



**CONSULTATION WORKSHOP: INFORMATION ON PUBLIC
ENTITLEMENTS AND ROLE OF DIGITAL TOOLS**

11TH AUGUST 2014, NEW DELHI

BACKGROUND

One of the identified agents through which the world will constantly experience change is technology. In the business of trying to make information available in the right form to the right user both at the personal and organizational levels, and at the right time, the bid to cope with great flood of information has led to the need for a more sophisticated way of handling information faster and better.

From the last few decades Information and communication technologies (ICTs) have played an important role in promoting agricultural and rural development. These technologies will continue to play a critical role in and along with the new information and communication technologies. The new information and communication technology revolutions sectors has played a qualitative difference in the way we can generate, disseminate and transfer knowledge and thus contribute to development. Digital tool have become more and more relevant day by day because everything will become digital. Traditional methods of dissemination of information still persist in the villages and are slow moving and time consuming. Not only that, there is a loss of information due to the involvement of large numbers of intermediaries in the process.

The poorest people and people in the most remote areas realize the benefits and entitlement that are set aside for them due to lack of information due to poor system of information dissemination. Information and Communication Technology (ICT) is that components that aid the accessing, recording, arranging, manipulating and presenting data or information using tools and software.

Digital Empowerment Foundation actively works in information dissemination, community empowerment and digital content creation at the bottom most level using ICTs, and used ICT approach to disseminate the information about the public schemes and entitlements to the communities on ground in the identified 5 districts.

The second consultation workshop held on 11th August 2014 at Eros Hotel, organized by Digital Empowerment Foundation (**DEF**), under the 'Soochna Seva' Project supported by the European Union (**EU**) with the **theme 'Information on Public entitlements and Role of Digital tools for Information dissemination'**. The workshop made an effort how Information dissemination can be effective and efficient at grassroots level using digital tools, considering the diverse background of the target communities. While the Government is emphasizing more and more about bridging the gap of the information by multiple initiatives, this programme acts as a catalyst to achieve the objectives. Another topic of discussion in the workshop was to brainstorm about a comprehensive Web portal for all the 14 projects under this EU programme, where the facts and information from the Ground can be shared online.

This platform was also used to decide the Lead State & District organisations among 14 projects to explore possible synergies among identified partners in the similar region.

THE CONSULTATION WORKSHOP

In the very first workshop held on February 7, the aim was to get to know each other and start sharing information and experience relating to the purpose i.e. improving access of public schemes and services in backward districts, in particular for marginalised communities. The Consultation workshop made effort to do necessary follow up action of the earlier workshop and to discuss about the possibility of state level coordination among the projects what has been explored during the course of implementation in addition to the brainstorming about the role of digital tools in information dissemination.

The workshop has started with a welcome note by Mr. Laurent LE DANOIS representing European Union, followed by Opening remarks and a glimpse of day long agenda shared by Mr. Osama Manzar. Consequently the session has embarked as per the set agenda and the 14 projects shared their deliverables and challenges/learning during the project planning and execution in past 7 months. The discussions were held in five groups, each group having 8-10 participants including one moderator and a rapporteur.

Group Moderators:

- Laurent LE DANOIS, Attaché – Development and Cooperation, Delegation of the European Union to India
- Mr. Osama Manzar, Founder & Director, Digital Empowerment Foundation
- Mr. Pattabiraman Subramaniam, Project Manager – Development Co-operation, Delegation of the European Union to India
- Mr. Barun Mitra, Director, Liberty Institute
- Mr. Amir Ullah Khan, Indian Economist

WORKSHOP OBJECTIVES

Overall objective of the workshop was to evolve a clear plan of action to share thoughts on role of digital tools, customize the feasible solutions to diverse communities/target groups, and use cases on practice of simple digital information tools in projects to enable access to public entitlements.

Specific Objectives:

- To explore the community acceptance and use of various ICT/ digital tools in enabling dissemination and access to public entitlements.
- To share & discuss about the database of Public schemes in all available formats I.e. Text, audio, video, SMS, Poster, Jingle etc. to create awareness via various outreach activities
- Requirement analysis & gathering from 14 projects on the Public schemes
- To discuss the feasibility and features of the prototype for Mobile application to disseminate the information.
- To brainstorm about the basic structure & required features in the Comprehensive Web portal and to freeze the site map.

