

# Citizens Platform for WASH Services



# Content

**1**

**Need of Citizen Platform**

**2**

**Understanding Citizen Platform**

**3**

**Assessment of Existing Citizen Platform For WASH Services**

**4**

**Existing Situation of Citizen Platforms In Small & Medium Towns of Maharashtra State**

**5**

**Checking Practicability of Assessed Platform in small and medium town and suggestion for its Institutionalization**

**6**

**Conclusion And Way Forward**



## Introduction

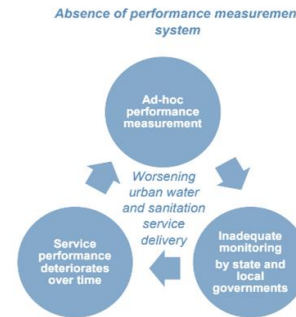
# Access To Clean Water and Sanitation is Basic Human Right

- Water and sanitation services plays important role in driving country's economic and social development

- Predominantly the focus of cities has been on creation, but less is known about its services outcome

- Various initiatives and effort were made to access the service outcome, but in it reporting of service outcome was only through service provider end.

- No citizen involvement was their to access the service outcome



Source: <https://www.ice.org.uk/eventarchive/achieving-sdg-6-the-water-goal>

Targets to be achieve till 2030,  
and India is at **115<sup>th</sup>** position out of **162** nations

# Importance of Citizen Involvement



**Measure satisfaction level of public services**



**Understanding Citizens need and aspirations**



**Generates awareness and boost civic engagement**



**Enhance Service Delivery Performance**



**Increase in accountability, transparency at local level**



**Improved Decision Making and investments**

# Global Initiatives Encouraging Citizen's Involvement

There are various initiative which advocates involvement of citizen engagement

## Good Governance



Good Governance has 8 major characteristics and it views that voice of minorities and most vulnerable are heard in decision making process.

Source: [https://darpg.gov.in/sites/default/files/draft\\_GGI\\_Report.pdf](https://darpg.gov.in/sites/default/files/draft_GGI_Report.pdf); <https://www.drishtiiias.com/daily-updates/daily-news-analysis/good-governance-day>; <https://www.unescap.org/sites/default/files/good-governance.pdf>

## Social Accountability



Social accountability is an obligation and responsibility on the part of the government to be answerable to the citizens for its actions. One of the pillar of social accountability is access to the information.

Source: <https://www.cbgaindia.org/wp-content/uploads/2016/04/Manual-on-Social-Accountability-Concepts-and-Tools.pdf>

## Citizen centric approach of service delivery



Considering this 3 user side component in mind and keeping citizen in center of decision making process.

Source: Indicators of CITIZEN-CENTRIC Public Service Delivery, World Bank, 2018

## Smart Cities

As various literature suggest that smart cities initiatives need to create a community where all citizens can engage more easily and effectively. This will help to address their needs to local authority and ultimately reshape citizen government relationship.

Source: Public services co-production: from users' engagement to the state 2.0, Italy, 2015



## Aim

To explore different set of citizen platform for improving citizen engagement and service delivery in WASH sector.

## Scope and Limitation

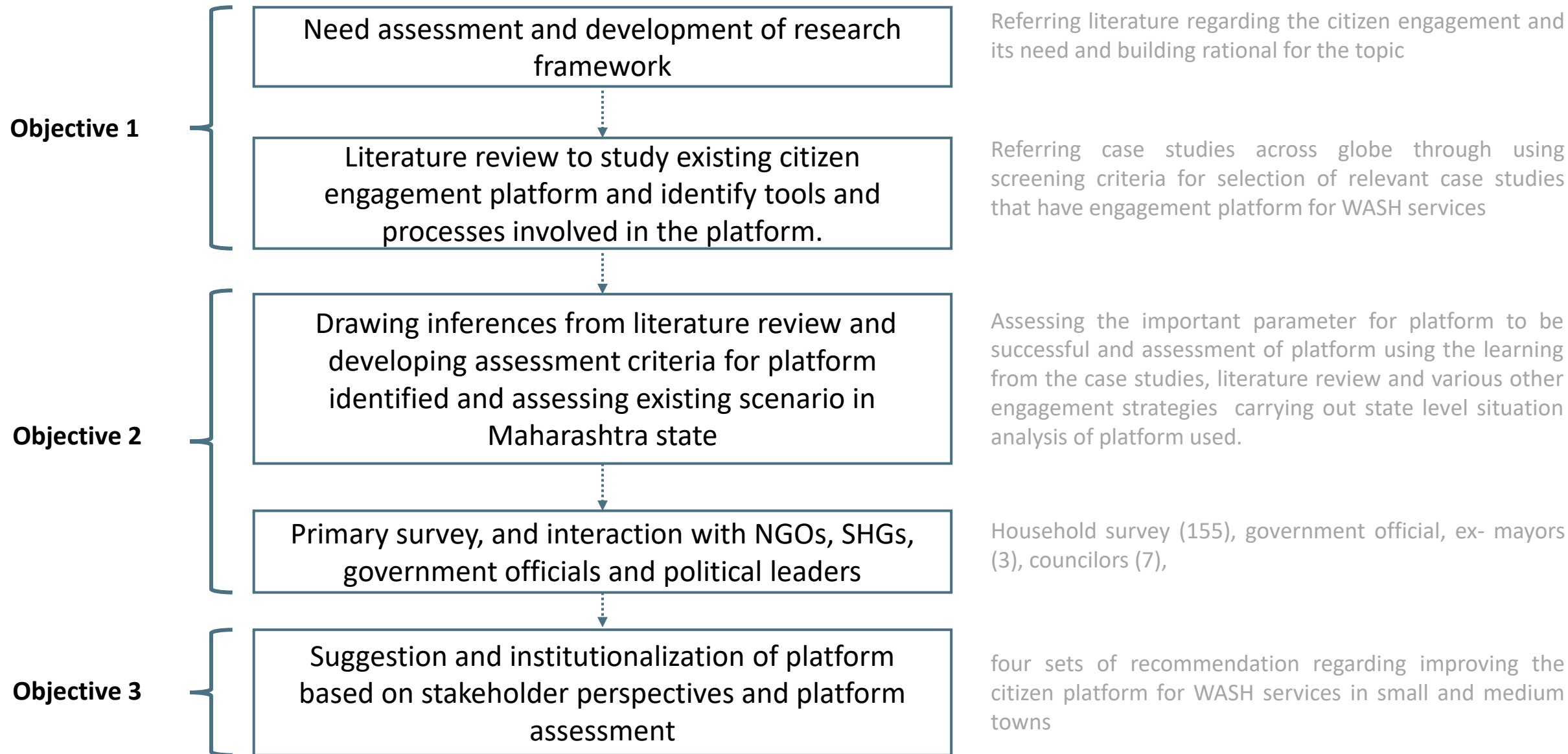
The study focuses especially on urban context and in small and medium towns of Maharashtra state.



## Objectives

1. Review best practices across globe at different levels of the government for identification of tools and process involved in citizen engagement and participation.
2. Assessment of platform and understanding its efficiency of use in small and medium towns of Maharashtra state.
3. Investigating practicability of citizen platform and suggestions for its institutionalization in small and medium towns.

# Research Methodology







## Understanding the Citizens Platforms

# Citizens Platforms

Predominantly a digital means where the citizens can state their opinion, concerns, suggestions and views about the specific service.

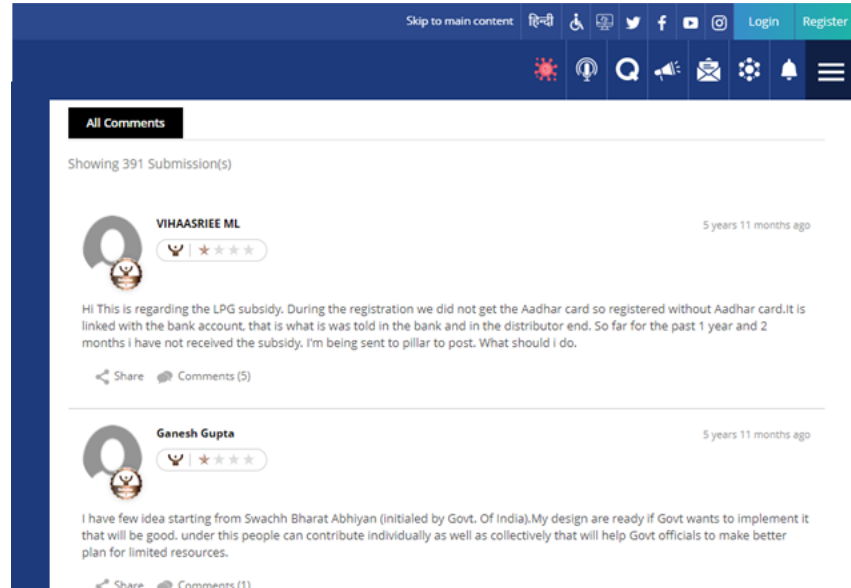
## Existing Citizens Feedback Platforms

### District Platforms



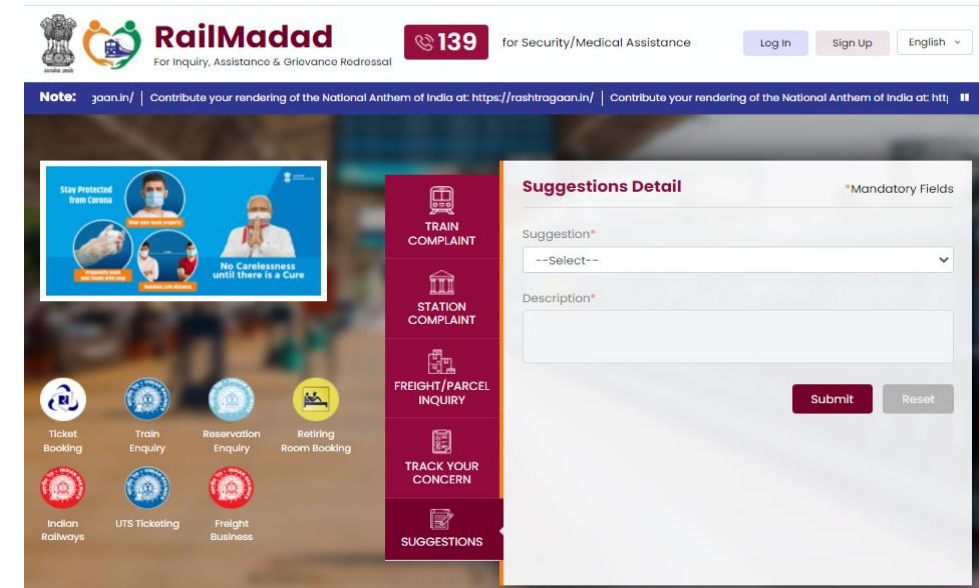
Source: <https://pune.gov.in/feedback/>

### MY GOV Platform



Source: <https://mygov.in>

### Indian Railway platform



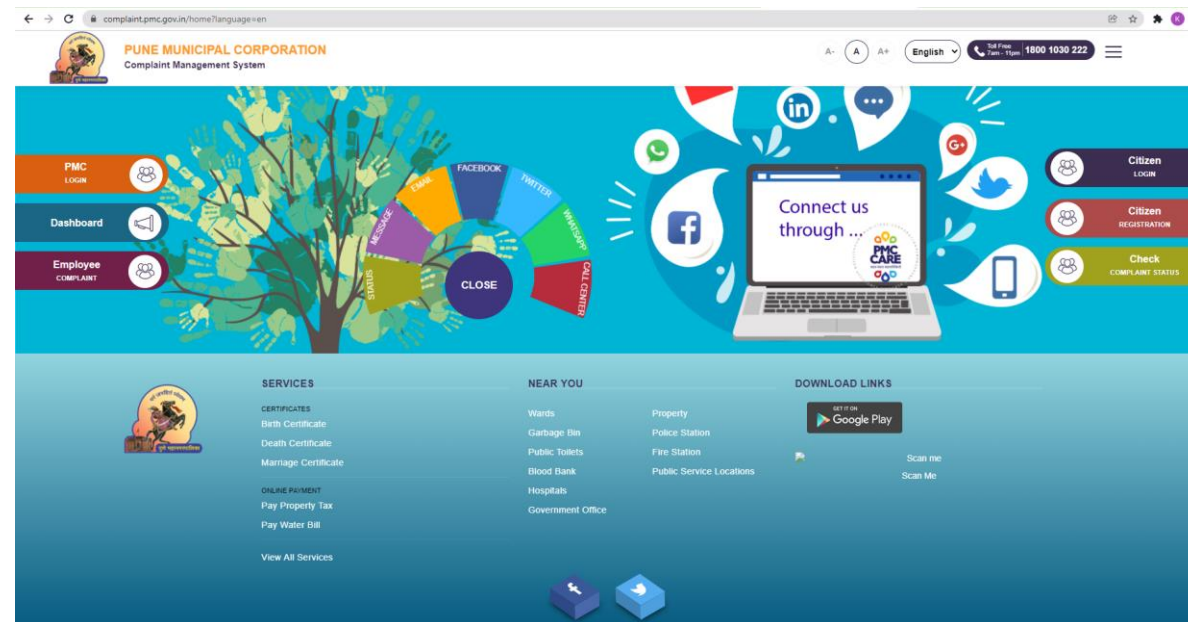
Source: <https://railmadad.indianrailways.gov.in/madad/final/home.jsp>

