सूचना सेवा

Baseline Guidebook

DEFINITIONS

*Chowkidar/Kotwal-*A person responsible of maintaining law and order at the village level, the lowest rung of the hierarchy of the police force

*District Collector-*An official of the Indian Administrative Services cadre deputed by the government to serve for a given period of time as the chief administrator of the district

Gram Panchayat- An institution of self-government at the village level constituted under article 243B of the Constitution of India for the rural areas

Gram Sabha- A body (assembly) of all adults, who live in an area under the jurisdiction of a *Gram Panchayat* (GP). Anyone who is 18 years old or more and has the right to vote is a member of the *Gram Sabha* (GS). The GS exercises such power and performs such functions at the village level as the legislature of a state may, by law, provide. It plays a key role in ensuring the GP functions responsibly

Gram Swaraj- A vision of a decentralized government wherein each village is responsible for its own affairs. It originates from Mahatma Gandhi's concept of self-governance through community building, not through a hierarchical government

Janpad Panchayat (Block level)-Part of the PRI system, an intermediary level of government operating between the *panchayat* and district levels of governance. It has administrative and fiscal powers over the *panchayats* and villages in its jurisdiction

*Munadi-*A method of beating drums to make public announcements to the villagers

*Panchayat ghar/Bhavan-*Official *Panchayat* building used for all routine work of the *Panchayat* and for holding meetings

Panchayati Raj Institutions (PRIs)-Elected self-governing bodies at various administrative levels (district, block and village) which meet regularly to discuss economic and social justice issues in their area of governance Elections for PRIs are held every five years, with seats reserved for scheduled castes, scheduled tribes and women

Patwari-A government official, who maintains records of land ownership, including which crops are grown at every harvest, and any factor that has a major effect on the growing of crops, such as droughts or flooding

Sachiv-The government official placed in *Panchayats* to assist the *Sarpanch*.

Samasth Gram Vasi- All inhabitants of a village.

Sarpanch-The person elected to serve as the head of a *Panchayat* by the villagers.

Zila Panchayat (District)-A body of elected representatives for governance at district level. It is the highest tier of governance under the PRI system

BACKGROUND

There is a huge gap between the awareness and accessibility of information among the deprived sections of the community, which is growing day by day due to lack of an effective & people centric information governance structure and improper implementation of the schemes. The social and economic status of women, STs and SCs, minorities and other marginal groups are below national average. These groups bear maximum brunt of social and economic alienation and social exclusion. The communities from these excluded groups are worst affected overall and they continue to suffer in continuity. The regular Plan programmes by states are heavily tilted in favor of these backwards communities.

The absence of effective implementation of public services/schemes further leads to the failure, therefore for that not to happen there is a need of continuous and sustained building of the capability of all the stakeholders. It is anticipated that the initiative contribute towards poverty alleviation in the deprived regions to promote accountable and responsive panchayats and other government bodies. The conjunctive use of various sources will be required to be encouraged as means of improving sustainability and accessibility of information.

It has been seen that corruption is a major contributor to lack of quality implementation in rural works. The fruits of government schemes like Sarva Shiksha Abhiyan (Universal Education Mission) and the now recently introduced Right of Children to Free and Compulsory Education (RTE) Act 2009 are yet to reach effectively on the ground and to those for whom it is meant. Public schemes like the Mid-day meal scheme meant for addressing malnourishment has failed to meet the objective is stated to have failed in the State of Jharkhand with the State holding second spot in malnourished children. 'Aajeevika - National Rural Livelihoods Mission (NRLM) was launched by the Ministry of Rural Development (MoRD), Government of India in June 2011. The NREGA

programme has been one of the main planks of rapid poverty reduction in the Eleventh Five Year Plan (2007-12). Like these there are n numbers of schemes implemented by Government of India (GoI), which are meant for the poor's but not accessible by them because of unawareness. It is clear that as far as implementation of these programmes is concerned, there has been no noticeable improvement. However, the most common drawback identified with these schemes is mismanagement and schemes not benefits not reaching the real beneficiaries with need based and timely information not reaching the target groups and focused communities and groups. Anything, progressive has to occur, especially in the most backward regions, where such interventions are needed and matter the most.

Therefore to fill these gaps, programme will be implemented through integrate multiple modes of communication also using already existing systems that are in operation in the concerned district and therefore address backwardness through a combination of resources that flow to the district. We are starting with Baseline survey to understand the level of information at Ground.

1.1 INTRODUCTION

Good governance is essential for both economic and social development. As a democratic country, India has various policies and programmes in place to make its government more accountable and responsive to the needs of its people. In order to keep the governance system more accountable and transparent, accessibility of information is a very crucial aspect. Access of public scheme information is one of the biggest service delivery challenges primarily from the user citizens' perspectives in India in terms of use and final gains from the information in government entitlements. The government (including both central and state) is the largest service delivery provider in India with multitude of schemes, programmes, plans, and services to deliver.