SESSION 1.1 A GLIMPSE OF UPDATES FROM ALL 14 PROJECTS

The 14 partners/organizations participated in the workshop shared each of their projects updates, deliverables and challenges/learning during the last 6 months of programme planning and execution.

- 1) ACTED** is working in five states of North East on the borders of Myanmar. In each state the organization may have one office or several. ACTED has selected 10 schemes to serve on-ground communities, to show the results and which are easily accessible in the concerned areas. They are working with four partners in this project one of the partner is NEDF.

Major Activities have been grouped in 7 heads:

- E-Governance
- Right and Access to Information
- Communication and Advocacy
- Capacity Building
- Social Audits of Services and Evaluation
- Research Paper and Publication
- Coverage Strategy

- 2) ACTION AID** is working in 234 villages, 96 Gram Panchayat, 5 States and 6 Districts, working essentially with dalits, tribals and Muslims. ACTION AID has been tracking schemes which are essential for the on ground communities. They have selected MGNREGA for livelihood, ICDS for Education and access and awareness of health, PDS for food security and Pension and insurance.

States	Working with
Utter Pradesh	Dalits and Muslims
Madhya Pradesh	Tribal
Himachal Pradesh	Tribal
Jharkhand	Tribal
Bihar	Dalits

They have done baseline survey in the Jharkhand. Two basic tools used for the survey are:

- **Well-being analysis**- Done by participatory exercise which required the families in each household to map their view on how they think they are economically challenged.
- **Citizen Score Card**- By conducting FGD exercise was conducted with the duty bearers and citizens on their perceptions about the delivery of services.

- 3) NAND AND JEET KHEMKA FOUNDATION** is working with 105 panchayats in Bhagalpur district of Bihar. Their idea of selection of a single district in Bihar is to go deep in one district to understand the whole indebt mechanism that is happening in those areas. Broadly the focuses of their project are in:

- Improving the access
- Understanding and improving the delivery mechanism for the schemes

Recent highlight and progress of the project is the baseline survey which is dividing in two broad categories:

- *Situation analysis* where in depth understanding of the status and challenges/problems from each stakeholder perspectives are attempted. Tools include interviews (IDI), FGD, etc. are used. The identified stakeholders include Government officials, panchayats and other stakeholders.
- *Household survey* was done to understand the beneficiary perspectives and also to validate the secondary data analysis.

Works has been started in 60 panchayats in the present year. More number of panchayats is to be reached in the coming years. The challenges identified broadly with the intense field work can be categorized as:

- Operational challenges
- Non- functionality of the CBOs in the area

4) UNNATI is working for development education in Gujarat and Rajasthan. They have selected 4 blocks in Sabarkantha district, Gujarat and Barmer, district Rajasthan. They are working at various levels:

- *Baseline in household level*- they have completed their baseline and have conducted consultations with about 1000 households. Where in with the families, the families have been able to compute the entitlements they have been able to access over the years and the extra cost and the leakages involved. Household covered in this baseline were BPL, SC/ST, PWD, single women, pregnant and lactating women.
- *Consultation at the community level*- Doing this they have tried to understand the level of awareness of various schemes and the hurdles/challenges they are facing.
- *Observation at the Service provider level*- Service delivery outlets and discussion with the service providers regarding the number of beneficiaries that has availed the benefits of the schemes and also the challenges they are facing.

The hurdles identified during this process have given useful insights and it helps in understanding as to how the government IEC or proactive disclosure that is mandatory under RTI would be able to address the hurdles. The organization is also looking at the information disclosure by various government departments on their websites and also directly in the field. One round of study of website has been completed.

Another process is initiated by supporting the community to monitor basic services related to health, education and social security. The first round of this process is by monitoring 7 basic services covering more than 30 government schemes. This process will be repeated every three months.

5) AGRAGAMEE is working with women, children, landless and marginal farmers mainly in the tribal areas of 10 selected districts of Orissa and 2 blocks in each district and 5 panchayats in each block were selected. Out of the 10 districts 7 are KBK districts which are some of the most backward districts identified by the planning commission, the rest

three are tribal districts. One of the major challenges in the areas is the high level of mass illiteracy with about 5%-8% or even 0% literacy rate.

Outline activities in the past few months are:

- Baseline survey- in household, community and state level.
- Formation of block information centers.
- Training and capacity building for youth who are the emerging literate groups.
- Joint program with the governments.
- Development and dissemination of IC (Information Communication) materials and documentation.
- State and district level consultations.