Various other platforms like E – Seva, State Government Portals and other public sector applications and web platforms such MAHAVITRAN, ; Private sector platform like Swiggy, Uber, OLA, Zomato and many other corporate companies

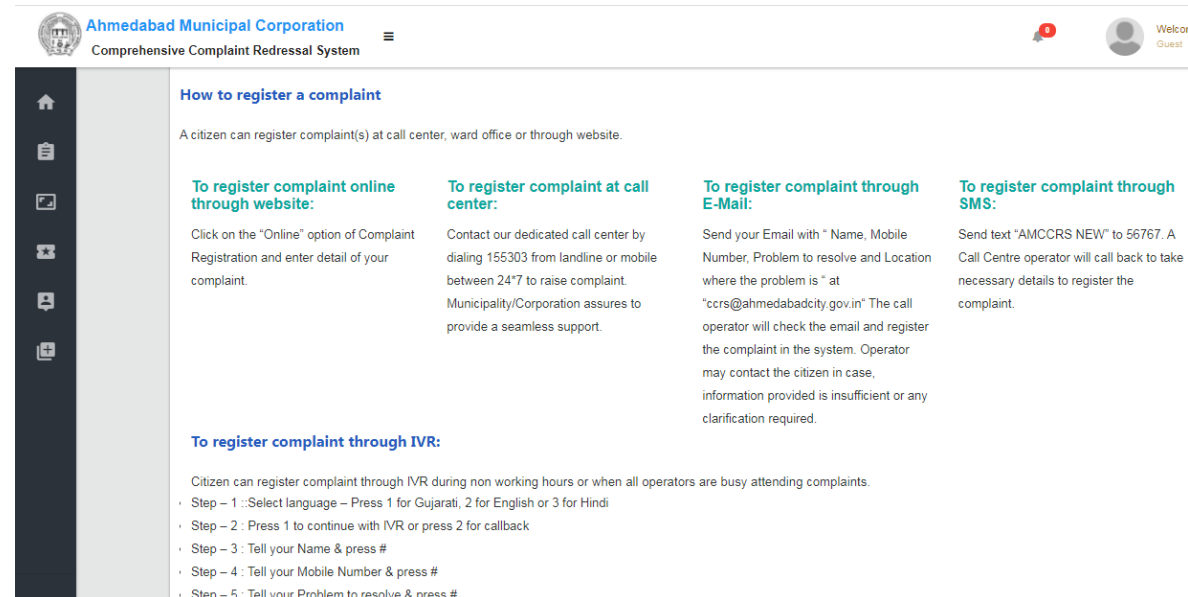
# Complaint Redressal is a Common Mode

For the day-to-day water and sanitation services received at the city level, the feedback is majorly collected in a complaint redressal mode

**For WASH services complaint redressal is only mode of engagement**



Source: <https://www.pmc.gov.in/en/complaints-grievance>



Source: <http://www.amccrs.com/AMCPortal/View/AMCDetail.aspx>

# Easy Platform where Citizen Willingly Share their Feedbacks

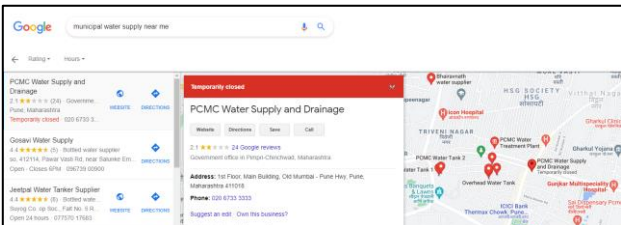
Introduction

Citizen Platform

Platform Analysis

Stakeholder perspective

## Google reviews



**PCMC Water Supply and Drainage**  
1st Floor, Main Building, Old Mumbai - Pune Hwy, Pune, Maharashtra

2.1 ★★★★★ 24 reviews

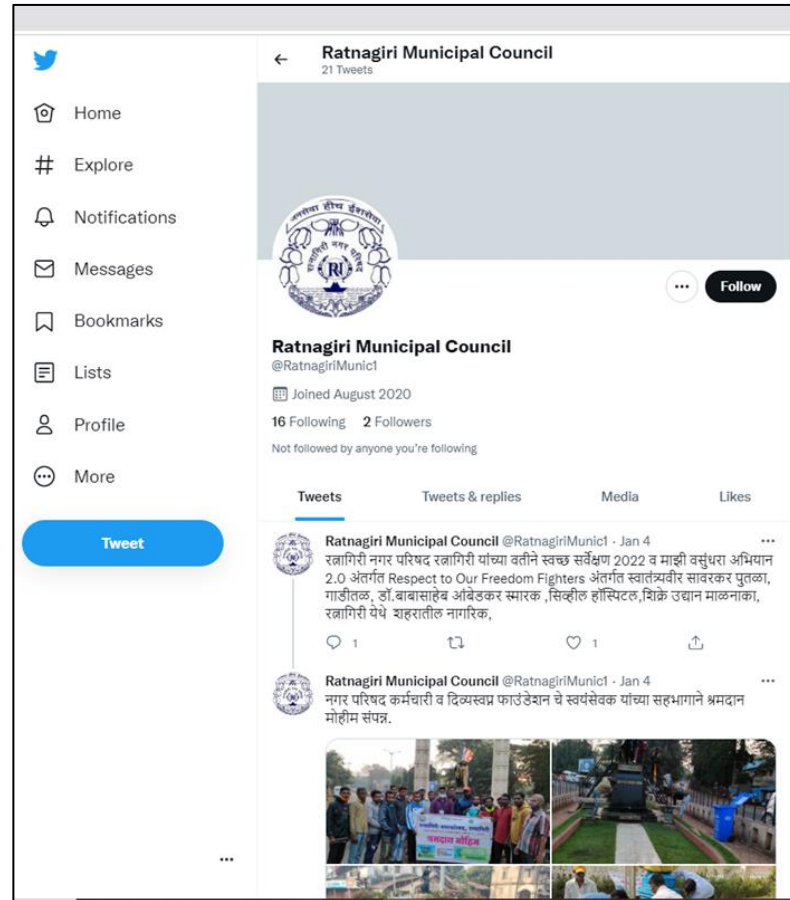
...to be embarrassing. Corporation is responsible for this.

**Navshin Markhelkar**  
1 review  
★☆☆☆☆ 2 years ago  
Poor water supply in Sant Tukaram Nagar.. Dams are full but water supply useless... First it was alternate days water supply from 7th May n now when they said they ll supply water supply everyday so the condition is hardly they supply for 15 mins that too low pressure.. horrible

**Deepika Mohanan**  
3 reviews  
★☆☆☆☆ 2 years ago  
Very bad management. Some societies the water scarcity is so high that they are without water for 2 days and still they are behind meetings. The dams are over flowing, bridges are closed. After all these still they are thinking what to do. Very irresponsible people...

**Adarsh Joshi**  
Local Guide · 25 reviews · 25 photos  
★☆☆☆☆ 2 years ago

## Twitter



**Ratnagiri Municipal Council**  
@RatnagiriMunicipal  
21 Tweets

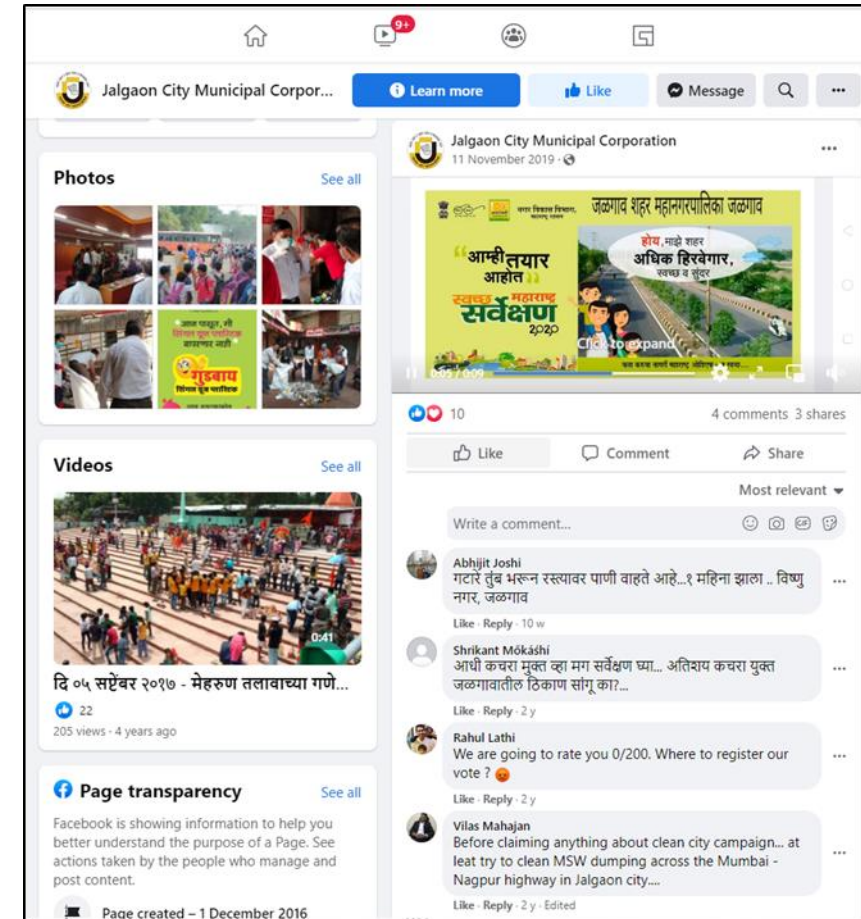
Home  
Explore  
Notifications  
Messages  
Bookmarks  
Lists  
Profile  
More

**Ratnagiri Municipal Council**  
@RatnagiriMunicipal  
Joined August 2020  
16 Following · 2 Followers  
Not followed by anyone you're following

**Ratnagiri Municipal Council** @RatnagiriMunicipal · Jan 4  
रत्नागिरी नगर परिषद रत्नागिरी यांच्या वर्तिले स्वच्छ सर्वेक्षण 2022 व माझी वसुंधरा अभियान 2.0 अंतर्गत Respect to Our Freedom Fighters अंतर्गत स्वातंत्र्यवीर सावरकर पुतळा, गाडीतल, डॉ. बाबासाहेब आंबेडकर स्मारक, सिव्हील हॉस्पिटल, शिक्रे उद्यान मालनाका, रत्नागिरी येथे शहरातील नागरिक,

**Ratnagiri Municipal Council** @RatnagiriMunicipal · Jan 4  
नगर परिषद कर्मचारी व दिव्यस्वप्न फाउंडेशन चे स्वयंसेवक यांच्या सहभागाने श्रमदान मोहीम संपन्न.

## Facebook



**Jalgaon City Municipal Corporation**  
11 November 2019 · 10 likes · 4 comments · 3 shares

**Photos** See all

**Videos** See all

**Page transparency** See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 1 December 2016

**Abhijit Joshi**  
गटार तुंब भरून रस्त्यावर पाणी वाहते आहे...१ महिना झाला .. विष्णु नगर, जळगाव  
Like · Reply · 10 w

**Shrikant Mōkāshi**  
आधी कचरा मुक्त व्हा मग सर्वेक्षण घ्या... अतिशय कचरा युक्त जळगावातील ठिकाण सांगू का?...  
Like · Reply · 2 y

**Rahul Lathi**  
We are going to rate you 0/200. Where to register our vote ?  
Like · Reply · 2 y

**Vilas Mahajan**  
Before claiming anything about clean city campaign... at least try to clean MSW dumping across the Mumbai - Nagpur highway in Jalgaon city...  
Like · Reply · 2 y · Edited

Citizens found to be expressing their feedbacks, reviews about public service more on social media platforms