'SOOCHNA SEVA' is a platform to disseminate information about public services /scheme via ICT and non ICT tools. This would be done by creating sustainable access points and these points will act as service delivery channels. The programme seeks to introduce ICT enabled information services delivery, access and entitlement based model which in turn will serve as a tool for information empowerment. Citizens must be informed about the schemes and services implemented by the government for their betterment at all levels - village, district, and state. Hence the idea behind the programme is to strengthen the governance structure at district administration level and below. SOOCHNA SEVA is a medium to disseminate public scheme information at district and sub-ordinate public offices (Panchayat & Block offices).

The overall objective of the project is to address the larger issue of poverty, social exclusion and inequity of marginalized groups through information empowerment on public schemes towards entitlement gains and thereby promoting and strengthening good governance practice by local administration.

Keeping in view, strengthening the governance structure at district administration level the programme intends directly to target Millennium Development Goals including eradicate extreme poverty and hunger, achieving universal primary education, promoting gender equality and empowering women, reducing child mortality rates, improving maternal health.

Soochna Seva will provide enhanced channels and points for information services delivery to target groups at their doorsteps towards informed choices, decisions and entitlement benefits. The proposed action intends to deploy and run an integrated information services delivery and citizen entitlement framework in 5 backward districts in India in 6 key areas of - education, health, livelihood, employment, financial inclusion and social security, facilitating basic and complete cycle of information services delivery of public scheme / initiatives to target beneficiaries and ensuring final entitlement gains from such provisions. This is further expected to strengthen the governance structure at district administration level and below.

1.2 SOOCHNA SEVA MODEL
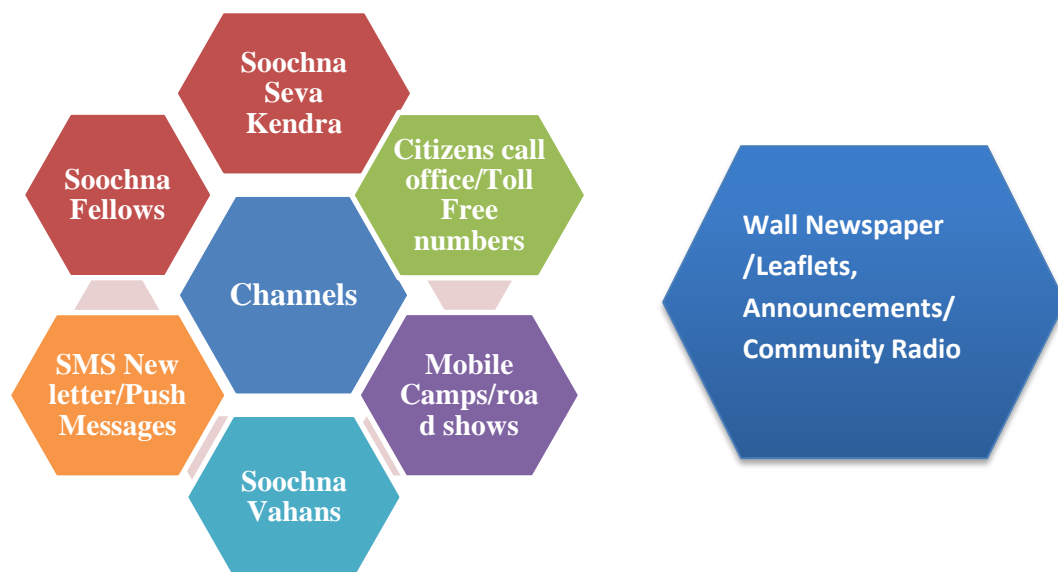
As mentioned above for the programme total numbers of 5 BRGF districts have been selected, in order to reach out maximum number of beneficiaries. The backward districts in India by all means are backward in terms of key social and economic indicators. For instance, the 200 backward districts, identified by the Planning Commission of India to implement the NREGA Scheme are identified to have special problems. They are the least developed areas of the country comprising mostly marginal farmers and forest dwellers. In many of these districts poverty has increased despite consistent focus of several poverty eradication programmes. Governance has little or no presence in most of these districts. The socio economic indicators of most of these districts are generally below the national average. Out of these 200 districts, 148 have literacy lower than the national average (63.58%) while the rate of female literacy in 154 districts is lower than the national average of 54.16%. These districts are primarily agricultural and in 115 districts, the percentage of agricultural laborers in the total rural working population is higher than the national average of 33 percent, indicating the large-scale landlessness in these districts combined with lack of effective employment opportunities in the non-agricultural sector. The result is lower incomes for a large section of the rural population, who are largely unskilled and uninformed, contributing towards the backwardness of these districts apart from adverse agro–climatic and physiographic conditions compounding the problems.