Outputs:

- State level launching of the program consisting of the program consisting of 200 members.
- Linkage with government at panchayat, block, district and state level.
- Dialogue attempted for accessing information under *RTI Act section- IV* despite many challenges.

Baseline survey:

- Partners meeting for finalization of design, survey and questionnaire
- Field testing of questionnaire
- Training programs for investigators
- Finalization of questionnaires and samples
- Ongoing baseline survey.

In the next 6 months there will be:

- Finalization of baseline report
- Dissemination of report at different level
- IEC and Newsletters
- Training and capacity building of youth
- Formation and strengthening the institutional base at different levels
- Strategizing for effective action with citizen group.

6) DAN CHURCH AID aims to fight poverty and social exclusion by improving people's access to and governance of public schemes and services in Koraput and Sundargarh in Odisha, especially in the domains of food and nutrition, basic health care, elementary education, employment and social protection. Selected schemes are MGNREGS, PDS, ICDS, MDM, NFBS, JSY, SSSK, RSBY, Schemes for elementary education under RTE and various schemes for person with HIV/AIDS.

Target groups: Tribal, Dalits, Women, Children and minorities covering 459 villages, 50 panchayats, 6 blocks.

Objectives:

- To increase awareness among communities on their rights, entitlement and duty related to the targeted schemes/services
- Greater participation of communities and their representatives in various stages
- Strengthening of Rajiv Gandhi Seva Kendra (RGJK) to function as one window citizen support centers
- Multi-level grievance redressal mechanism strengthening to function affectively and to address people's grievances
- Policy level change

Key activities:

- IC (Information Communication)
- Continuous community led reflection, action and advocacy on issues of non- inclusion, denial, discrepancies, etc.
- Training programs for people and their organizations, PRA members.
- Various community monitory mechanisms like, school monitoring committee, NREGA monitoring committee, etc.
- Capacity building support for community monitoring mechanisms.
- District level help lines
- Close working with the state and district level administration for improved pro-active disclosure of information.

Activities so far:

- Started baseline survey data collected from around 1200 household through FGD, interviews and facility mapping surveys.
- Approach to higher level government departments.
- Unique convergence child redressal programme conceptualized by the partners have been adopted by Department of Women and Child development
- Partners also provided for the finalization of the exclusion and the inclusion criteria in the context of implementing National Food Security Act in Odisha
- Helped women and child development depart in developing revise guidelines of emergency feeding program

Challenges:

- Obtaining data from the government
- Huge inclusion and exclusion errors because of using out dated data.
- Huge deficits in the skill level of PRI representatives and functionaries, w.r.t planning.

7) FIND YOUR FEET is working in 240 villages of Chhattisgarh and Jharkhand state with the help of CBOs for effective delivery of public schemes and entitlements.

- Target for the last initial 6 months were:
- Formation of village level CBOs in 240 villages
- Community mobilization through these CBOs for convergence with demands side and supply side and also with local authorities.

- One of the core area of the project is the formation of 8 PICs (Public Information Centers) in 8 districts selected for the project "Johar"
- These PICs are formed by doing MOU with the panchayats, so that there will be ownership of panchayats and participations of the communities.
- For facilitation of these PICs there are PIC councilors and panchayat representatives.
- Six schemes are selected, they are, ICDS, JSY, IAY, Rajiv Gandhi Empowerment schemes for adolescent girls, RTE, MGNREGA.
- All the information related to these selected schemes is available in these PICs and required applications are also forwarded to the concerned departments and officials.
- Another core area is the sensitization on the local authorities. Sensitization, training and capacity building of 257 local authorities related to the health, nutrition and MGNREGA have been conducted.
- Identification of a leaders in each 240 CBOs in the first 3 months and in the next 3 months sensitization training were conducted with 315 CBO members and about 257 government authorities for understanding their own roles and responsibilities in the programme. And how to carried out advocacy with the government for effective implementation.

Key targets for the next 6 months:

- Formation of district level tribal rights forum in each district with 30 villages.
- State level tribal right forum combining four districts in Jharkhand and Chhattisgarh. Combing both these state forum there will be one inter- state forum
- PICs will do facilitation work according to their sensitized responsibilities.