## Assessment of Existing Citizen Platform For WASH Services

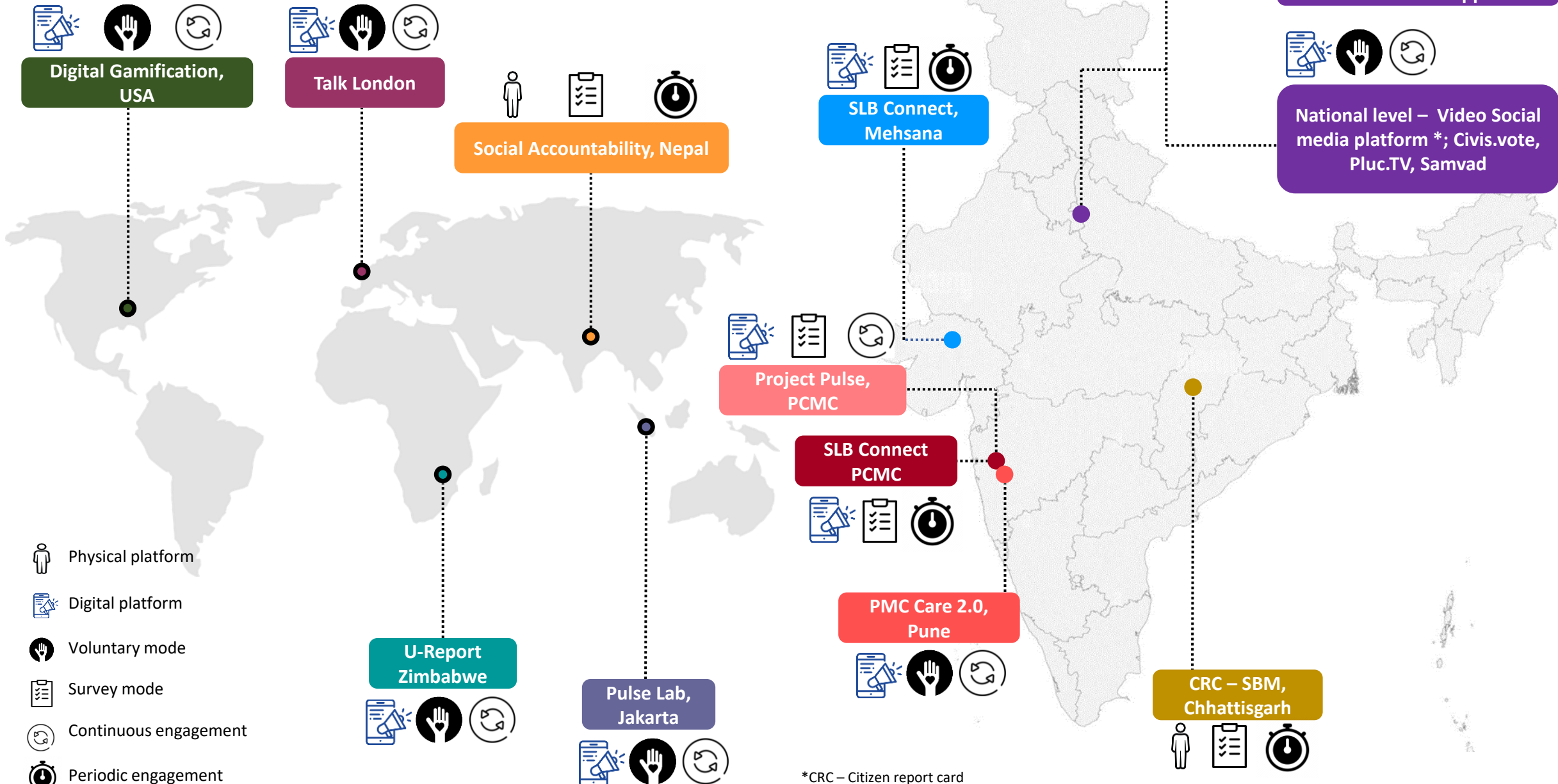
# Different Platforms Used Across the World

Introduction

Citizen Platform

Platform Analysis

Stakeholder perspective



- Physical platform
- Digital platform
- Voluntary mode
- Survey mode
- Continuous engagement
- Periodic engagement

\*CRC – Citizen report card  
 \* Video social media platform includes YouTube, Snapchat, Josh, Moj, MX takatak, Instagram

# Better Access to Community WASH Services through the use of Social Accountability Mechanisms – Case Study Nepal

## About the initiative

In Nepal, the towns having low HDI are lacking access to water, sanitation and hygiene. To deal with this problem and improve the access to this basic services initiative of social accountability was adopted by two municipality that are Hima and Palata. Use a more mechanical and manual tools were used get citizen feedback and involve the communities in improving WASH services.

## Where and when

Started in two municipality of Nepal in 2016. Annual process

## Who provided the feedback

The citizen for this two municipality – which focused on all citizen

## Tools used to capture the feedback

Public audit, Jal Kachahari, Water Rallies – A public hearing platform which involved women and specially abled citizen and Community scorecard

## Utilization

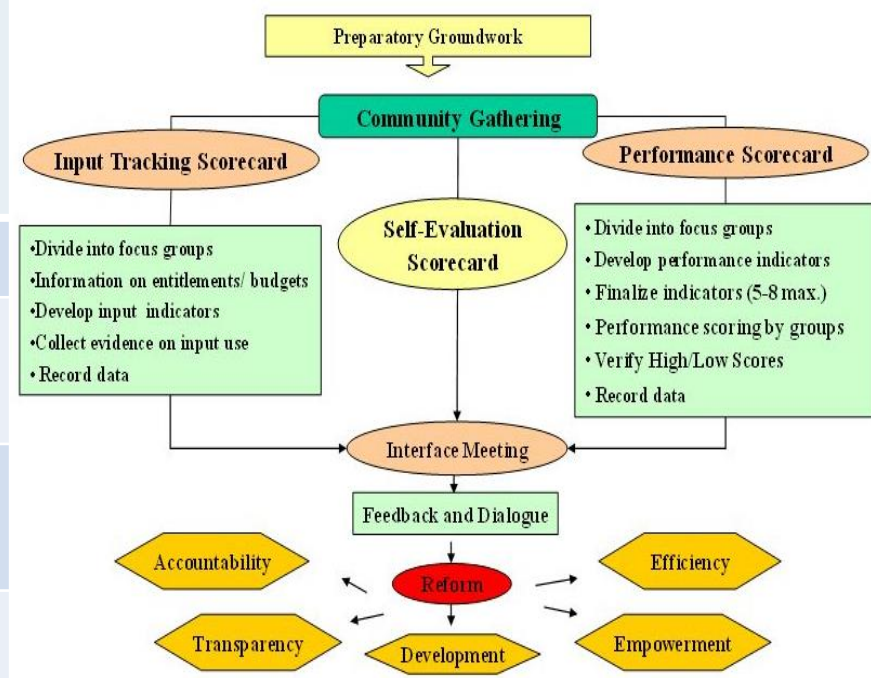
Improve budget allocation and access to basic services



**Physical platform is highly accessible for all age group**

# Citizen Report Card - Enabled Community Voices Inform the Swachh Bharat Mission in Chhattisgarh

<b>About the initiative</b>	This case focuses on analyzing the success of SBM in Chhattisgarh state through citizen point of view and gathering citizen input in terms of process and implementation of SBM. The program was initiated by citizen WASH forum under Water Aid.
<b>Where and when</b>	Program was started since 2015 & annual process
<b>Who provided the feedback</b>	People who are benefited under SBM, the team approached to them and collected feedback
<b>Tools used to capture the feedback</b>	Citizen report card through a mobile based survey applications. The citizen feedback was collected in 13 districts
<b>Utilization</b>	To improve the process and implementation of SBM



**Citizen report card requires high human resource but provide complete detail about services that citizen avail**



# Talk London

## About the initiative

The initiative by London city mayor to engage citizen of London city to participate and engage in finding out solution for existing issues and improvement in London city. Talk London' is a website where their team starts a discussion and invite members to take part and have their say. Talk London team works with policy teams and researchers across City Hall to set up consultations, surveys and discussions.

## Where and when

For London city since 2012, have been upgraded 3 times

## Who provided the feedback

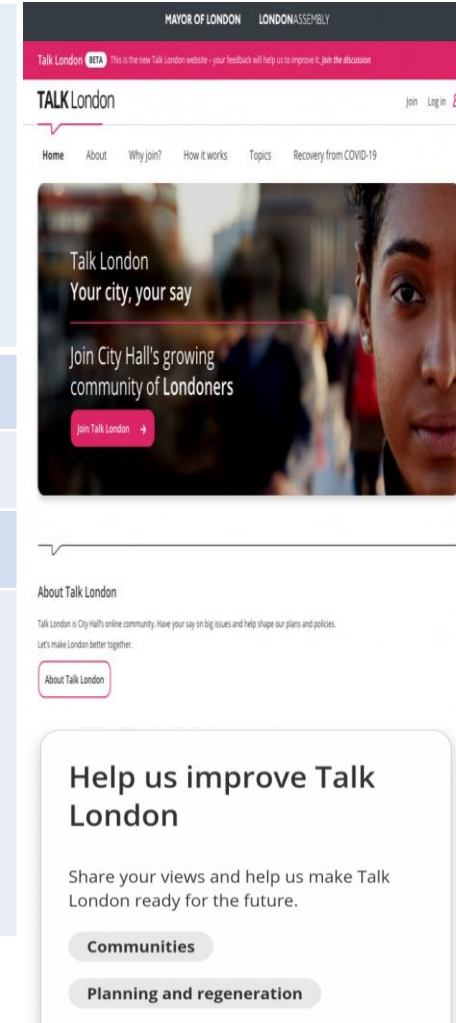
All the citizens who have register on the platform

## Tools used to capture the feedback

Dedicated Website

## Utilization

This platform improves citizens access to information on current development, vision of the city, policies and current issues in city and providing opportunities to citizens on innovating in their own way and expressing their solution or thoughts about the issues and policies. Moreover this platform also helps in transformation of agenda and contributing towards city's economy.



**Provide a digital space to interact with citizen and bring out fruitful discussion and ideas; implementation of ideas need to be given more focus.**

# Accessing feedback through social media platforms like twitter

## About the initiative

This is an initiative of Pulse Lab Jakarta (joint data innovation facility of the United Nations (Global Pulse) and the Government of Indonesia) in partnership with various Indonesian governmental agencies. It combines various sources of citizen-generated data -from local and national complaint systems to informal Twitter comments - in order to obtain a deeper understanding of public opinion for decision-makers.

## Where and when

Piloted in Nusa Tenggara Barat, one of the poorest provinces of Indonesia, 2015, Annual

## Who provided the feedback

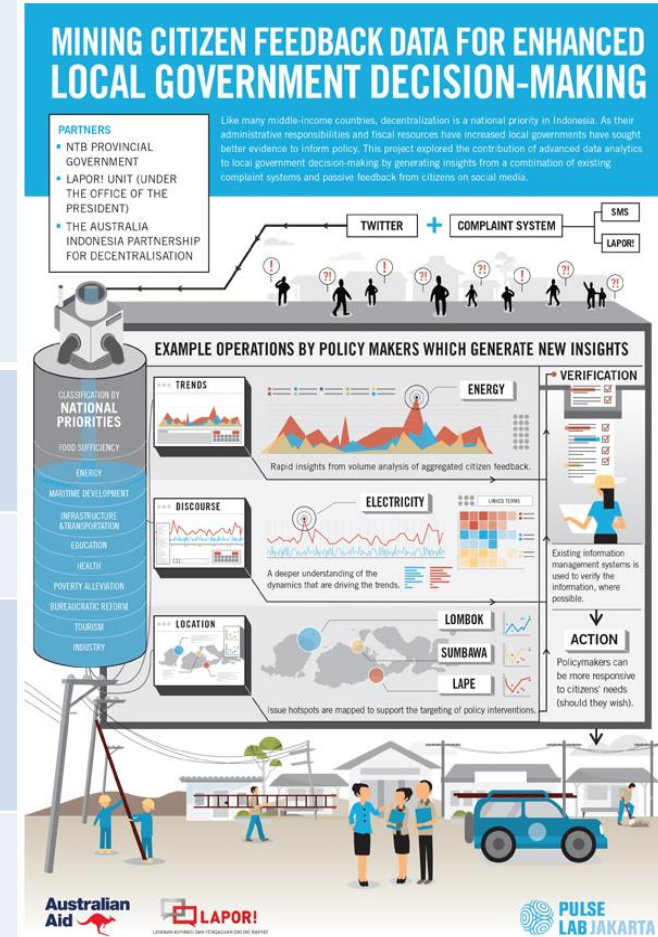
All the citizens

## Tools used to capture the feedback

Key word searching mechanisms is used and the data is sourced from various medium like : - Feedback/complaint system of local government, public posts on Twitter and government feedback channels and datasets

## Utilization

To know about priority and concern of citizen and for its response development

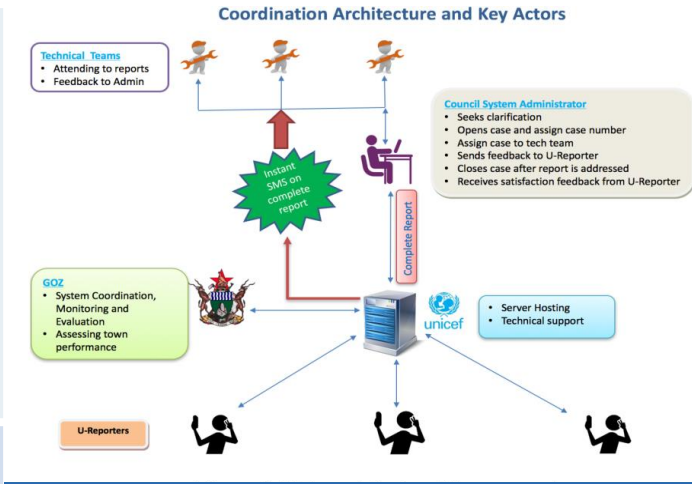


**Social media helps to analysis real time citizen needs and concerns**

# Improving Zimbabwe urban WASH service delivery through U-Report

Physical Platform

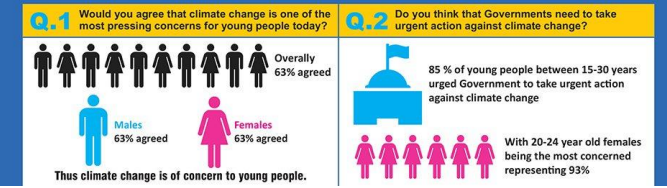
<h2>About the initiative</h2>	<p>U – Report was system introduced by Government of Zimbabwe through partnership with UNICEF, to improve the condition of WASH services and Strengthening the community participation in WASH service delivery.</p> <ul style="list-style-type: none"> <li>To improve stakeholder relations through effective communication and feedback mechanisms.</li> <li>Engaging youth to contribute towards better WASH services for small towns.</li> </ul>
<h2>Where and when</h2>	<p>5 towns in Zimbabwe since 2016, repetitive activity</p>
<h2>Who provided the feedback</h2>	<p>U – Reporters which are assigned to specific ward; a community process</p>
<h2>Tools used to capture the feedback</h2>	<p>SMS and Whatsapp based system with real time response</p>
<h2>Utilization</h2>	<p>To improve service provision through collecting citizen feedback and concerns</p>



