark, and a clear Naskh face for body text – balancing gravitas and readability.
Latin typeface	A clean geometric grotesque (IBM Plex) for "TEBLIGHAT" and Latin text.
Clear space	A free margin around the logo of no less than the height of the lower ring to ensure legibility.
Official usage	The circular seal for official documents, the horizontal wordmark for interfaces and print, and the icon for applications.
Consistency	A unified application across every channel (app, web, call centre, print) to build instant recognition.



20 UI / UX MOCKUPS

UI / UX Mockups

The interface design of "Teblichat" adopts the principle of "utmost simplicity": a citizen — of any education level — must be able to submit a request in under a minute. Below are indicative mockups of the citizen app and the executive dashboard.

The Citizen App

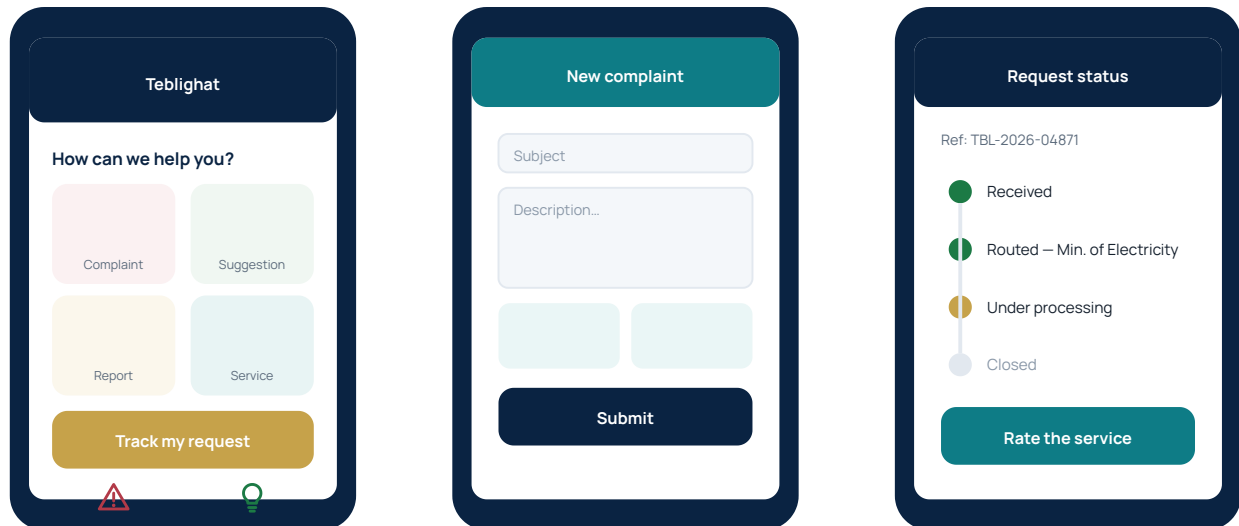


Figure 20-1: The citizen-app journey – home, submission, and live tracking

The Executive App (for the Decision-Maker)

A dedicated app for the senior leadership presents the national dashboard (Section 10) on the decision-maker's phone: live indicators, governorate heat map, body performance ranking, and instant alerts on escalated cases — the public pulse in the palm of the hand, anywhere and anytime.

◆ The Design Principle

Every additional screen or field is a barrier that may deter a citizen; the interface is therefore designed for the least tech-literate user, in the Iraqi dialect, with large clear icons and a minimum number of steps.



21

A REGIONAL BENCHMARK

Why Teblighat Will Be an Arab Model for Digital Government

"Teblighat" is not merely a solution to a local problem; it is an opportunity for Iraq to lead. Just as Türkiye's CİMER became a model studied worldwide, "Teblighat" can become the Arab reference for human-centred digital government – through three pathways.

1. An Exportable Model

Documenting the experience as a ready framework (governance + technology + methodology) exportable to Arab countries as knowledge and soft power – as Estonia did with e-Estonia.

SOFT POWER

2. An International Case Study

Turning the platform into a success story documented with the World Bank and UNDP, raising Iraq's governance ranking and improving its global image.

CASE STUDY

3. Open Data & Transparency

Publishing quarterly transparency reports and open (anonymised) data that make Iraq a regional leader in the culture of governmental transparency.

OPEN GOV

4. A Regional Knowledge Hub

Hosting training and expertise-exchange programmes for Arab governments seeking to build similar platforms.