Poverty and unemployment are the twin major challenges across India and more so in the backward districts. Overall poverty stood at 32% of the total population in 2010. The Poverty Headcount Ratio (percentage of population below the national poverty line) stands at 47.8 % which is far away from the actual target of 23.9% by 2015 to achieve the Millennium Development Goal (MDG). In rural India, STs (Scheduled Tribes) exhibit the highest level of poverty at 47.4 per cent, followed by the SCs (Scheduled Castes) at 42.3 per cent and OBCs at 31.9 per cent. Among the states, high incidence of poverty

ratio is witnessed in Bihar at (53.5%) followed by Chhattisgarh (48.7%), Manipur (47.1%), Jharkhand (39.1%), Assam (37.9%) and Uttar Pradesh (37.7%). Incidentally, all these States have many districts designated as backward. The incidence of income poverty among females tended to be marginally higher in rural and urban India which was 25% and 21% respectively in 2009–10.

Lack of reliable and adequate information and communication channels have deprived millions in the country from receiving benefits / entitlements of social welfare programmes in the above critical areas. Poor and weak infrastructure facilities including lack of information communication technology support in programmes have widened the development deficits. Lack of governance ethics, corruption and inefficiency has led to more failures of government schemes. The National Rural Health Mission (NRHM) was introduced in 2005 in 18 states of the country covering most of the states wherein lie the backward districts. However, increased allocations have done little to improve the average Indian's chances of receiving quality healthcare.

The programme seeks to adopt a multi-pronged approach in information services delivery and access using ICT and non-ICT tools. This involves setting up 1200 public scheme information delivery and access points. This is relevant in terms of engaging the local citizens and the groups in a sense of ownership and participation in the wholesome process.