## U-REPORT POLL ON CLIMATE CHANGE IN ZIMBABWE

*U-Report is a communication tool allowing anyone from any community to respond to polls, report issues, support child rights and work as positive agents of change on behalf of people in their country.*

**U-REPORT ZIMBABWE has 51,651 members and 9,910 responded to this poll which represents 19% of the views of U-REPORTERS**



**SMS based platform help in engagement of people having less digital resources.**

Digital Platform

# SLB connect – Mainstreaming citizen feedback on service delivery using ICTs

Physical Platform

## About the initiative

SLB-Connect program was operationalized by Water and Sanitation Program under SLB program of MoUD. SLB-C gathers and analyses feedback from citizens on water supply and sanitation services, in order to:

- Facilitate tracking of service outcomes using citizen feedback;
- Provide a reality check for performance data reported by service providers;
- Generate more granular feedback on services at the intracity level
- Highlight service inequities across user groups

## Where and when

eight cities across six states 2017, one time activity except PCMC city

## Who provided the feedback

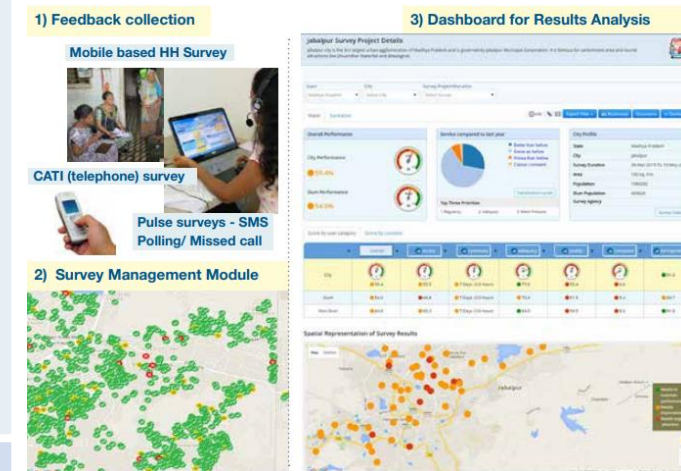
35000 households across different income groups

## Tools used to capture the feedback

predominant has been the Mobile Aided Personal Interview (MAPI) method, followed by telephone surveys and Short Messaging Service (SMS) polls

## Utilization

Done for only validation of service



**Digital survey modes reduces cost and increases the accuracy and ease out management of responses.**

Digital Platform

# PMC Care and PMC Care 2.0

## About the initiative

This is an initiative by Pune municipal corporation to connect with the citizen and bring in civic administration one step closure to them. It allows citizen to connect with Pune municipal corporation through an app and website which has options for polling, initiating and participating in discussions, becoming volunteer, sharing complaints, joining communities etc. This tool majorly focuses on active citizen engagement and providing single window access to the arena of service of PMC

## Where and when

Pune, Since 2018

## Who provided the feedback

All the citizens with digital access; Up to 30,000 users till 2018

## Tools used to capture the feedback

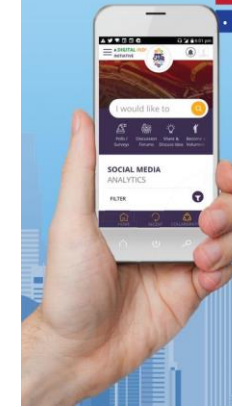
App and Website with multiple features for communication and participation

## Utilization

Majorly to discuss the initiatives and understand people perspective on it

### HIGHLIGHTS OF PMC CARE 2.0

- Focuses on strengthening engagement through CARE framework
- Takes a step closer to realising the mission of single window solution
- Enables effective reach-out of services to citizens
- Offers 360-degree collaboration solutions for the citizens
- Solutions powered by data analytics to improve user engagement
- Features like location updates, interest specific updates for users



**Dedicated apps provide one stop solution for engagement but can be less inclusive**

# Project Pulse

## About initiatives

A pilot based initiative carried out under smart cities mission which focused on creation of city level platform for PCMC city where citizen can share their feedback and aspiration regarding the initiatives which being then city under smart city mission. In addition it translate that needs and aspirations on map

## Where and when

Project at development stage; Pimpri Chinchwad Municipal corporation

## Who provided the feedback

All the citizen living in PCMC jurisdiction (currently only for pilot area)

## Tools used to capture the feedback

Through online dynamic web page and kiosk for people who are not comfortable with digital medium.

## Utilization

To bring in behaviour change and solve the issue of garbage vulnerable points and help in achieving the co – creation



**Showcase how co – creation method can be use to improve community situation and involve the digital vulnerable population.**

# Swachh Survekshan

## About the initiative

Swachh Survekshan is annual survey for cleanliness, sanitation and hygiene across whole India. In this rating are assigned to cities based on their performance under assigned sector. In this citizen perspective and feedback is also given importance and over the years the weightage of citizen feedback is increasing in scoring process.

**Interactive Voice Recording System (IVRS)**  
**Computer Assisted Personal Interview (CAPI)**  
**Independent Citizen Validation (ICV)**

## Where and when

Started in 2016 with 73 cities and In 2021 cities covered are 4242, repetitive

## Who provided the feedback

The citizen reported their feedback on the service they avail and cleanliness in the city which they live.

## Tools used to capture the feedback

1. face to face survey, 2. Citizen voting, 3. Call center with 11 regional languages, 4. helplines, 5. Web portal, 6. App, 7. MY GOV Portal

## Utilization

For rating and ranking of cities and addressing issues and complaints

## World's largest sanitation survey

### 7 Channels to Collect Citizens Feedback



Face to Face



MyGov Vote For Your City



1969 Helpline



Outbound Calls



SS2020 Portal



SwachhataApp

One Citizen One Feedback

**Multiple modes & regional languages and branding of platform becomes essential so that people are aware about existence of such platform.**

# MY GOV

## About the initiative

The national level digital platform which focuses on collecting people's opinion on different sectors and their feedback about the activities which are currently being initiated in respective sector. Through this platform citizen express their innovative ideas as well as they can suggest government about the services they avail and suggest improvement in the services.

## Where and when

At India level since 2016

## Who provided the feedback

All citizen who are having digital access and who are registered on the platform

## Tools used to capture the feedback

App and website with various interactive features.

## Utilization

In improvement of schemes using ideas at pilot level or building upon that idea. eg: - Invitation for water heroes through sharing stories.



**Successful platform need to have multiple feedback options, languages, immediate response and need to be user friendly with regular updating of information. In addition linkages of local level need to be for such platform.**



# Digital storytelling tech platform like Pluc tv

## About initiatives

PLUC tv provides the platform to support, create and train the community to share their stories. As there are many aspiring stories and ideas but people lack with the resources. The platform helps this people to get access to innovative and simple tools to share their stories and reach up to maximum audience.

## Where and when

Since 2017

## Who provided the feedback

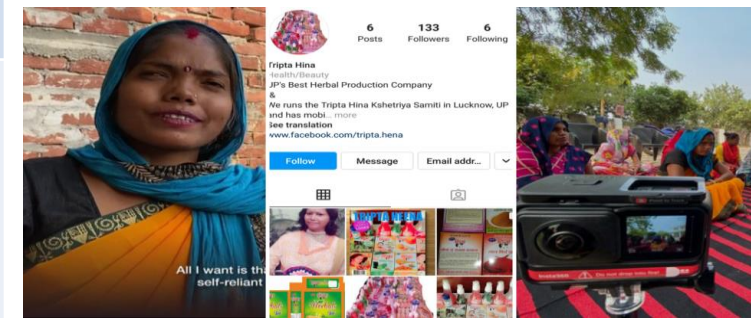
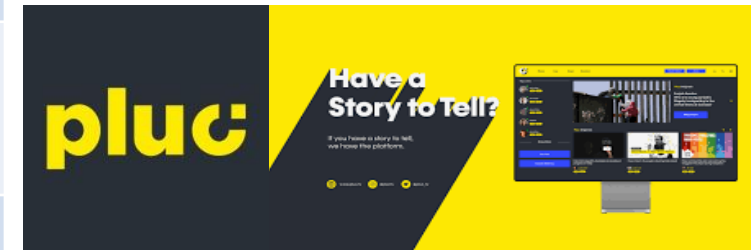
All citizens

## Tools used

Website containing videos and story telling tools

## Utilization

To generate awareness in the citizens and to express their need and showcase their journey towards success. Moreover to implement such initiatives at ULB level technical skills, open source storytelling tools and human resources are required.



**It can act as simple way of engagement to convey complex topic and enhance usage of existing platforms.**

# Social platforms and Gamification

Physical Platform

Digital Platform

## About initiatives

Today's world is moving towards online dependence more there are various social media platform where people contribute their feeling, stories, experience and skills. In addition various games like sanitation board games, SDG games and Pokemon Go and physical activities like Misaal project for urban slum area

## Where and when

International level & National level and Pilot cities for Misaal since 2019

## For whom

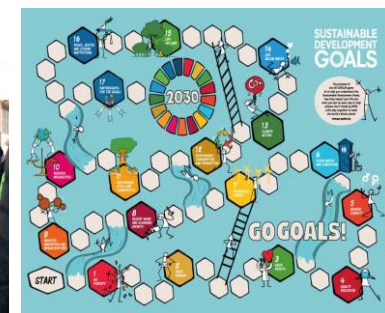
All citizens

## Tools used

Websites, Apps and board games, Public meeting

## Utilization

To generate awareness in the citizens and to make educate about the sector and its implications. In addition to access the better services and to check the status of city infrastructure.

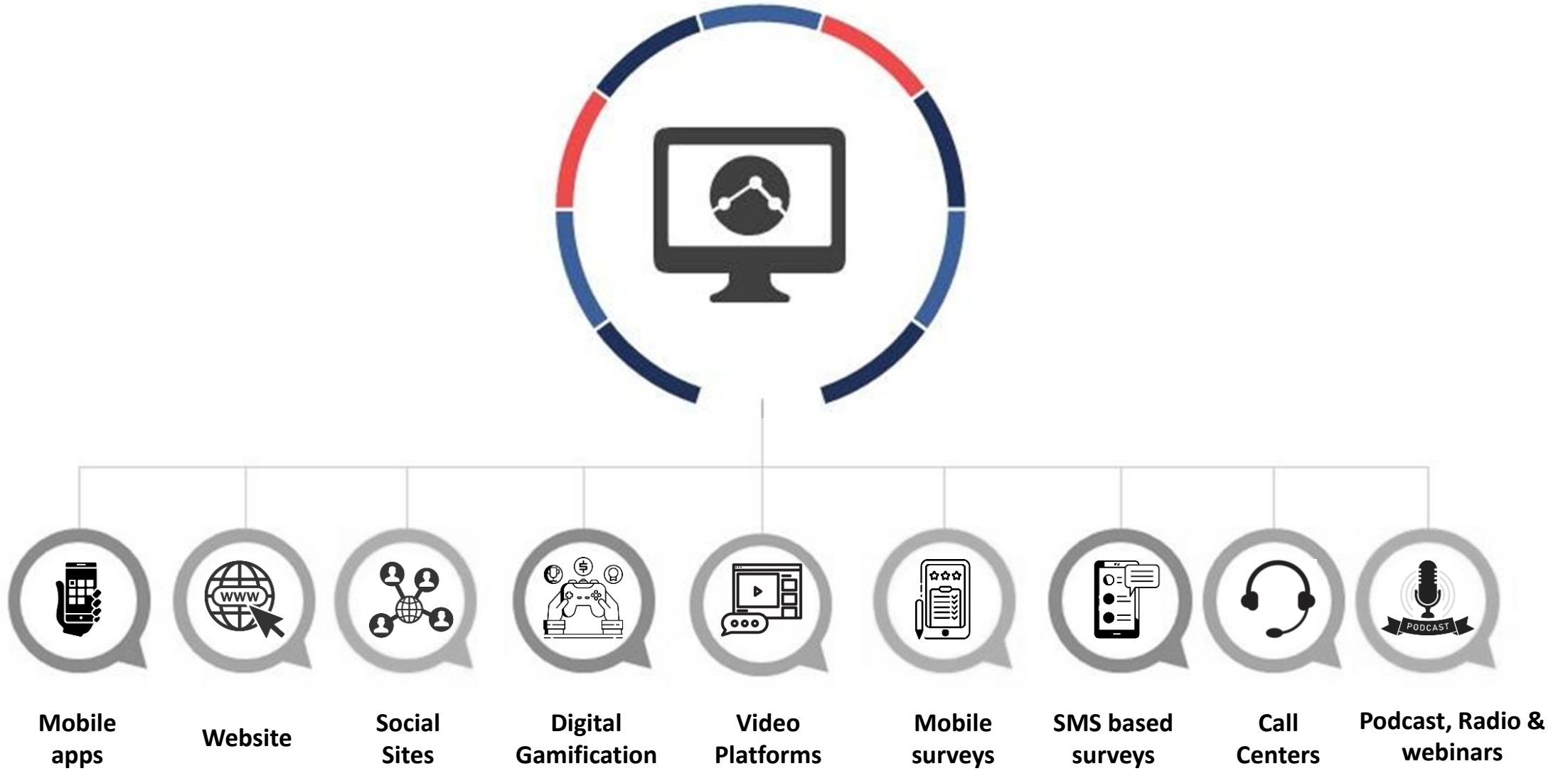


**Today's online mode of entertainment can become a great channel to engage citizens in knowing the status of infrastructure and collecting their opinion on improving it.**

# Physical Platform Bifurcation



# Digital Platform Bifurcation



# Use of Platforms Varies Across 8 Major Themes



**Service Feedback**



**Social Audit**



**Social Awareness**



**Complain Redressal**



**Database creation and surveys**



**Suggestion and Ideas**



**Budget Development**



**Service Status and Mapping**

Through this improvement of service delivery, user satisfaction, trust of citizens in local bodies will increase and moreover this will help to move co-creation approach of development.