KNOWLEDGE HUB

Comparative Benchmark

Dimension	CİMER (Türkiye)	e-Estonia	Teblighat (target)
Highest-authority link	Presidency	Government	PM's Office
Dialect-aware AI	partial	—	core
Anti-corruption focus	medium	medium	high
Whistleblower protection	available	available	advanced
Arab exportability	—	—	a goal

◆ The Ambition

For the phrase "the Iraqi Teblighat model" to become, within a few years, a reference term in Arab digital-government circles – exactly as "the Turkish CİMER model" is cited today.



"Nations do not lead by imitation, but by mastering a model and then exporting it. Teblighat is Iraq's opportunity to move from importing solutions to exporting them."

– The regional vision of the project

22

Enablement, Risk & Change Management

What turns the proposal into a sustainable reality: the legal framework, the stakeholders, risk management, change management and training, and the critical success factors.



22

LEGAL & REGULATORY FRAMEWORK

Legal & Regulatory Framework

The executive strength of "Teblihat" is not complete without a legal basis that grants it the power of obligation and protects its data and users. The proposed framework rests on three layers: a founding cover, operational regulation, and legal protection for whistleblowers.

The Proposed Legal Layers

Legal instrument	Purpose
Founding Diwani Order	Establishing the platform, attaching it to the Prime Minister's Office, obliging bodies to engage with it and to appoint liaison officers.
Platform bylaw	Defining request types, compliance times (SLA), the escalation mechanism, and the powers of liaison officers.
Data-protection policy	Governing the collection, processing and retention of data in line with national legislation and international standards.
Whistleblower-protection framework	Guaranteeing the confidentiality of the corruption whistleblower's identity and legal protection from any retaliation.
Service-level agreements	Documenting bodies' time commitments as a reference for accountability and measurement.

The Rights Basis

The project rests on the citizen's constitutional right to submit petitions and address the authorities, and their right to access information and follow up their transactions. Just as the CIMER model was built on these same foundations, "Teblihat" turns these rights into a practical tool and a clear path of enforcement.

◆ The Principle of Legal Obligation

Without a binding legal basis, any complaints platform turns into a "suggestion box" with no effect. The Diwani Order and the bylaw are what guarantee that "Teblihat" is a genuine accountability system, not a merely formal channel.



23

STAKEHOLDER ANALYSIS

Stakeholder Analysis

The success of "Teblihat" hinges on managing a balanced relationship with multiple stakeholders, each with their own motives and concerns. Understanding this map is a condition for managing adoption and change.

Stakeholder	Interest / role	Influence
Prime Minister's Office	The highest sponsor; an instrument of governance, accountability and a direct view of state performance.	Decisive
The citizen	The end beneficiary, seeking a trusted channel that carries their voice and completes their service.	High
Ministries & governorates	The processing bodies; may fear oversight and need enablement, not merely obligation.	High
National Data Center	The hosting and identity partner; the guarantor of data sovereignty.	High
Integrity Commission	Recipient of corruption reports through a protected confidential path.	Medium
Media & Comms Commission	Regulating communications and supporting infrastructure and channels.	Medium
Civil society & media	An observer and a partner in awareness and trust-building.	Medium
Donors & international organisations	Reform backers; a source of funding, expertise and international legitimacy.	Supportive

Managing the Relationship with Processing Bodies

The greatest cultural challenge is convincing ministries that "Teblihat" is a tool that **empowers** them, not one that **punishes** them: it exposes service gaps, documents the effort of compliant bodies, and gives them a direct channel to prove their performance to the leadership. The balance between **obligation** and **enablement** is the key to adoption.

The Sponsor

Overt, sustained political support at the highest level settles resistance to change.

The Enablers

Trained liaison officers with real powers turn policy into execution.

The Beneficiaries

A citizen who feels a genuine impact becomes the platform's strongest ambassador.

The Partners

Technical, oversight and international bodies add capacity, legitimacy and sustainability.



24

RISK MANAGEMENT

Risk Management & Mitigation Matrix

Major national projects succeed or stumble in proportion to how early they manage risk. This matrix presents the foremost risks with their likelihood, impact and mitigation measures.

Risk	Likelihood	Impact	Mitigation
Bodies' resistance to change	High	High	Higher political cover + Diwani Order + framing the platform as an enablement tool.
Security breach or leak	Medium	Critical	Security by design, ISO 27001, E2E encryption, continuous monitoring (SOC).
Weak citizen adoption	Medium	High	National awareness campaign, multiple channels, a simple dialect-based experience.
Flood of malicious/duplicate requests	High	Medium	AI deduplication, identity verification, and usage controls.
Technical integration delays	Medium	Medium	A gradual wave-based approach, standard APIs, starting with sovereign bodies.
Insufficient funding	Low	High	Initial funding from the Digital Transformation Fund + donor partnerships.
Expectations exceeding capacity	Medium	Medium	Phased launch, realistic communication on timelines, public-expectation management.
Politicisation of the platform	Medium	High	Professional governance, transparent indicators, uniform non-selective processing standards.