1.3 BASELINE SURVEY OBJECTIVES:
The major objective of Baseline survey would be-

1. To Understand the Mind-sets of final beneficiaries
2. To Find out the level of Information poverty on the ground
3. To collect exact data which helps in Impact analysis, after implementation of an year
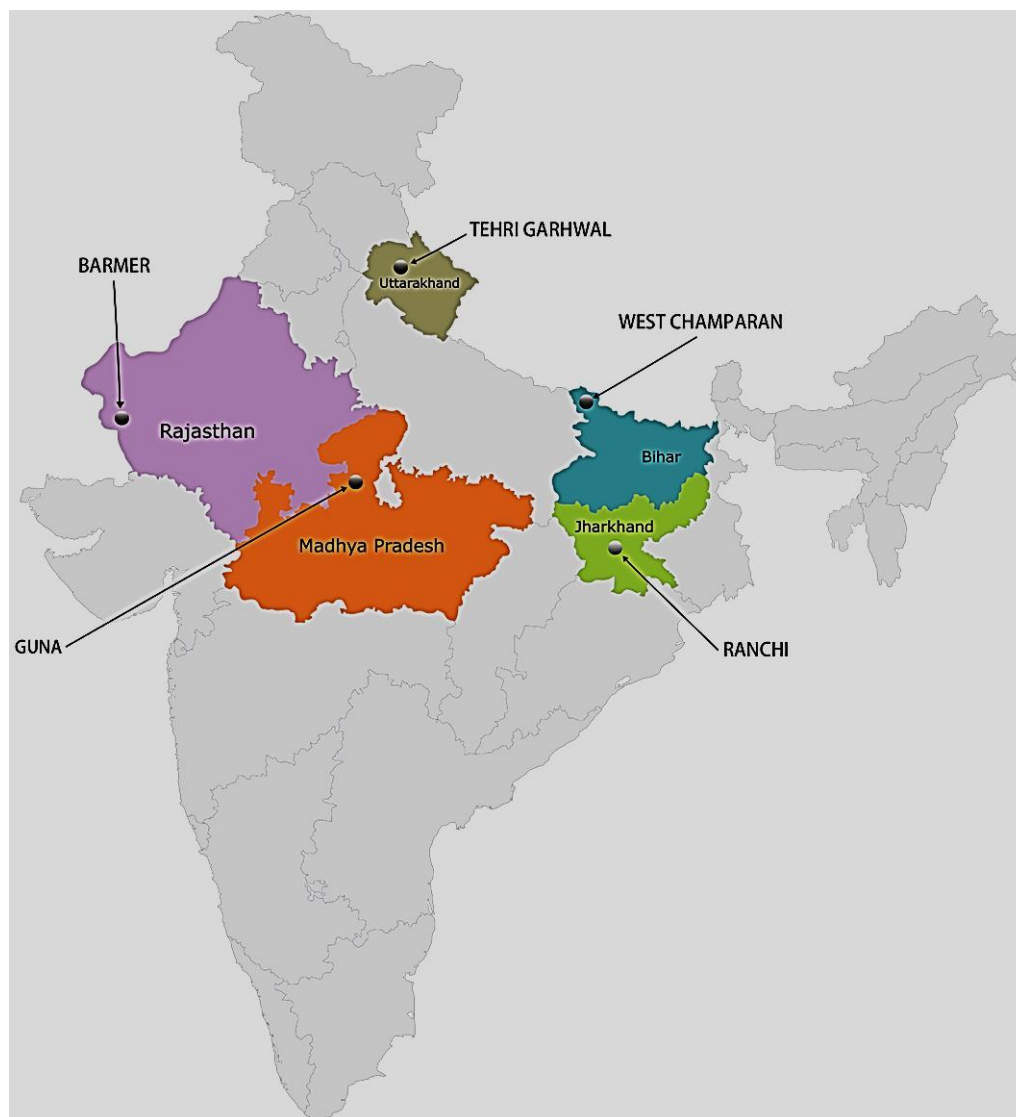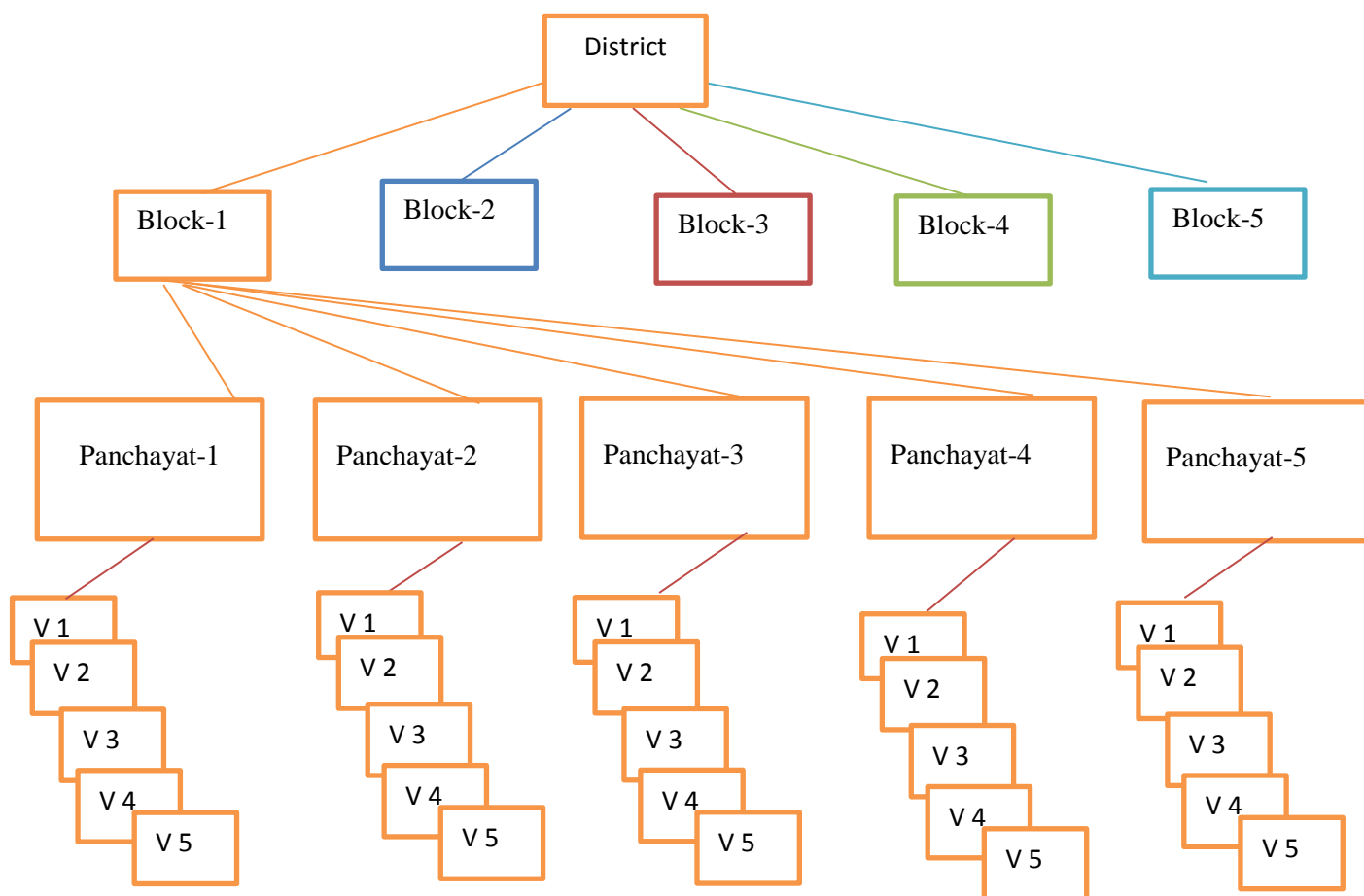
2.1 TARGETED LOCATIONS