# Detail Assessment of Platforms

To understand which platform or combination of platform will suit better for WASH services 3 stakeholder inputs were analyzed



Experts interviews



Government Officials



Citizens

- To understand the performance of platform against assessment parameters and identifying suitable platforms

- To understand current citizen platform usage and there feasibility towards identified suitable platform.

- To understand whether citizen are comfortable and up to what extend with identified suitable platforms

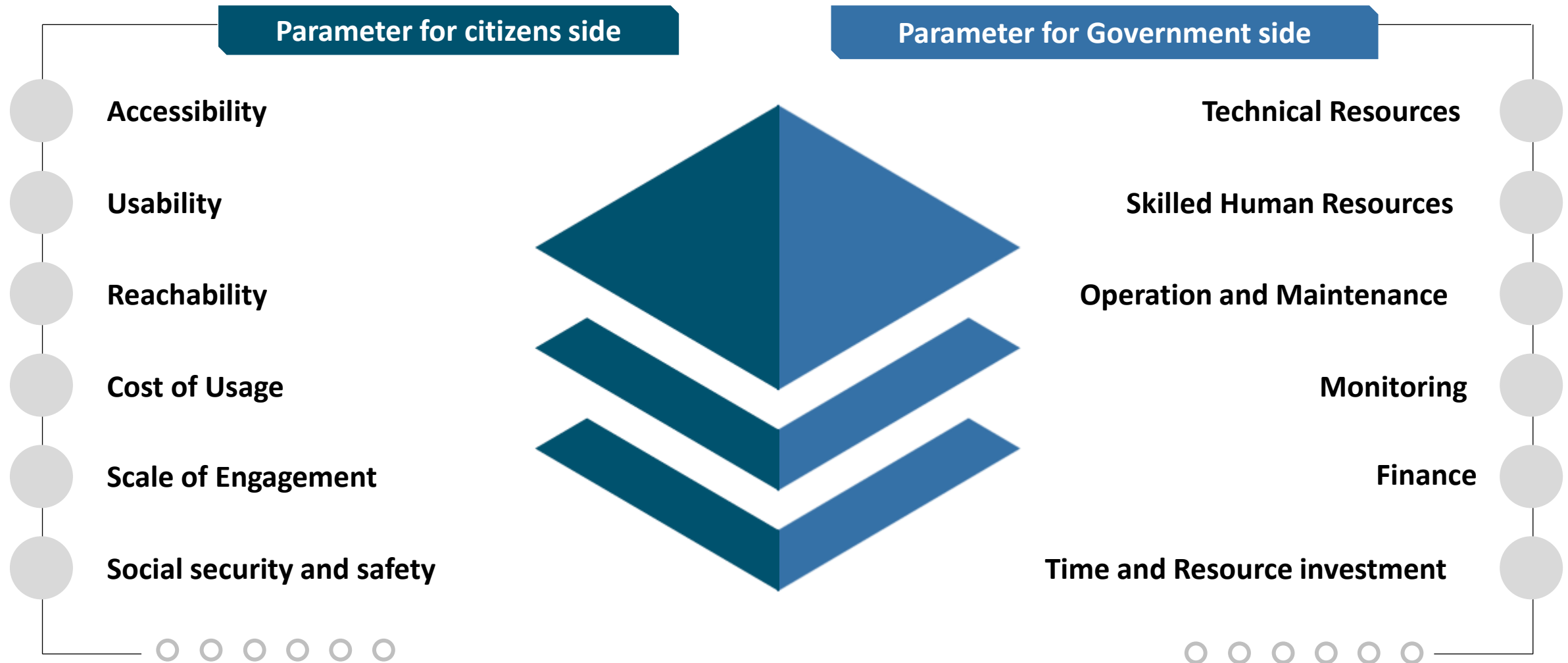
Understanding it for Maharashtra State

For Shahada municipal council

# Detail Assessment of Platforms

Assessment of platform was done on basis 2 stakeholders : 1. Citizen and 2. Government

6 Parameters were identified through the case studies and stakeholder interaction for both sides citizen as well as government



# Detail Assessment of Platforms

Majorly the parameter weightage was done on basis of case studies and city digital strategy of Pune, In addition expert interview was also carried out with two experts.

**Project Pulse** – Citizen engagement platform in PCMC

**Digital Green – Project Samvad** – video based project to improve the condition health and nutrition of child and women and training them use digital technology.

**Civis.vote** – Platform for open community discussion and communication

- Survey through telephonic interviews and asking them rate them mentioned parameter for each platform on basis of their experience on scale of 1 to 10. Moreover scale rating of platform was also collected from the city digital strategy document.
- AHP was carried for the weighting the factors
- Overall scores for each platform were derived.

Pune Municipal Corporation



## Rebooting Pune City Digital Strategy 2018-2020

February 2018



Source:  
<https://pmc.gov.in/sites/default/files/miscellaneous/PuneDigitalStrategy.compressed.pdf>



### Physical Platform



Citizen Report card



Public Hearing



Ward meeting



Cultural event and games



Door to door consultation



Suggestion Box



Physical survey and Community scorecard



Rallies and printed media

### Digital Platform



Mobile apps



Website



Social Sites



Digital Gamification



Video Platforms



Mobile surveys



SMS based surveys



Call Centers



Podcast, Radio & webinars

# Citizen Parameters

Expert Perspective

Government Perspective

Citizen Perspective

## Cost

Low

0.1 – 0.3



0.3 - 0.4



0.4 – 0.5



0.5 – 0.7



High

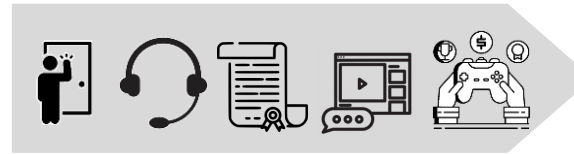
## Scale of Engagement

Low

0.4 – 1.2



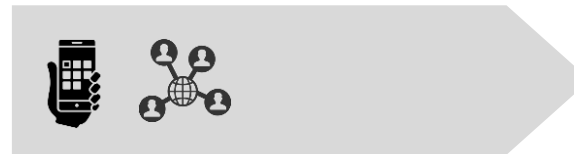
1.2 – 1.6



1.6 – 1.8



1.8 - 2



High

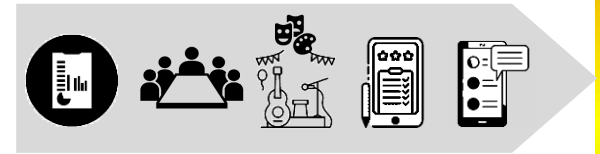
## Social security and safety

Low

0.5 – 0.6



0.6 – 0.7



0.7 – 0.8



0.8 – 0.9









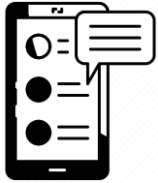










High

# Suitable Platform as per Citizen Parameter

Expert Perspective

Government Perspective

Citizen Perspective








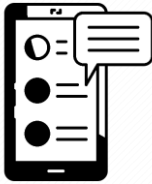









	Digital Platform			Physical Platform		
Highly suitable	 <p>Video Platform</p>	 <p>Social Media</p>	 <p>Call Center</p>	 <p>Public hearing</p>	 <p>Rallies, print media and co creation</p>	 <p>Door to door consultation</p>
Moderately suitable	 <p>SMS based survey</p>	 <p>Mobile apps</p>	 <p>Website</p>	 <p>Citizen report card</p>	 <p>Ward meetings</p>	 <p>Cultural events and fairs</p>
Less suitable	 <p>Digital Gamification</p>	 <p>Mobile surveys</p>	 <p>Podcast, Webinars &amp; radio</p>	 <p>Physical surveys and community scorecard</p>	 <p>Ballot box and suggestion box</p>	

# Suitable Platforms as per Government Parameters

Expert Perspective

Government Perspective

Citizen Perspective

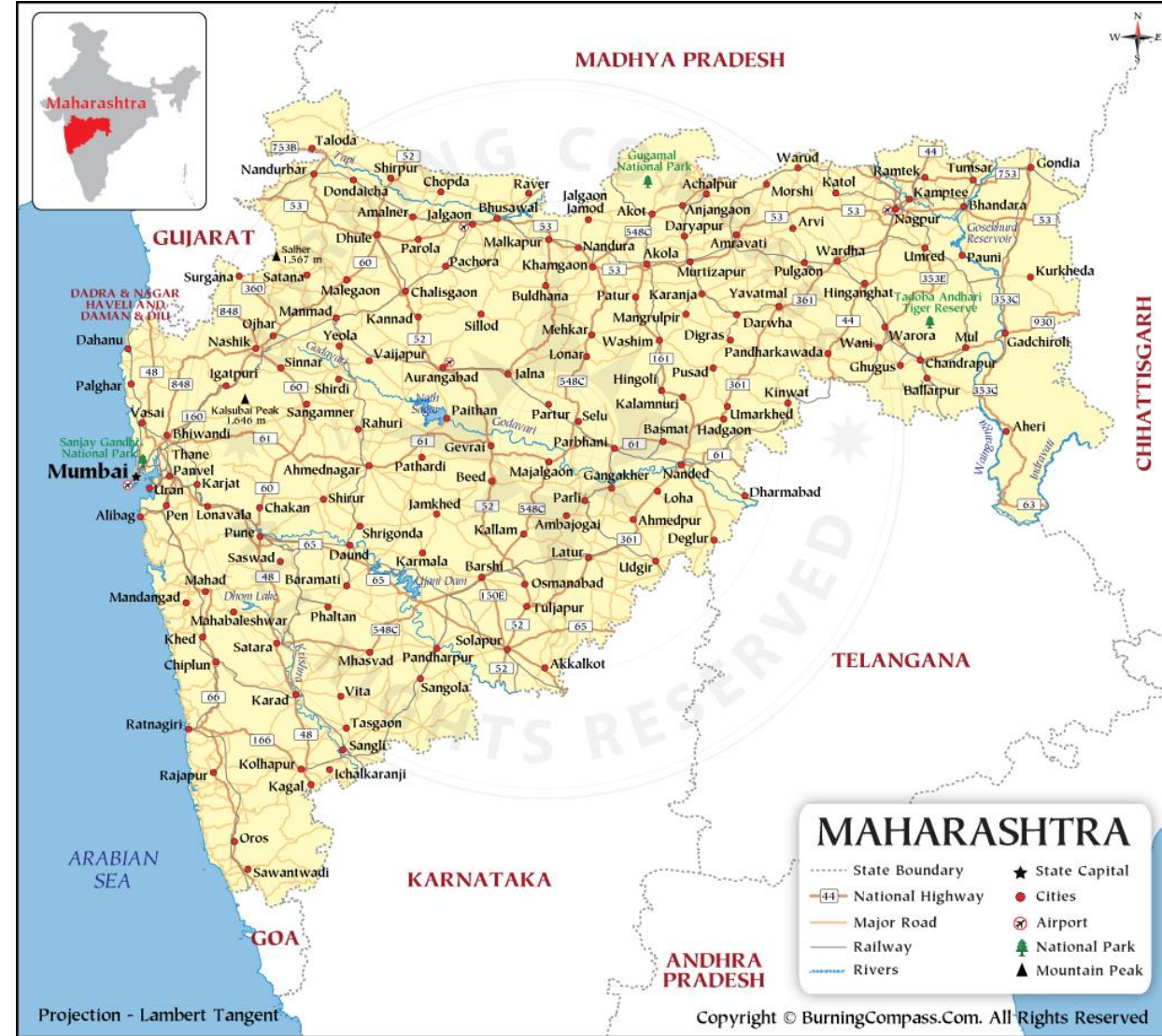
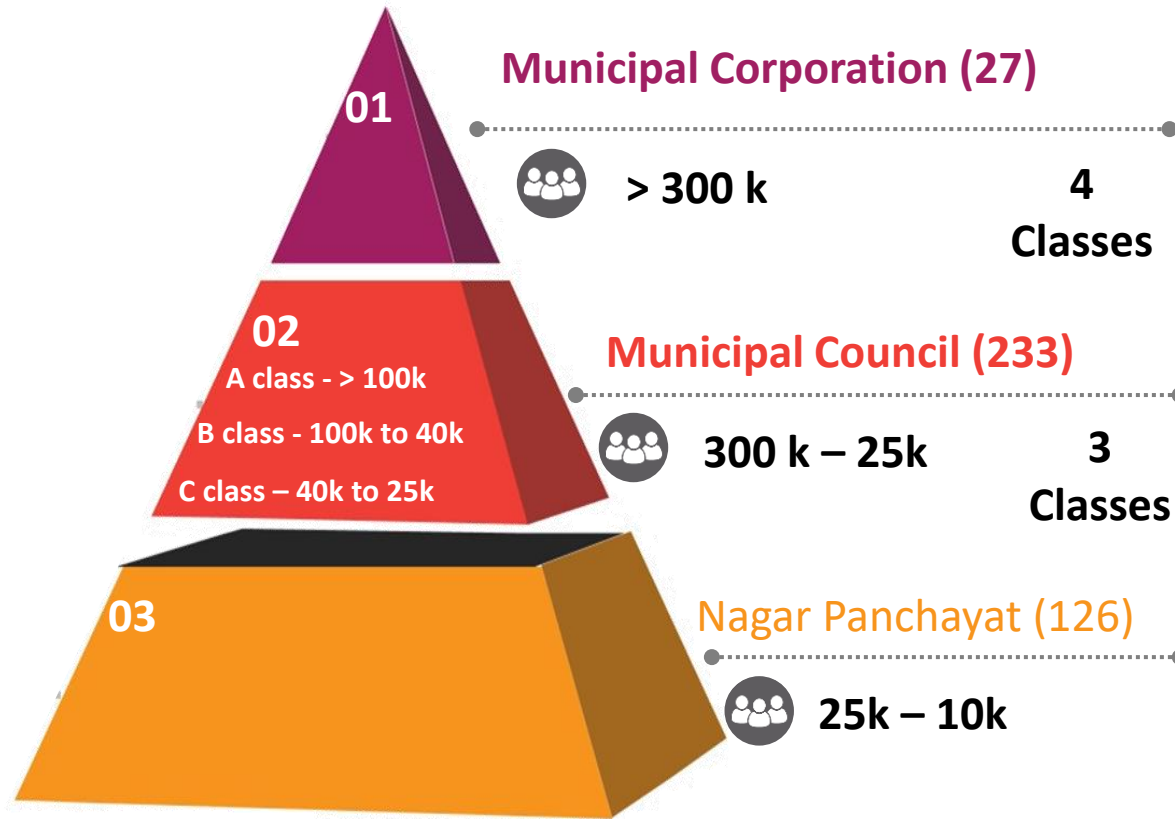
	Digital Platform			Physical Platform		
Highly suitable	 <p>Video Platform</p>	 <p>Social Media</p>	 <p>Call Center</p>	 <p>Ballot box and suggestion box</p>	 <p>Rallies, print media and co creation</p>	 <p>Ward meetings</p>
Moderately suitable	 <p>Mobile surveys</p>	 <p>SMS based survey</p>	 <p>Podcast, Webinars &amp; radio</p>	 <p>Public hearing</p>	 <p>Cultural events and fairs</p>	
Less suitable	 <p>Mobile apps</p>	 <p>Website</p>	 <p>Digital Gamification</p>	 <p>Door to door consultation</p>	 <p>Physical surveys and community scorecard</p>	 <p>Citizen report card</p>