8) GLRA

Project name is "Samrit Vikas Chankari" working to improve access to quality information on public scheme to persons living with disability in five districts and four states of India. 0.27 Million PWD will be list out for this project. Project partners are Blind People Association in Gujarat, ASHA in Odisha, Vanvasi Sewa Kendra and Emmanuel Association in Kaimur District and East Champaran, St. Augustin Social Service society in M.P.

Project Overview:

- To increase quality of delivery
- To equip and empower civil society
- To increase equal opportunities, reduce poverty of PWD, enabling better quality of life and more inclusive development.

Activities Progress:

- Project launch in Odisha, Bihar and Gujarat and M.P. Project to be launched in East Champaran.
- Almost complete with recruitments.
- Induction trainings completed.
- Interactions with block officials and advocacy/ coordination meeting.
- Build rapport with existing DPOs or initiate new village level PWD groups.
- Linking new upcoming DBOs with the existing ones.

- Project monitoring visits to implementing partners by project managers for reviewing and planning.
- Prepared GLRA guideline for scheme booklet for the implementation of the scheme by combining schemes at all level such as district, state and central level.
- Placement of signboard in different places for visibility.
- Baseline survey is completed; analysis of the data is on the way.

Focuses for future:

- Developing database.
- Coordination meetings with district administration.
- Development of disable people organization.
- Trainings for women and older girls.
- Information dissemination through print and non-print media through disabled people organizations.
- Camps for parents and disability fare
- Revival of district disability information centers and helpline setup.
- Annual reviews, planning meetings, organize international plans, newsletters and reports.

Focused challenges:

- Development of database for Person With Disability.
- Revival and establishment of district disability information center.
- Certain budget allocation

9) PRADAN works in 8 states of India. 5 districts with 30,000 families in M.P and Jharkhand are selected for EU project. It works with women for their up liftmen and empowerment. SHGs at the village level collectively forming Mahila Gram Sabha and federations at the block level. Pradan has completed their baseline survey during the past 6 months.

Two main approaches which has been successful:

- Influence of women at their own institutions i.e. Panchayati Raj Institutions. First strategy is to organize pre gran sabha women meetings to discuss issues that they would like to take up in the up-coming gram sabha meeting.
- Women claim their spaces to influence their village functionaries and duty bearers
- ✓ Citizens reports in regard to women health.
- ✓ Presentation of status report to the gram sabha by women

Challenges:

- Illiteracy of women
- Gender Discrimination

10) SAATHI works in 30 backward districts in 8 states which are Rajasthan, Maharashtra, Tamil Nadu, Andhra Pradesh, Odisha, West Bengal, Manipur and Nagaland. They are working with HIV/AIDS positives, drug addicts, sex workers and people. SAATHI is working with five partners.

Four result areas:

- Increasing information's on schemes on schemes and services
- Ensuring transparency among and accountability among the implementers
- Enhancing access to the schemes
- Documenting disseminating services and good practices within four years

Activities:

- New recruitments in progress
- Orientation and stakeholder meeting
- Baseline survey under way
- Contact scheme literacy started at five states
- Developed state specific schemes in Manipur, Nagaland and Odisha
- Two pager information sheet about schemes, way to access, eligibility information. Handed out at the first contact with the communities and option for taking contact address of the person.

11) AGA KHAN RURAL SUPPORT PROGRAMME (AKRSP)

It's a joint project of AKRSP and DSC, which is to be taken up in Gujarat and Madhya Pradesh, covering 33000 tribal household, 6 blocks, four districts in two states.

Three Target areas:

- Improving access of information and services of schemes by strengthening the on ground infrastructure in village and block level
- Capacitating CBOs and PRI
- Support PRI in integrated Village Planning
- Community monitoring of RTI, proactive disclosure, community based tracking system
- Research and Advocacy along with other partners

Expected results:

- Participative plans from panchayats and 50% women
- 85% panchayats effective delivery of accountability and transparency a) entitlement schemes for 90% eligible household. b) improve basic services to 90% HH
- Participatory planning and monitoring system adopted and participated by six blocks and four district panchayats, informed by good data management
- Produce and disseminate action research and case studies for state level advocacy and for the knowledge of other states

Progress:

- Team selection, orientation and exposure
- Compilation of government schemes in Gujarat and M.P
- Participatory work for situation analysis
- Supporting panchayats in NREGA implementation and preparing labour budget
- Support single women for getting their land entitlement
- Database of PRI members, especially elected women representatives

Target:

- Setting up forums of elected women representatives
- Develop good plans for NREGS
- Gender budgeting component within the village
- Launch mobile based services

12) NEEDS is working in Jharkhand, with the objective of improving quality coverage and access to information regarding, education, health, nutrition and rural development. Presently it is working with 70 village and 7 panchayats.