Figure-2 (Highlighting the selected BRGF districts for the programme "Soochna Seva")

2.2 GRAPHIC REPRESENTATION

2.3 TARGET BLOCKS & PANCHAYTS IN EACH TARGETED DISTRICTS:

District	Blocks	Panchayat 1	Panchayat 2	Panchayat 3	Panchayat 4	Panchayat 5
Tehri	Chamba	Jardargaon	Indwalgaon	Bhandargaon	Thaan	Badasyuta
	Jakhanidhar	Kumardhar	Khandi	Ratoli	Navakor	Pipola
	Narendra Nagar	Tipli	Bhandagaon	Aampata	Kapholgaon	Daduwa
	Partapnagar	Khet	Kanda	Okhla	Bhelunta	Banali

	Thauldhar	Bagalchak	Banda	Bagalgaon	Nala	Bamrari
Guna	**Aron**	Pitroda Maina	Raipur	Rusalli	Pitroda	Dehrikala
	Chachura	Patodhi	Todi	Laharcha	Bada gaon	Khatkiya
	Bamori	Bisoniya	Bamori Khurd	Mohanpur	Muradpur	Shakepur
	Guna	Kherikhata	Nayagaon	Negma	Bidhra	Mohdra
	Raghogarh	Achkalpur	Bulae	Nohar	Parkana	Sakonya
Ranchi	**Bero**	Puriyo	Dero	Tutlo	Dighiya	Khukra
	Burmu	Ojhasadam	Murupiri	Sarle	Bare	Hesalpiri
	Itki	Itki East	Itki West	Malti	Kundi	Ranikhatanga
	Angara	Paika	Getalsud	Bisa	Hesatu	Haratu
	Sonahatu	Sonahatu	Loahatu	Dokad	Rahe	Hotlo
West champaran	**Bairiya**	Lokaria	Patjirwa	Malahi	Bhitahan	Tumkaria
	Nautan	Bardaha	Shyampur,	Gudaria	Gahiri	Jhakraha
	Narkatiaganj	Shikarpur,	Hardi Tehra	Semari,	Manwa Parsi,	Chamua
	Thakraha	Harpur	Dhumnagar,	Thakrahan,	Jagirahan	Srinagar
	Gauhana	Ruparliva	Matiarana	Mahui,	Siththi	Domath
Barmer	**Baitu**	Sawau Padam Singh	Madupura Barwala	NDKD	Madhasar	Baitu Bhop ji
	Barmer	Kawas	Tarataramath	Barmer Aagor	Chaukhla	Rani gaav
	Sivana	Bamseen	Sivana	Samdari	Rakhi	Mokalsar
	Shiv	Bhiyaad	Shiv	Mungeria	Mokhabkalan	Kashmir
	Balotra	Doli	Araba	Kalyanpura	Pachpadra	Dudwa

2.4 CALCULATED SAMPLE:

It is important to calculate the number of respondents needed to acquire a correct sample size for a specific population. As mentioned in the baseline it is proposed to cover 25 % of the total targeted sample, therefore it has been calculated that we need to cover 3000 households (as per the total population of each district) in total five selected districts.

Table no (Showing the actual estimated population of each district for the baseline)

District	Population (As per 2011 census)	Estimated Population	Adjusted Population
Tehri Gharwal (Uttrakhand)	6,04,747	600	600
Guna (MP)	12, 40, 938	600	600
Ranchi (Jharkhand)	10, 73, 440	600	600
Barmer (Rajasthan)	83, 517	596	600
West Champaran (Bihar)	39, 22, 780	601	600
Total	**69, 25,422**	**29997**	**3,000**

- *The link used for the estimated Baseline survey sample size is::*
  https://www.checkmarket.com/market-research-resources/sample-size-calculator

The diagram below is showing the actual coverage of households and villages per district.