# Existing Situation of Citizen Platforms In Small & Medium Towns of Maharashtra State

# Maharashtra State Overview

There are **386** Urban Local Bodies in Maharashtra state and they are classified as below



Source: <https://www.burningcompass.com/countries/india/maharashtra-map.html>

# Current Platforms Used by Small and Medium Towns

**359** Small and medium towns in Maharashtra state

Currently, various **platforms are being used in the small and medium** which **comprise of both digital as well physical** for improving communication and informing citizens about activities that are being carried out in the city.

Directorate of information and public relations looks after providing the information to public and looks for success stories in each sector.

Platforms below are used by ULBs currently are



ULB  
Websites



Dedicated  
Mobile apps



Facebook  
page



Instagram  
Page



Twitter  
Handle



Physical  
surveys



Rallies, events and  
printed media

**Website and Dedicated apps are less reliable, less functional and has lack of information**

# Status of Current Social Media Platforms



- Facebook page of each ULB exists
- Used for only informing citizens about activities or else its inactive
- 68 ULB have not posted since 2018.



- Each ULB has its account and page.
- It is use for sharing media elements like photos and notifications only
- Target less population in the city



- 106 ULBs don't have account out of 359 (i.e. 30%)
- 50 % of those are nagar panchayat.
- Less active ULBs with less tweets and posts and less response to people post

- Accounts and activities managed by city coordinator
- Information focuses as per missions objectives
- Difficult to find ULBs account as inconsistency of user names and multiple accounts exist

**Social Media account exists but there are less active and only used for transmission of information**



# Current Platform Used by Small and Medium Towns



**Less used as compare to potential of the platform**

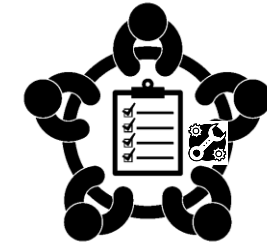
Features of social media like:

- polls, surveys.
- Going live conducting discussions and interactions.
- Ratings, reviews and group formation



**Only Use for fulfilling government conditions?**

- Two way communication is lacking despite of efforts.
- Only focused on few aspects doesn't go beyond the boundaries.
- Created the platform but they are inactive or unknown.



**No or late response and lack of maintenance and operation**

- Apps are not timely maintenance and response is often delayed.
- Less skilled human resource or less human resource affects timely response.
- Less improvisation and development



## Checking Practicability of Assessed Platform in Shahada and Suggestion for its Institutionalization

# Investigating Practicability of Assessed Platform in Selected City

Shahada, Class B municipal town city is selected for studying usage of current tools in detail and understand the citizens and political wing perspective towards it

## Rational for selection



**Shares similar context as other small and medium towns**



**Existence of similar issues as other small and medium towns**



**Located in tribal district and has characteristics of tribal population**

Representation of around 216 cities of Maharashtra state as it have same issues existing other similar class cities of state in terms of citizen participation resources availability with ULBs

# Site Context - Shahada

Expert Perspective

**73,500**

City Population

**11,950**

Household

**15,091 (20%)**

Slum Population

**2383**

Slum Household

**7**

Slum Settlements

**6.61 km<sup>2</sup>**

Spatial Extent

**13**

Service Wards

**100.94 PPH**

Population Density

**86.6%**

Literacy rate

**Class B**

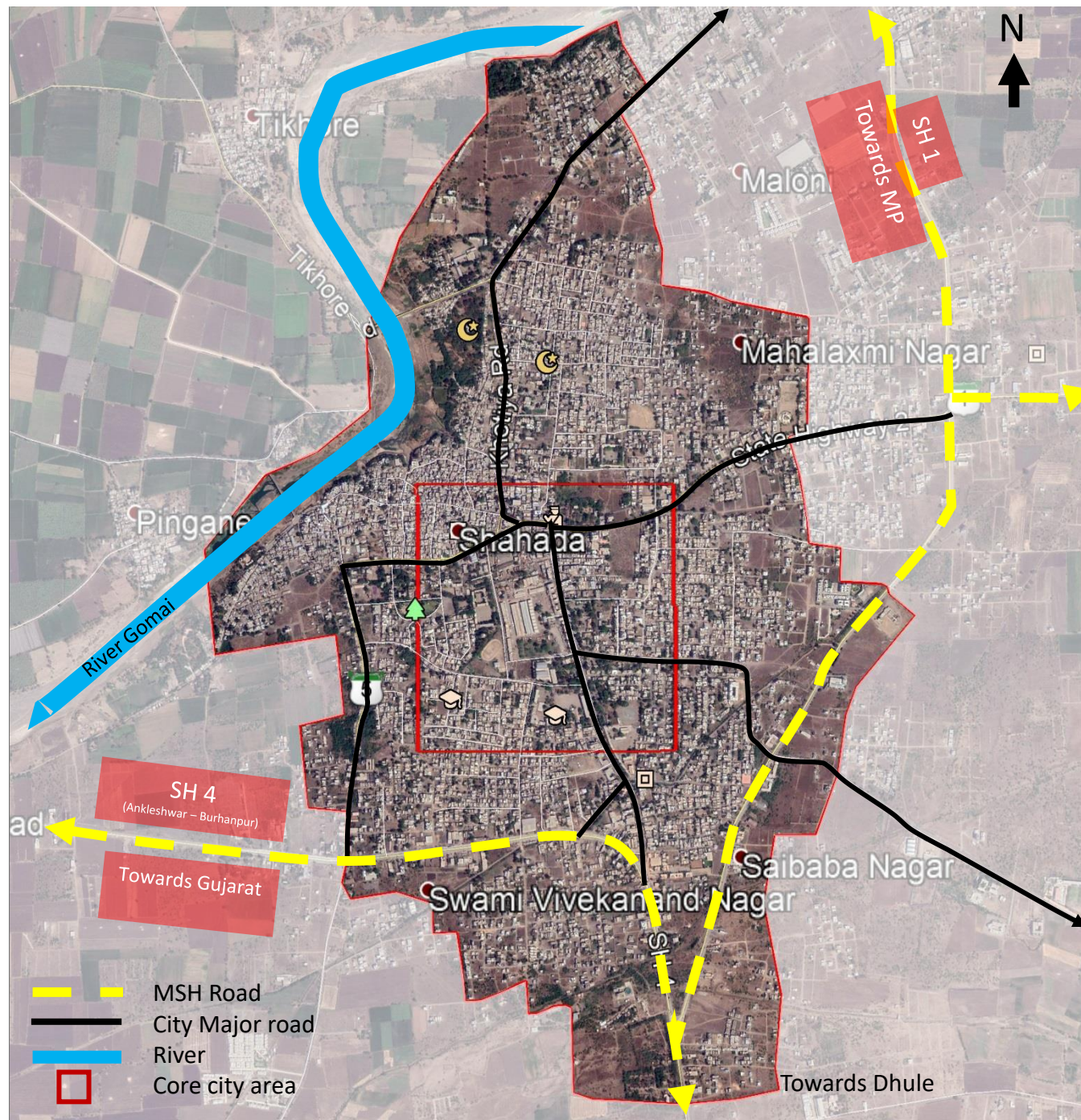
Municipal council

Located in Nandurbar district  
of Maharashtra state

Government Perspective

Citizen Perspective

Source : Shahada Municipal Council; PAS.org (2019); Census 2011)



Source : Google earth Imagery, 2020

# Existing Systems of Citizen Engagement

## Complaints and Feedback



Manual and Hand Written



App based for SWM and hygiene



Phone calls and councilors

## NGOs and SHGs



**14** registered NGOs

Only **3** are active



**181** registered SHGs in the city,

**125** are active

## Civic Engagement

Engagement level is only up to Inform level through social media platform and offline awareness campaigns



Website Available but not reliable



No Public Meetings



Shahada First citizens group

# Sampling details

Sample size is determined by considering confidence interval of 95 % and error of 5 %