Progress:

- Conducted facility assessments of ICDS, SHC, PHC, CHC
- Conducted village health nutrition days
- Preparatory meetings with gram sabha
- Organized community meetings
- Planning and organizing workshops at village and state level
- Training and orientation on growth monitoring
- Conducted facility audit of 25 ICDS centers
- Facility mapping
- Baseline survey conducted with 420 household in 7 panchayatsce centers
- New innovation pilot project Mobile for Mother Technology established

Target: Launch Pragya Kendra i.e. common services to disseminate information and awareness on existing services

Challenges:

- Limitations of mobility in hard to reach areas of Jharkhand
- Illiteracy
- Language barriers

13) DIGITAL EMPOWERMENT FOUNDATION is working in 125 Panchayats of 25 Blocks under 5 Districts (West Champaran, Barmer, Ranchi, Tehri and Guna). Project is working as "Soochna Seva" with the major objective of bridging the information Gap and digitally empowering the Beneficiaries so that all the initial trainings and effort are effective in long-term to make the beneficiaries independent to reach information about the government entitlements.

Progress:

- Knowledge level and partnership with local NGO and district administrations
- Coordination with local NGO partners in 5 districts and at the panchayat level and also at national level
- Field level intervention i.e. the baseline survey for 3000 households at 5 districts
- Team building at district level, block level, and hiring of Soochna Sevaks
- Identification of first phase households to serve
- Identified locations for 25 major block level centers

- Identification of 25 Sookna Seva Kendras in 25 blocks
- Establishment of at least one Sookna Seva Kendras in all the locations
- Finalized plan of action
- Meeting with Local administration for the further support during implementation at District level
- Internal mechanism for roll out of the plan of action is in place

Challenges:

- Low awareness about the ICT tools and their benefits
- Language barriers

14) **CESVI** was not present in the workshop.

SESSION 2.1: PUBLIC SCHEMES DATABASE FROM VARIOUS STATES TO SERVE PUBLIC SCHEME ENTITLEMENT INFORMATION NEEDS FOR BENEFICIARIES

Discussion Outlines:

After the rigorous research of the public schemes, **Inomy Media Pvt. Ltd.** has congregated a database of schemes from various states. The session has been initiated with the introduction of the database gathered so far, in order to make use of it by all the 14 partner organization to intensify the information dissemination in the their respective target areas. Moreover the database of Public Schemes has been converted in all available formats i.e. Text, audio, video; SMS, Poster, Jingles, etc. were shared and discussed. Roundtable discussion of this session has been initiated regarding a web form wherein anyone who is well-versed with ICT can add and submit all the information of a scheme he/she is aware of.

Expected Outcomes of the Session

- Inputs/suggestions from the participants on the existing database
- Strategic inputs on enhancing the features in the database
- Discussion on navigation & design of the database for delivery of services through online portal
- Requirements gathering from the participants

Inputs & suggestions:

- Public schemes should be available in all possible regional languages.
- To add any new scheme, option to fill the data in any regional language should be available.
- Feedback field should be added for the people who will review the scheme & also who will add the scheme.
- Fields should be either dropdown or checkboxes to avoid the junk in data.
- There should be username & password for all to enter data.

- Scheme name should be "EDITABLE" anytime, if the name of the scheme changes because of any reason but benefits remains the same.
- Process of applying for the public scheme should be added in the end.
- Gender field should be added in any case (Dynamic sub-filed), for the schemes related to women only.
- Language select option should be at the top of the add scheme form.
- Add a new field in the end where the required documents to apply for the scheme is mentioned.
- Resource link filed should be added.
- Support system filed should be added (Organisation/Semi govt/Govt).
- Field of Audio, Video, SMS, Jingle & comic should be added for each & every scheme.