50,000 Below Poverty Line HH in 5 Districts (5 years)

(In the *baseline survey we need to cover 3000 Household in 5 districts*)

In total 5 districts we need to cover 3000 HH (Households)
For per district 3,000/5=600 HH

As there are 5 blocks, so 600/5= 120 HH

Now, 120 HH per block

Need to cover 5 Panchayats in a block, 120/5=24 HH

ie. **24** household per Panchayat

Under 1 Panchayat we have to cover at least 4 villages, 24/4=6 HH

Hence we can say that there is an estimation to cover **6 HH** per village

3.1 ACTIVITIES

Under this project First activity will be Baseline followed by Data Analysis & Full-fledged Implementation process.

Baseline Study

A baseline study is conducted at the beginning of a project or a programme, in order to analyze the current situation. Baseline study can be defined as the descriptive study that mostly provides quantitative information on the current status of a particular area, under some basic parameter for a given number of populations. The most common way to use a quantitative method for assessing development status is through surveys. Household surveys are extremely useful when data must be collected first-hand for the explicit purpose of the baseline assessment. Survey questions are used to create pre-determined impact indicators.

Objective: To identify villages and households belongs to most backward sections in order to benefit them with information access.

Note: It is to be noted that the selection of each household should be random, in order to ignore any kind of biasness. *But Fellows need to note that during the survey they should cover families of different parameters, for example few can be-*

- *Having puccaa Houses*
- *Do not have house & lives in damaged house/monument in village*
- *Widowed*
- *Headman/sarpanch house*
- *Farmers Housess*
- *Have School going kids in family*
- *Support Child labor*

3.2 TOOLS FOR DATA COLLECTION

For the baseline study close ended questionnaires has been developed in order to make it easy for analysis. There are 2 baseline survey forms, one has been designed for collecting the individual information & opinion, (household Baseline Form) and the other one is consolidated overview of the Village which has been covered for Baseline (Village Baseline Form)

a) **Baseline form for a Village:** The main aim is to find out general information about the village from the keeping in mind the developmental aspect. This data collected from this baseline would be important for the core team to capture the development status of various villages & also to identify the villages which should be covered via this project in First phase. (especially the villages & households who have not been approached by any of the Rural developmental initiatives & various private organization schemes like aAQUA, IFFCO kisan sanchar etc.)

See Annexure for the baseline form of Village level

b) **Baseline form for Household:** It will act as the main source of information regarding the various aspect of each household. It will help in gaining in-depth information about each family residing in village, which will further help to provide a general and consolidate understanding of a particular village.

For the proposed programme baseline survey will contain general information related a household like information about a village (population, sex ratio, literacy rate, number of banks, post offices, schools etc.), Socio-economic status, Household assets, Awareness of public schemes of the family and some observations to be made by the interviewer.

After the analysis of all the filled survey forms can provide a brief idea from where we have to actually start and also in making strategies for implementation.
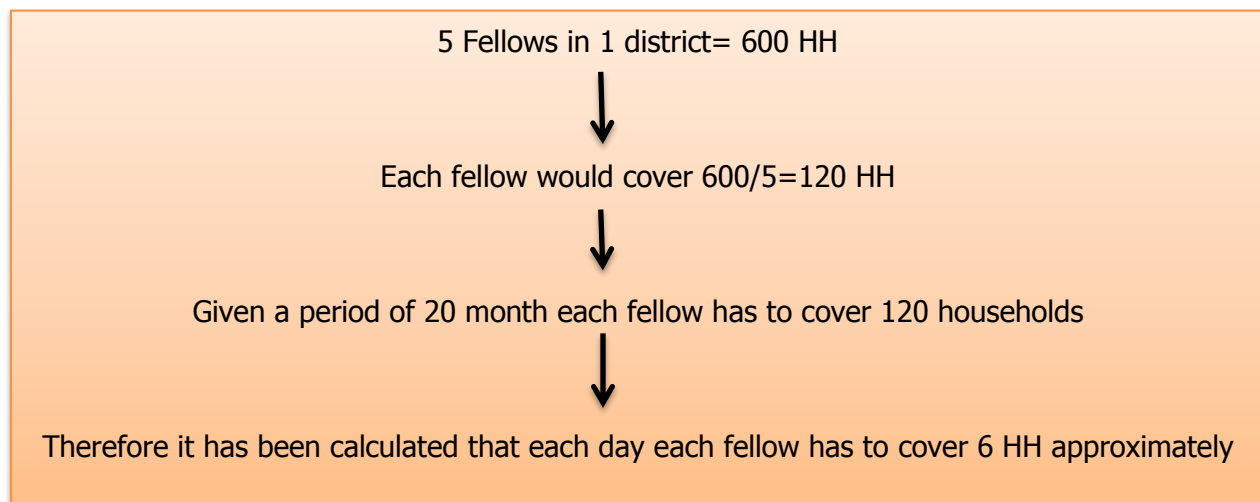
See Annexure for the baseline form of Household level

The given questionnaire's (Village and Household) would be conducted using an android application, in order to get quality data in easy form and also for the analysis of information further to measure the impact. The format would be same as the sample format provided in the Annexures

3.3 TIMELINE

For the baseline study, duration of **20 days** (Proposed timeline to start- 5th May 2014, extended to 15th May because of Technical modifications) has been provided in order to cover discussed sample in table above. As described above a total of 600 households need to be covered in ONE district. Each district will be covered by 5 fellows.