Sample size –  
**80 households**

Sample Size

Sample size for slums –  
**75 household**

Sample  
Distribution  
Criteria



Income



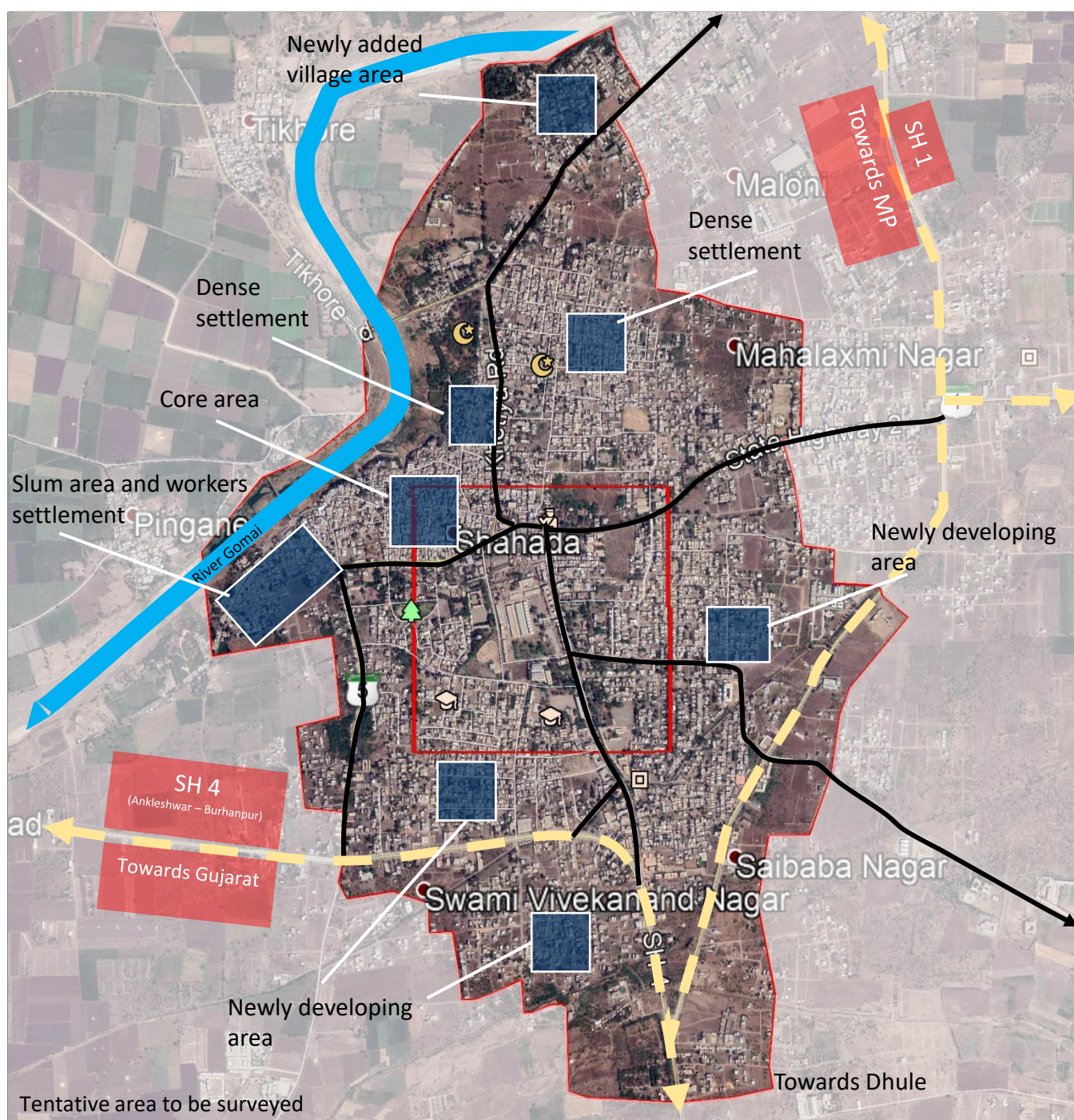
Slum



Non slum  
area



Poor service  
delivery



# Survey Profile

Expert Perspective

Government Perspective

Citizen Perspective

Total sample surveyed – **155 household**

Population – **738**

Non slum household – **80**

Slum household - **75**

## Housing typology



**55 %**

Pakka



**36 %**

Semi kutchra



**9 %**

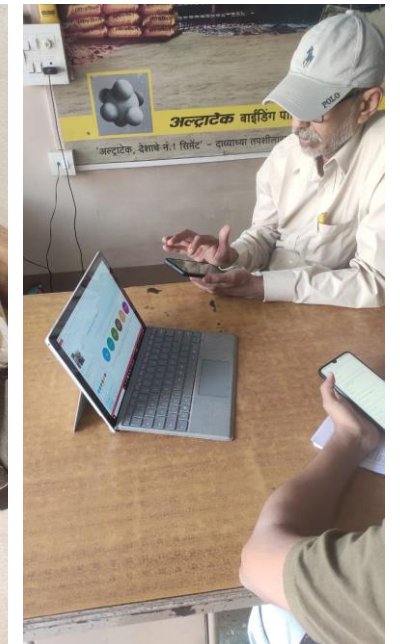
## Ownership Status



**87 %**



**13 %**



Source: Primary Survey

# Survey Profile

Expert Perspective



406

Male Population



332

Female Population



13%



11%

Government Perspective

## Non-slum households



192

Male Population



171

Female Population

## Slum households



214

Male Population



159

Female Population

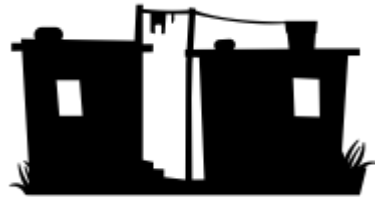
Citizen Perspective



# Citizens are aware about their responsibility but only interact during complaint

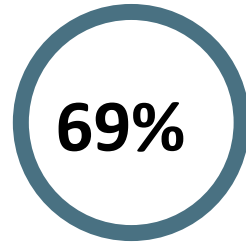
**78%** households think its duty of both citizen as well as government in terms basic services provision and management

Its only government duty

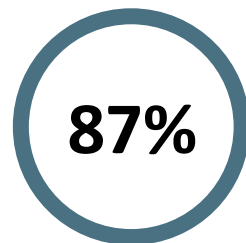


Slum household

Its duty of both citizen and government

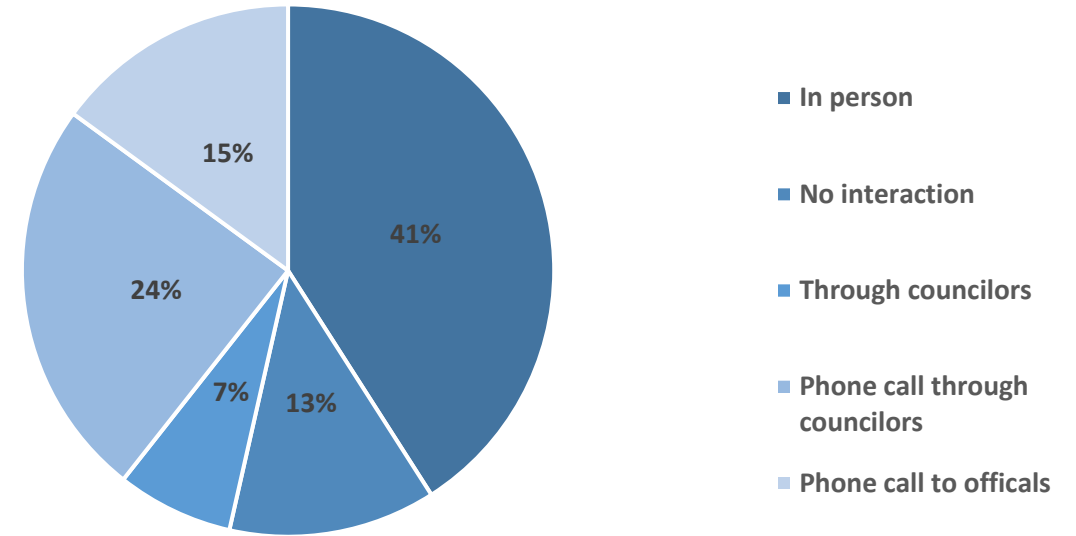


Non - Slum household



Source: Primary Survey

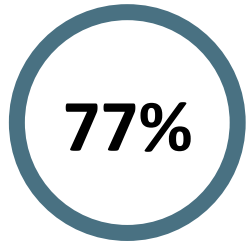
Interaction with government



- Slum household uses in person mode more as compare to non slum household.
- Interaction is only related to availing any service or complaint
- No interaction is due to loss of trust in government and late or no response

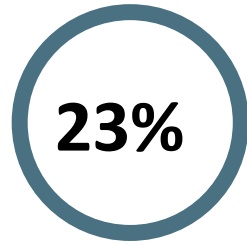
# Literacy and Digital Penetration

Literate



Slum population

Illiterate

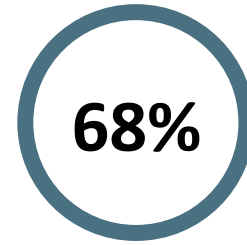


Non - Slum population

23%

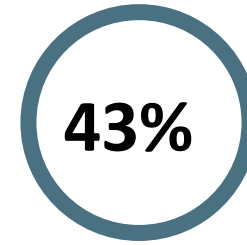
7%

Mobile ownership  
Male



Slum household

Mobile ownership  
Female



Non - Slum household

68%

94%

43%

82%

- Most of illiterate in slum household fall under age group of 35 and above.
- In Non – slum area most of the illiterate are in age group of 60 and above.

- Each non slum households at least have one smart phone and in slum household majorly the young population owns smartphone.
- In slums female above age group of 30 mostly owns basic phones. Moreover illiterate population can also operate mobile.

# Usage of digital apps and Knowledge gaining of WASH sector

- Majority of population across age group uses mainly two digital apps i.e. YouTube and Whatsapp



Slum household



44 %



52 %



57 %

Less female active on social media in slum household



Non - Slum household



79 %



89 %



94 %

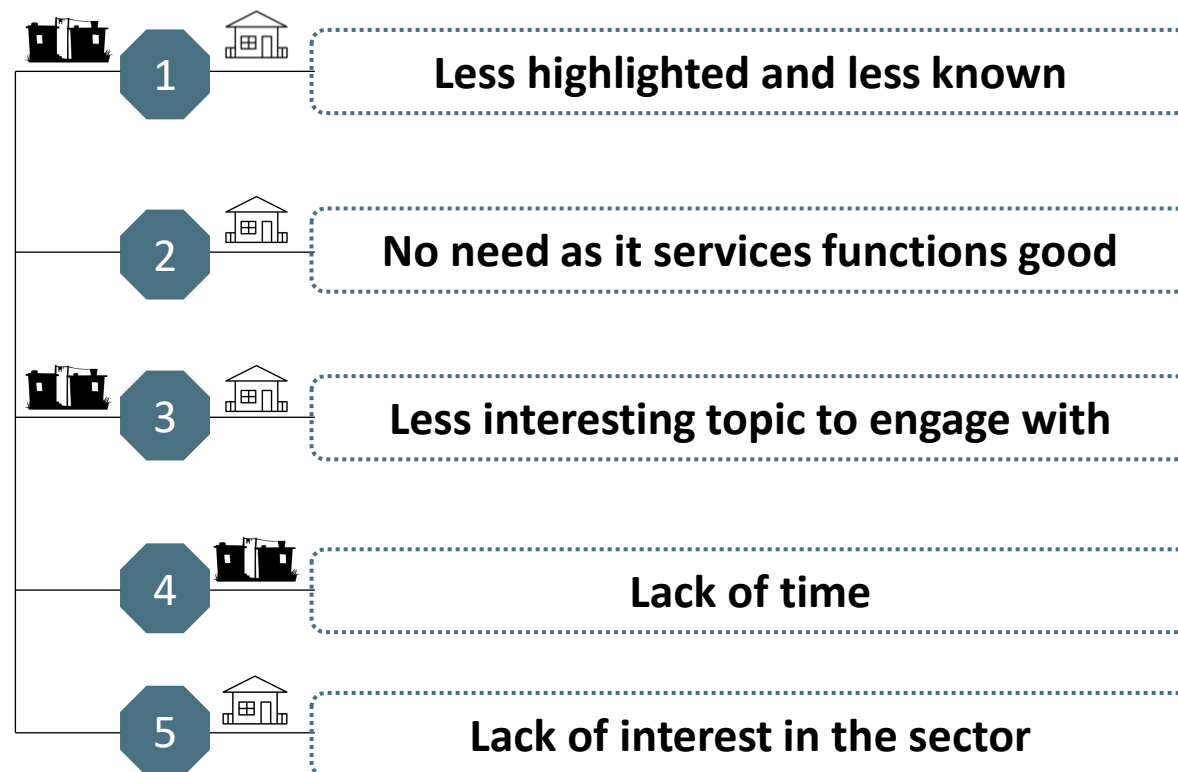


37 %



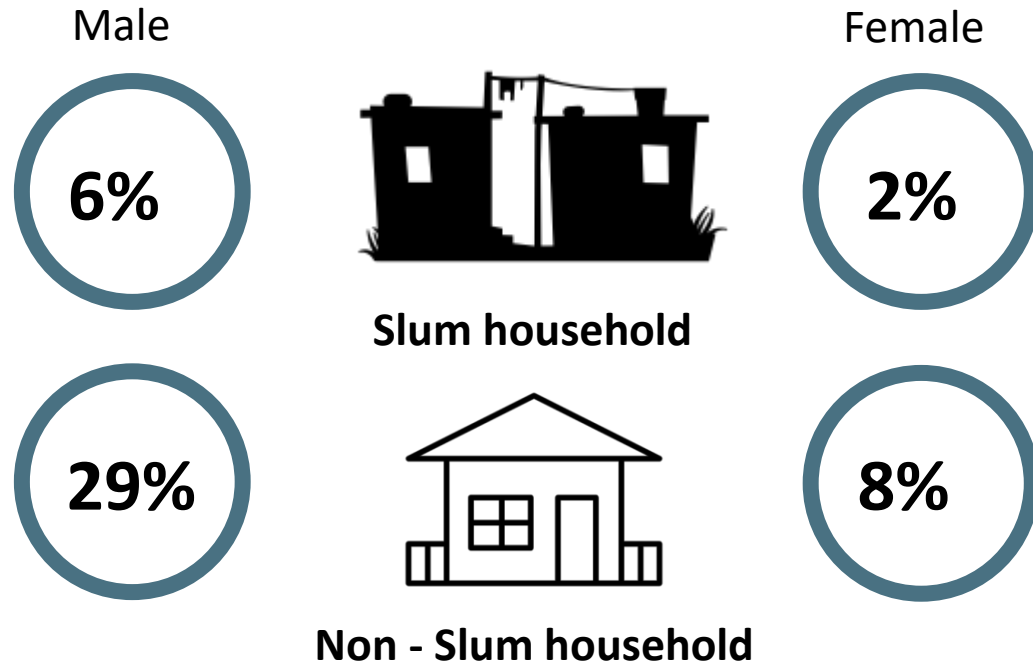
42 %

- Very less citizen voluntarily gain knowledge in WASH sector on their own. Only 27% of households of total household surveyed search about WASH sector on internet
- Major reasons for less interaction with WASH are