SESSION 3.1: SCOPE & POSSIBILITY OF STATE-WISE & DISTRICT-WISE COLLABORATION FOLLOWED BY IDENTIFIED STATE/DISTRICT LEADS AMONG 14 PROJECTS

Discussion Outlines:

European Union led the discussion on one of the follow-up points from Introduction workshop, organized on 7th February, that networking with the EU funded projects under this portfolio is considered as a voluntary act and this is not a contractual obligation. However considering the commonality of the theme that these projects intend to address and the expertise of the individual partner organization/personnel involved in the implementation, the overall portfolio offers an enormous scope for exploiting synergies through networking, collective action (wherever possible), shared learning and for optimizing the overall impacts (better value for money) of all these 14 projects. The idea of this discussion was to identify and mark the State/District lead projects to work in collaboration for maximum reach out, in the areas where geographically 2-3 projects are present.

During the session, all the projects working in similar locations at State & District level have been marked and were asked to volunteer as a "Lead" in the State and District to take the responsibility of the possible synergies among all the projects in that locations. The list of common BRGF districts and states and their LEAD projects are given in the table below:

Table 1: Common BRGF State

S. No.	State	Projects	Lead Project
1.	Madhya Pradesh	Action Aid, DEF, AKRSP, Pradan & GLRA	Pradan
2.	Jharkhand	Action Aid, DEF, FYF, Pradan & DWHH	FYF
3.	Bihar	Action Aid, DEF, GLRA & NJKF	NJKF
4.	Orissa	Agramee, DCA, Unnati & SAATHII	Agramee

5.	Rajasthan	DEF, Unnati & SAATHII	Unnati
6.	Gujarat	AKRSP, Unnati & GLRA	AKRSP
7.	North East	SAATHII & ACTED	ACTED & SAATHII

The projects' targeting the same BRGF districts needs to coordinate with each other for few major reasons to avoid duplication of efforts, to maximise on the synergies and outreach of the individual projects and to ensure the optimal Utilization of the available resources. Considering the Similar geographical area of Implementation, other discussion pointers can be the local partner's involvement, associates, Focus area, Targeted communities etc. to avoid any overlap & duplication.

Table 2: Common BRGF District

S. No.	State	District	Projects	Lead Project
1	Bihar	East Champaran	GLRA & Action Aid	Action Aid
2	Gujarat	Sabarkantha	Unnati & AKRSP	AKRSP
3	Jharkhand	Dumka & Pakur	FYF & DWHH	FYF
4	M.P	Barwani	GLRA & AKRSP	GLRA
5	Orissa	Bolangir	GLRA & Agramee	Agramee
6	Orissa	Koraput	Agramee & DCA	Agramee
7	Rajasthan	Barmer	Unnati & DEF	Unnati

Lead Partners need to initiate the discussion with the other projects present in the same State/same BRGF District to look for the possible synergies. Lead partner shall also update European Union about all such activities.

SESSION 4.1: VARIOUS ICT DELIVERY TOOLS & THEIR USE FOR DELIVERY OF GOVT. ENTITLEMENTS INFORMATION

Discussion outlines:

The session has been announced as 'Role of Digital Tools in disseminating Information on Public schemes', along with the discussion on importance and acceptance of Non ICT tools as well. Considering that there are already accepted tools of communication in the ground, Acceptance of ICT tools might be challenging. But considering the effectiveness of the digitalization

approach and Government emphasizing on the Digital India, ICT can be the need of the development via ICT tools, it seems important to consider them in Long run.

Inputs:

Following are the points stated by the participants:

1. ICT tools

- User-friendly non-bulky website
- Common Service Centres (CSCs) can be used as there is already physical facility available for delivery of e-Services of the Government of India to the rural and remote locations in order to enhance the service delivery system of the programme.
- Networking Facilities on Mobile like Whatsapp
- Use mobile phone to connect bigger groups and pull data information from ground.
- 'Helpline for the community', as the acceptance of helpline has been proven reliable & effective. Pooling through mobile phones by having a helpline for youth for the purpose of career counseling
- Small Projectors operated with Battery and can be used for sharing the information through videos.
- Tablets with pre-loaded information on various issues i.e. health, education etc. helps in reducing the manual labor.
- Rallies, Road Shows with digital Vans and bicycle equipped with speakers and making pre-recorded announcements
- Radio with procured recordings and play them in campaigns and village meetings. Instead of radio, mobile phones can be used to play the recordings in one or the other form.
- Public information centers in association with SMS based system to make the panchayat officials of informed about the issues of their villages.
- Bicycle equipped with a system wherein pen drives can be used containing information as a plug and play tool to disseminate information.
- Text or voice messages (yet can be expensive) or call centres or printed calendars for farmers to make them informed about the farming techniques.
- Icon based SMS/messages always work when you are using visual text in the form information.
- Digital Satellite and Television broadcasting of the content in the community meetings.
- SD cards with information/data, which can be inserted in even low cost based models and anyone can access in free time to get into.
- Non Mobile based GPRS system
- Portable LCD screen and delivering the content by showing the videos.