Households to be covered by each fellow have been described below:

5 Fellows in 1 district= 600 HH

↓

Each fellow would cover 600/5=120 HH

↓

Given a period of 20 month each fellow has to cover 120 households

↓

Therefore it has been calculated that each day each fellow has to cover 6 HH approximately

3.4 METHODOLOGY

Household surveys would be conducted through face to face interaction using door to door approach. And the "village surveys" will be conducted from either Panchayat office/bhavan or other Block government officials.

Job description of Fellows and Supervisors

- **Fellows/Enumerators** are in direct contact with the surveyed persons. They will obtain data through face to face interviews. (No Group responses should be captured)

  Time spent on the survey can be reduced through teamwork, and in addition the enumerators can help and check on one another.

- **Supervisors** are responsible to ensure quality of the surveys by allocating the teams, planning the survey & check the progress in the Survey. They need to closely guide the survey teams under their charge who will be are conducting. Furthermore, they function as a liaison between institutions with an interest in the survey and representatives of the target groups.

  The duties of a supervisor include advice and control of the accuracy of the survey data.

  Supervisors are responsible for-
    o Selecting the Fellows for survey
    o Orientation of Fellows on the collection of data methodology & things to consider during Survey
    o Distribution of Tablets & Safety for any asset purchasing during Survey
    o Training on Android Application of Baseline Survey
    o Daily Supervision of the fellows

○ Problem-solving & Decision making

Supervisory Role:

S.No	Location	DEF Team	Local Partners
1	Ranchi	Vinay Mishra/Aijaz	CIRC, Ranchi
2	West Champaran	Aazad Sohail	ALOK SANSTHAN
3	Barmer	Ashu Garg/Shishir Purohit	SWRC
4	Guna	Deepshikha Sharma/Santosh Kumar	CIRC, Guna
5	Tehri Garhwal	Rajinder Negi/Mohd. Israr	CIRC, Chamba

4.1 DATA ANALYSIS

When we observe a social or human phenomenon in a systematic, scientific way, the information we gather about it is referred to as data. In other words, Data is information that is collected in a systematic way, and organized and recorded in such a way that it can be interpreted correctly.

After conducting the baseline in the 5 districts, the collected data would be analyzed by the **Data analyst**, in order to see the findings of the baseline. A conclusion will be made in order to see if the baseline has been able to fulfill the objective of the baseline. The Data Analysis will be done on the basis of following Major Indicators.

- Level of Awareness of Public schemes
- % of families availed entitlements
- Awareness & Usage of Digital tools specially Mobile
- Major Concern in the region

Supporting/Minor Indicators (for planning Implementations)

- Language known

- Literacy Level

- Identity proof availability

- Mode/Medium of getting information

- Regularity in Gram Sabhas

The concluded data will be used to make conclusion regarding the development status of each district under the given variables (Socio demographic and economic variables) which will help us in the implementation of the project.

Personality attributes of Enumerators and Supervisors

Personality attributes should be considered when selecting an enumerator. Therefore, it is important to study the personalities of the enumerators during the training program to identify potential problems. In addition, potential enumerators should be assessed in relation to the following easily recognizable attributes:

Motivation: Only a motivated enumerator will work convincingly with the target groups and win their confidence. Motivation is influenced by the work itself and the leadership style of the surveying organization.

Communication skills: For a survey to be conducted successfully, the enumerators must be able to maintain communication in the field, even under difficult conditions. Preferred is that they know English language & the local language.

Reliability: The results of the interview depend on the reliability of the enumerator and on the care taken in completion of the questionnaires.

Willingness to learn: Enumerators should be able to take challenges keeping in mind the willingness to learn. He or she must be prepared to learn these subjects and then to apply them.

Physical strength: Health is the very basic and essential requirement for enumerators as all will work under difficult climatic, topographical and hygienic conditions.

Mental health: Work in poverty stricken or abandoned rural areas can be psychologically demanding. The work requires patience and a friendly nature as well as the ability to bear disappointments and frustrations.

5.1 FELLOWS AND THEIR ORIENTATION

Who are Fellows?