◆ The Gravest Risk

Cybersecurity tops the risks by impact; the corruption whistleblower's trust cannot withstand a single mistake. Security is therefore treated as an absolute, non-negotiable priority across every phase of the project.



25

CHANGE MANAGEMENT

Change Management, Training & Awareness

Technology alone does not make a project succeed; people's adoption of it does. Change management comprises two parallel tracks: internally, empowering government employees; externally, winning the citizen's trust.

The Internal Track: Empowering the Government Apparatus

1

Qualifying liaison officers

A unified training programme on the platform, compliance times, citizen-handling etiquette and request processing.

2

Operating manuals & procedures

Clear guides for each role and unified processing pathways ensuring consistent quality across bodies.

3

Incentivising compliance

Linking performance indicators to institutional evaluation and spotlighting compliant bodies as positive models.

4

Continuous technical support

A help desk for employees that ensures operational continuity and rapid resolution of obstacles.

The External Track: The National Awareness Campaign

Pillar	Content
Symbolic launch	An official high-level announcement linking the platform directly to the Prime Minister's Office to build credibility.
Core message	"Your voice arrives, is followed up, and makes change" – a simple message highlighting impact, not technology.
Awareness channels	Media, social platforms, mosques, schools and service departments, and community ambassadors.
Early trust-building	Publishing real success stories early to prove the platform makes a tangible difference.
Digital inclusion	Accommodating the elderly and remote areas via the call centre and in-person support.

◆ The Rule of Adoption

A citizen's first experience decides their stance toward the whole platform. Resources in the first months are therefore focused on ensuring the quality of processing for the first wave of requests – early success builds trust, and early failure is hard to reverse.



26

CRITICAL SUCCESS FACTORS

Critical Success Factors & Anticipated Questions

The lessons of global experience and the preceding analysis distil into critical success factors: if present they secure success; if absent they threaten the project however sound its technology.

Critical Success Factors (CSFs)

FACTOR 1

Will

overt, sustained political support at the highest level settles resistance to change

FACTOR 2

Obligation

a legal basis that turns the platform into genuine accountability

FACTOR 3

Security

absolute trust in the protection of data and whistleblowers

#	Factor	Why it is critical
4	Actual processing speed	The platform is measured by closing requests, not receiving them – enablement before obligation.
5	Simplicity of experience	An easy, dialect-based experience across every channel ensures broad adoption.
6	Neutrality & non-selectivity	Uniform processing for all citizens protects the platform's credibility.
7	Financial & technical sustainability	Continuous funding and staff prevent operational stumble after launch.

Anticipated Questions from Decision-Makers

Question	Short answer
Aren't the current complaint channels enough?	They are fragmented, without integration or time accountability; "Teblichat" unifies them, obliges a response, and escalates the delayed.
How do we ensure bodies are serious?	Through the Diwani Order, liaison officers, automatic escalation within 14 days, and open performance dashboards.
What about citizen privacy?	Exclusive national hosting, E2E encryption, ISO 27001, and a hidden identity for whistleblowers.
Is the cost justified?	A reasonable cost whose value is recovered through reduced waste, recovered corruption funds and rebuilt trust.
How long to launch?	A first version for sovereign ministries within 4 months, and national coverage within the first year.



Question	Short answer
Do we rely on a foreign solution?	It is built by Iraqi talent and hosted nationally, with the capacity to export it later as soft power.



27

CONCLUSION & RECOMMENDATIONS

Conclusion & Recommendations

"Teblichat" is not merely a technical project; it is a strategic decision to place the citizen at the heart of governance, and to give the Prime Minister's Office a direct instrument to monitor the performance of the entire state – at a limited investment with broad, measurable national impact.

Summary of the Proposal

The document has shown how a unified national platform, inspired by Türkiye's leading CIMER experience and adapted to the Iraqi context, can rebuild trust between state and citizen, break bureaucracy, strengthen integrity and anti-corruption, and turn millions of submissions into precise data that guides public policy. We have covered the vision and objectives, the governance and operating model, the technical architecture and AI, the security and integration system, the implementation plan, the budget and return on investment, the visual identity, and the regional vision.