2. Non ICT tools/Traditional Tools

- Wall writing, street play, Puppet Shows, campaigning, and performance by Traditional folk groups
- Announcements during or through the Maha-panchayat
- Announcements on Rickshaw, Bicycles using the pre-recorded things or procure some recordings.
- Booklets, Handouts, Pamphlets, Hoardings, Posters, Flip charts, Flip books and Comics
- Focus Group Discussions for community listening

- Pool of journalist collects and pick up ground stories with face to face interaction with the community
- Community based monitoring in the form of listing out information on walls for e.g. in case of creating awareness regarding the pulse polio vaccine, message on Anganwadi's walls about the date when the activity will be taking place and where was effective.

3. Medium & Message to reach out to the community

- Community Radio: Radio jingles, radio shows on various issues and community listening using specific cultural programs in local languages.
- Mobile: SMS, Audio, Video, MSD, Helpline, IVR and images.
- Videos/audios
- Mobile Applications
- Posters/Wall Painting
- Call Centres
- Public Access System: Kiosks, Panchayat Bhawan, Anganwadis's, CSC's, CHC's, Schools, Local Haats, PDS Retails Points , ASHA's & ANM works, BDO's, Local Ngo's and Youth Clubs.

4. Recommendations

- Creating awareness about ICT tools using the non ICT mediums/tools. For example Posters, wall paints can be used to create awareness about the mobile and call centre numbers.
- Combination of both Traditional and Digital tools will work out effectively. Limiting to only technology based medium will not work, so it would be effective to use the combination of all the tools exists depending upon the various geographical and socio-economic conditions of the target group.
- Importance should be given in helping the people to use the tools by themselves and it needs to be community driven and easily accessible. Information about the scheme and how to access those schemes is important, for e.g. people should understand that it is important for them to open their bank accounts.
- We can have a system where we can track the data of the panchayat or the duty bearers, in order to maintain the transparency at panchayat level.
- Human rights workers use to store and digitize their information for the safety purpose; can be a very good example on ICT usability.
- Use and acceptance of ICT can be integrated with an influential reliable person from the community so that the chances of community acceptance increase i.e. Ex-service man, Postman.
- Train the ex-service man as they know the office procedures better.
- Messages should be in Local Language or local dialect.

5. Issues emerged out in information dissemination

- Network issues where we are using mobile phone as a tool for
- Electricity issues
- Transportation problem
- Access to Tribal areas
- Participation and accessibility to the community.

- Demand and supply analysis for e.g. some government website are not updated regularly & timely.
- Geographical issues specially when there is a need of physical intervention.
- Naxalite belts don't allow posters for information dissemination
- Social challenges that prevent women from accessing mobile phones needs to be addressed in order to bridge the information gap.
- Participation of SC, ST, women groups are not allowed to participate in local sabhas that really needs to change.
- Gender discrimination
- Literacy of communities to understand information in text format.
- Unavailability of IEC videos, so there is needed to generate some simple videos wherein the information of scheme can be spelled out in simple words.
- The process and applications for public schemes not available online.
- Strengthen the panchayat in digitalization, in particular for tracking systems (no. of job cards distributed in the panchayat...) or in storing social audit results throughout all schemes, not just MNREGA... Video recording of the deliberation/discussion of community social audit findings.
- When we are using something related to technology, we should make sure there should no electricity issue.
- Keeping in mind the good things about the use of ICT is at his place, but we can't deny with the fact that it has some disadvantages also. It is a long process to make community get use to digital tools especially in case of slow learners.