A group of persons who will engage in reaching out to final groups and beneficiaries with information services and entitlement gains. Fellows can be best describes as the persons who have experience in working at grassroots level for the welfare of the society. **For this Baseline, total of 25 fellows in 5 Districts will be appointed for a month to manage & drive the Baseline Survey.**

Fellows are the main players of this whole programme "Soochna Seva", as they are the one who will connect with the target group in order to enhance their information access for their betterment.

Fellowship

It the period of engagement of fellows in a particular project for various purposes like Baseline survey, training and capacity building, End-line Survey, project implementation, monitoring and evaluation etc. and other related tasks.

Remuneration

A fellow would be provided with remuneration of INR 5000/ for the Baseline Survey of 20-30 days and a certificate of fellowship from the local partners/DEF at various

identified locations in this Project. Any Extra administrative costs should be borne by the DEF Head office, Delhi. Local Partners will be responsible for the Training & Orientations of the fellows & to provide them remuneration. In this case Local partners will receive extra 5000 INR to cover the administration charges, spend to manager the Baseline effectively.

5.2 ORIENTATION

In the training session the following items should be emphasized:

- Local Partners will drive the orientation program for fellows at various locations.
- Supervisors need to give a proper demonstration on everything including Application & Baseline questions.
- Fellows are free to put their doubts to Supervisor or core team. To contact core team for any issues- Fellows can directly write to defsoochnaseva@gmail.com
- Fellows need to take care of the Tablet as it will be their responsibility on the field.
- Fellows should be frequent in English language & local language to connect with Respondents well.
- Fellows should always carry at least 5 Household surveys & 2 Village survey hardcopy with them as a backup.
- One of the very important things an enumerator should keep in mind, never act as you know everything and the respondent does not know anything. In fact here in the baseline survey all the information needed can only be taken from the beneficiaries or the target group. You are required to get involved with them during discussions.
- When a survey team visits a household the first time, a brief introduction should be made in which the enumerators

- ✓ introduce themselves with their names and the name of their professional institution,

- ✓ explain the purpose and the importance of the survey, and

- Many questions are related to values and norms and may involve very personal matters. Therefore, the presence of another person beside the enumerators and the respondents may be distracting and responses may be altered. Therefore the enumerator has to make sure that there should be no other person stranger to the family member during Interview.

- Although it is important to stay on schedule with the survey, some Respondents may have difficulties hearing and understanding the questions. For the sake of accuracy it is then necessary to slow the interview and repeat the questions but in an indirect manner. Fellows/interviewers should strongly focus & use the familiar language with Respondents.

- Respondents first should be made comfortable for the discussion as one Survey may take 45-50 Minutes.

- Enumerator should prompt the respondents to get the quality answers and to complete the survey, even if they need to give various options for their better understanding.

- If any Fellow feels that collecting information on tablet/online question by question is not possible during discussion, they can take quick details on hard copy & immediately after completing survey they should enter data.

- Fellows should remember that Tablet captures the GPS location of the survey location so we expect & suggest honest capture of Interview data.

- Fellows should silently capture the things in the house of Respondent like- Any household mark (like picture of God, symbols) which can predict the growth of the family.

- At the end of the survey, the enumerators should thank the interviewee for their support.

5.3 DOWNLOAD AND UPDATING ODK APPLICATION:

- To use this application, Download "ODK Collect" Application from Google Play in your device. Ensure that you have also updated your Google maps so that it tracks the GPS offline also.
- Open the ODK App which is already there in your Android based tablet/Mobile (Make sure that you have internet connected in the tablet).
- Do a left click and go on to the option "General Settings".
- When you will click "General Settings" you will see a option of "URL", wherein you will delete the already mentioned URL and type the given URL: http://survey.defindia.org/shahid
- After writing the new URL go back to the home page and click on "Get Blank Form", you will see a option of "Refresh" right below. Click "Refresh" and let it get refreshed for some seconds.
- After getting refreshed select the two forms and click on "Get Selected" (It will result in downloading the new forms), Press "ok" & you will get back on the home page. [One form is for household & other is for village]
- On the same page you will see a option of "Blank Forms" next to the Option of "Saved Forms". Click on "Blank Forms" and delete the old blank form leaving the new forms named "Baseline-Survey-Form-Household" and "Baseline Survey-Form-Village".
- Now go back to the home page and click on the option of "Fill Blank Form", you will see two new forms named as "Baseline-Survey-Form-Household" and "Baseline Survey-Form-Village".
- One by one open these forms to reload them and you can use these forms on your device now.

- Now you have your "ODK App" ready for the baseline survey! This application once installed in your Device will work offline also & it will keep saving in your tablet only.
- After covering the survey for the day, Turn your internet ON & click "Send Finalised forms" to send & upload all the forms on server.

Core Team/Help Desk:

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