The Three Urgent Recommendations

1 Form the High Supervisory Committee

Issue a directive forming the committee under the Director of the Prime Minister's Office to steer the project and launch the first phase.

2 Allocate an initial budget

Allocate a starting budget from the Digital Transformation Fund to build the technical core and launch the sovereign pilot within 4 months.

3 Issue the founding Diwani Order

Issue the order obliging bodies to engage with the platform and to appoint liaison officers with real powers.

◆ The Decision Requested

We respectfully request the gracious directive of His Excellency the Prime Minister to **approve the project in principle**, to form the executive leadership team, and to allocate the initial funding – as the foundation of a new phase of citizen-centred good governance.

"Every great transformation begins with a decision. Today the decision is to make the voice of the Iraqi citizen reach – quickly, safely and with dignity – the office of their Prime Minister."

– The conclusion of the Teblighat proposal



"Your voice... in the Prime Minister's Office"

Prepared & authored by **Mohammed Y. H. OMAR** · Author & Project Lead

Official Document – Submitted to the Prime Minister of the Republic of Iraq · Version 1.0 · 2026



Appendices

Glossary of terms, and a methodological note on the preparation and references of the document.



A

APPENDIX A – GLOSSARY

Appendix A: Glossary of Terms

To unify understanding across bodies, this glossary fixes the technical and administrative terms used in the document.

Term	Definition
CİMER	Türkiye's Presidential Communication Center; the global reference model on which "Teblichat" is based.
Single Sign-On (SSO)	A one-time identity-verification mechanism giving access to all services without repeated login.
Service-Level Agreement (SLA)	A documented commitment to a defined time for processing a request, used as a reference for measurement and accountability.
Escalation	Raising a request automatically to a higher level when the defined time is exceeded without processing.
Liaison officer	An official appointed in each body to follow up referred requests and process them within the governing periods.
Sentiment analysis	An AI technique that gauges the tone of texts (anger/satisfaction) to read the public mood.
Auto-routing	Classifying a request and referring it automatically to the competent body by understanding its content.
Deduplication	Identifying and merging similar or repeated requests to prevent flooding the system.
Omnichannel	A unified, connected experience across every access channel under one account and one tracking number.
End-to-end encryption (E2E)	Encrypting data so that only the two intended parties can read it.
ISO 27001	An international standard for information-security management and data protection.
Anonymous identity	An option allowing reporting and follow-up without revealing the whistleblower's identity.
Dashboard	A visual interface displaying live performance indicators for the decision-maker.
National Data Center	Iraq's government infrastructure for hosting data with full sovereignty inside the country.



Term	Definition
"Ur" portal	Iraq's official digital government-services gateway, adopted for identity and verification.
Diwani Order	A binding executive instrument issued by the Prime Minister's Office to activate the project and oblige bodies.
CAPEX / OPEX	The capital cost of building the platform versus the annual operating cost of running it.



B

APPENDIX B – METHODOLOGY & REFERENCES

Appendix B: Methodological Note & References

This document was prepared as a feasibility study and strategic project proposal following the methodology of government consulting, through three steps: analysis of the reference model, diagnosis of the Iraqi reality, and design of the adapted solution.

Preparation Methodology

1

Benchmark analysis

Studying Türkiye's CİMER as the most successful global experience and extracting its adaptable success factors.

2

Local diagnosis

Identifying the structural challenges in the citizen-state relationship in Iraq and the rationale for the platform.

3

Design & adaptation

Building an integrated solution (governance, technology, implementation, economics) tailored to the Iraqi environment and its priorities.

Scope & Notes

Item	Note
Financial figures	Indicative planning estimates, finalised through a detailed technical study and a competitive tender.
Times (SLA)	Proposed for guidance and finalised within the platform's regulatory bylaw.
Diagrams & screens	Preliminary illustrative concepts, developed in detail during the design phase.
Institutional integration	Subject to the readiness of bodies' systems and implemented gradually in waves.

References

The document draws on an analysis of the CİMER experience (Türkiye's Presidential Communication Center) and the e-Devlet digital-government system, with reference to Estonia's digital-government model (e-Estonia) as a framework for exporting digital models. All elements have been tailored specifically to the Iraqi context and the priorities of administrative reform and anti-corruption.

◆ Methodological Summary

"Teblichat" is not an imported copy; it is an Iraqi solution designed from the ground up for the Iraqi environment, benefiting from the world's experience without losing its national specificity.