Expected Outcomes:

- Innovative and existing digital tools in communities for information reach out.
- Strategic inputs on challenges in Community acceptance of ICT tools
- Medium of ICT (more examples, case studies where it has been accepted by the communities well)
- Mediums for information dissemination
- Non-ICT Reach out channels (how it can be more efficient/effective using ICT tools)

SESSION 4.3: SNEAK VIEW OF 'MERAAPP' (MOBILE APPLICATION) INTERFACE/IDEA/WORKFLOW

Discussion Outlines:

'MeraApp' is an android application that has been designed by DEF in order to enhance the process of information dissemination. In the session DEF presented the User interface & information flow of Public schemes dissemination to the end user via this simple mobile application. Consequently the roundtable discussion has happened on its features and navigation from the perspective of grassroots communities & understanding of how it can be one of the important reach out tool in information dissemination considering the huge mobile penetration in society.

Focus of the discussion: Following aspects of 'MeraApp' has been examined:

- Generality of the application
- Continuity
- Portability
- Security
- Interface of the application

SESSION 5.1: TO BRAINSTORM ABOUT THE BASIC STRUCTURE & REQUIRED FEATURES IN THE WEB PORTAL TAKING THE REFERENCES FROM THE PROVIDED DRAFT SITEMAP AND WIREFRAME COPIES FOR THE PROGRAMME WEBSITE

Discussion Outlines:

The participants were divided into five groups to discuss the features/structure of the proposed common website to finalize and freeze the site map which was one of the follow-up points from Introduction workshop, organized on 7th February. DEF was well prepared and took the initiative of providing prototype of website map and wire frames for the development of the common web portal. Referring the prototypes the participants had a focused discussion on the different elements needed in the website. Elected representatives of each group presented their consolidated inputs on the technical features/structure of the website.

Focus of discussion:

- Domain hosting /Domain Name
- Name of project and website
- Site-map
- Design and navigation
- Content and sourcing
- Updates and maintenance

Inputs:

The consolidated inputs of the five groups are attached in the Annexure.

Expected Outcomes:

- Inputs/suggestions from the participants on given handout of sitemap
- Discussion on Domain Name of the website & consolidated project name
- Inputs on Website wireframe, Color code, Design & Architecture
- Discussion on website features like: e-groups, Newsletter, Participation groups etc.
- Inputs of content of the website
- Mode & frequency of the content shared with DEF to update the website

After the discussions and having the valuable insights now it's the time to be practical and actually implement them to get the web portal ready. Just to finalize the site map following

questions are required to be answered. A Google form has been developed, please go on to the [link](#) and submit the form.

During the discussion on the comprehensive website portal, it was observed that the topic needs more brainstorming to get the desired results. DEF volunteered to share the bullet points/questionnaire with all the other 13 partners & EU so that maximum inputs can be recorded to freeze each of the discussion pointers.

CONCLUSION/NEXT STEPS

Table 4: Follow Up To Ensure Effective Coordination

Sl. No	Suggestive actions	Role of each project
1.	Baseline Survey Online/Offline application	<p>DEF has showcased the Baseline application form developed to collect data in online/offline mode on-ground via tablets & smartphones.</p> <p>DEF is open to provide the services to the interested organisations if they would like to utilize the software to conduct any Baseline, Mid-line or end-line survey.</p>
2.	Database of Public Schemes	<p>It is imperative that the public entitlement information is made available in oral format or audio/visual format in local context with proper help information. DEF is developing the Public scheme database in Audio, Visual, Comic, Jingle, SMS, text formats.</p> <p>Interested organizations can write to DEF if they would like to use the Public scheme database during the implementation. We are happy to initiate the discussion with the interested organisations.</p>
3.	Common BRGF State wise/District-wise coordination	<p>Refer table no 2: Each partners in the common BRGF state are encouraged to hold meeting and explore the possible synergies in the common area of their project. Lead organisations should initiate the discussion.</p>
4.	Comprehensive web portal for the Programme (for all 14 projects)	<p>All 14 organisations need to send their responses through this form about the various aspects of a comprehensive website.</p> <p>There is no restriction on the number of responses one organization may share, but it would really be helpful for us if all</p>

		<p>the project organisations can discuss internally & send one response sheet to us.</p> <p>Click here to record your response.</p>
5.	Email ID of the team members	<p>All the Participants are required to share the Email IDs of the team members, who they feel the information should reach, shared on website, newsletters and other important reports.</p> <p>This is also to ensure that 14 organisations work closely in a group & know each other well & free to share any important information, related news in the domain.</p>

ANNEXURE



SITE MAP