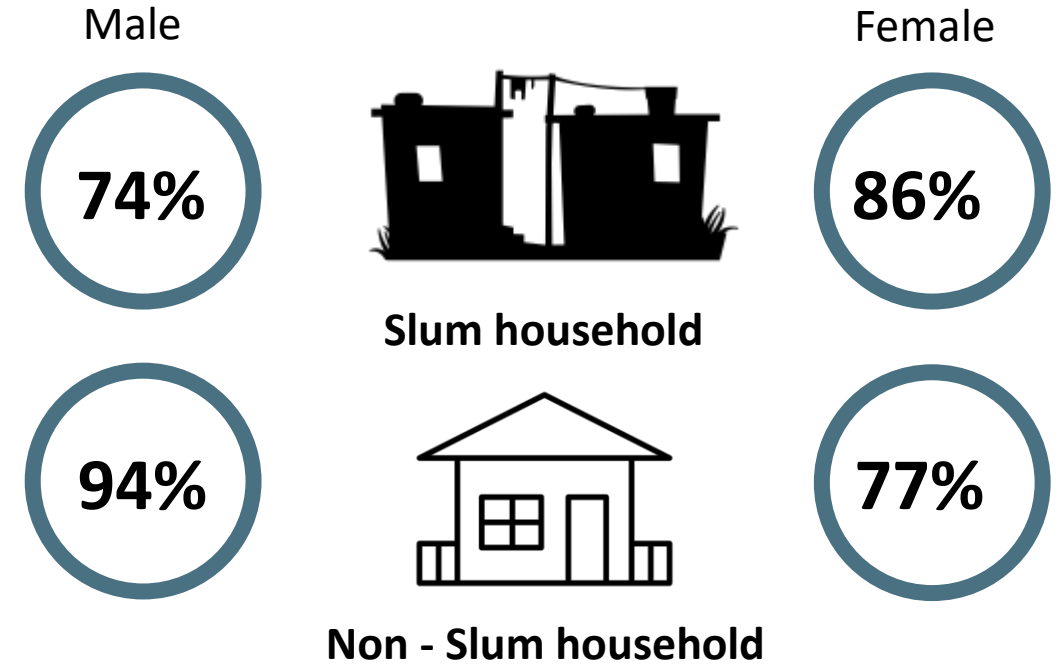


# Knowledge about existing platforms & Willingness to Engage in WASH Sector Platform

## Knowledge about existing complaint and knowledge sharing platform






## Willingness towards engagement through various platform



- People are less aware about such platform as there is less awareness and branding about it.
- People who know, respond less on such platform due to social concern, whether their response will consider or not.

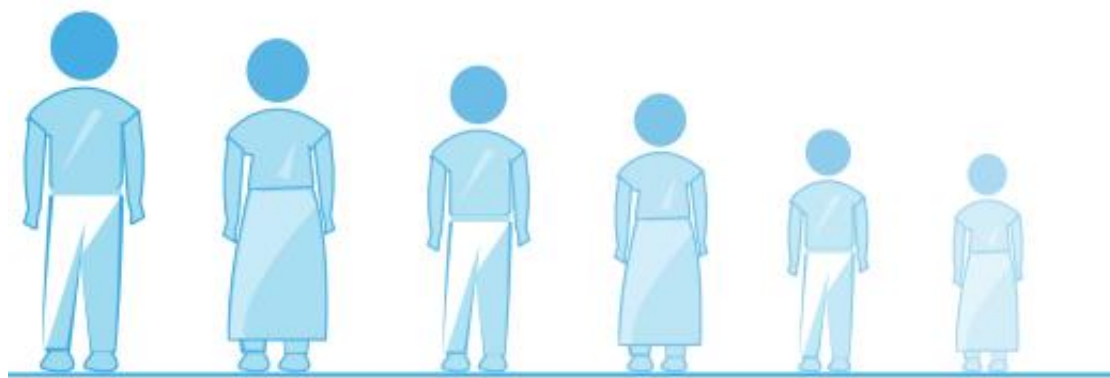
- People are willing to contribute and engage in WASH sector platform as it will improve the condition and service provision in their area.
- Need of accessible and reliable and accountable platform.

# Survey Findings

	Slum area			Non - Slum area		
	Male	Female	Age group	Male	Female	Age group
	Owens smart phone	More basic phone usage	No ownership in elderly people	Owens smart phone	Owens smart phone	Elderly people uses basic phones
	Active on social platforms	Less active on social platform	Youth owns smart phone	Active on social platforms	Active on social platforms	Students pursuing primary education owns smart phones
	Can access digital apps	Can access the video platform Can make calls and message	Youth have higher digital literacy as compare to adults and elderly	Can access digital apps	Can access the video platform Can make calls and message	Youth have higher digital literacy as compare to adults and elderly
	Interaction with ULB and councilor regarding complaints	Interaction with ULB and councilor regarding complaints	Working group and youth pursuing higher education communicate & elderly people less involved	High interaction and informal gathering with officials and councilors	Interaction is very less in terms of complaint and communication with councilors	Elderly people and adult involved in communication Teenagers are less involved

**The finding from citizen survey suggest that Male and female have different technological access in both areas and moreover females in non slum area are less engage with government.**


# Survey showcase higher digital penetration than national average but trend observed is similar




**20 %** poorest urban households use the internet vs **62%** richest urban

**There is Gender Gap in use of technology**

**48%** males between ages 15 – 29 can use the internet vs. **32%** females




 **799.30M** internet users (~58% of the population)

 **~1.1B+** mobile user, ~ 70% mobile internet users

 **~400M** social media users (~ 33 % the population)

**Thus, the citizen's platform would need a multipronged approach to include everyone**

# Overall Findings

	Expert perspective	Government Perspective	Citizen perspective
 <b>Platform</b>	video platform, social media and call center as best suitable options	Social media	Doesn't use any platform but are willing to use if provided and have digital penetration and social network usage more than national average.
 <b>Purpose</b>	Inform, Consult, Involve, Collaborate & Empower	Inform	No clarity to citizens
 <b>Engagement</b>	High	Low, because less active platform	Low, because less aware about existence and not involve voluntarily

Looking at all three perspectives it is evident that platform used by government is suitable but its improved features need to utilize and purpose of engagement need to clearly conveyed to citizen



Increasing digital penetration



Limited human resources with ULB



Lack of skilled human resource

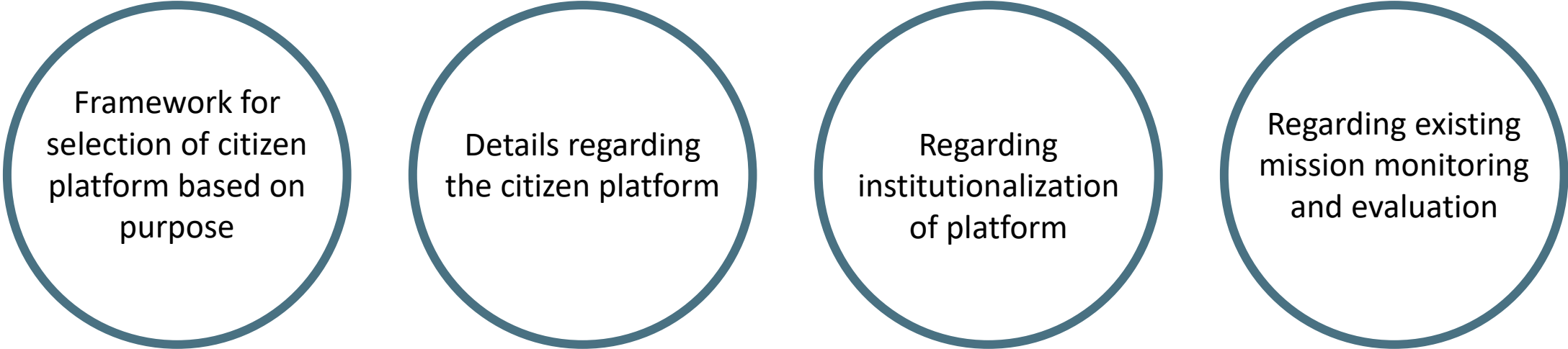


High usage of social media



Unused potential of existing resources

# Recommendations



Framework for  
selection of citizen  
platform based on  
purpose





Details regarding  
the citizen platform

Regarding  
institutionalization  
of platform





Regarding existing  
mission monitoring  
and evaluation



# Framework for Selection of Citizen Platform based on Purpose

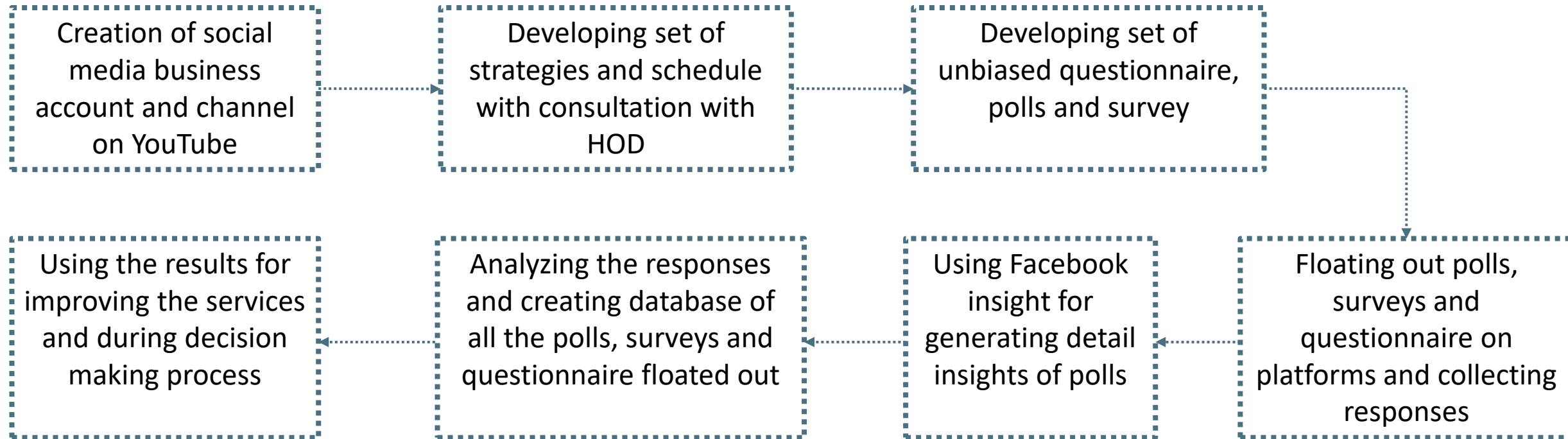
Purpose	Platform	When	What needs to be done	Who will be involved	How it will be done
 <p><b>Service Feedback</b></p>	Social media, Apps, Public hearing and ward meeting, SMS & mobile based survey	Regular interval – twice a month with certain theme	Developing social media business account maintaining reports of results	Chief officer, city coordinator & sanitation workers	Floating out polls and surveys through social media and collecting manual feedback in meeting
 <p><b>Social Audits</b></p>	Public hearings, Ward meetings & citizen report card	Once a Year – After budget has been prepared	Carrying out physical interaction with citizen using appropriate structured survey and meeting agenda	In charge – Chief officer. City coordinator, Head of department	Developing physical surveys and preparation of report of selected service and interviewing
 <p><b>Social Awareness</b></p>	Social media, video platform, public rallies, cultural events, wards meetings	Regular interval – every month planned activities	Generating awareness and carrying out behavior change activities of citizens	In charge – Chief officer. City coordinator, Public relation dept.	Setting up plan strategies, developing video content by ULB and through citizens
 <p><b>Complaint Redressal</b></p>	Social media, Apps, ballot box & Call center, Physical surveys	Day to Day activity	Setting up of call center and SMS polling	City coordinator will manage and HOD and Chief officer will be in charge of the progress	Registering people complaint through phone calls and analyzing comments of social media

# Framework for Selection of Citizen Platform based on Purpose

Purpose	Platform	When	What need to be done	Who	How
 <p><b>Database creation and surveys</b></p>	Social media, Apps, Public hearing and ward meeting, Website, SMS & mobile based survey	Regular as well as periodic activity – Will be once a year and can be during new project development	Developing survey questionnaire and analyze data need to be collected	City coordinators, HOD, Sanitation workers, NGOs and SHGs	Creating Google forms, floating out kobo collect forms and polls through Facebook
 <p><b>Suggestion and Ideas</b></p>	Cultural events, printed media, public rallies, apps, websites, video platform & webinars	Regular activity – Can be carried out once in a month with set of particular theme	ULB need to decide on what theme they need suggestion and ideas	Community organizations, SHGs, NGOs and permission for Chief officer	Creating Google forms, floating out kobo collect forms and polls through Facebook
 <p><b>Budget Development</b></p>	Apps, website, social networking, physical & mobile based surveys & ward meetings	Once a year activity need to start during October	Seeking public opinions regarding sector in which budget need to allocated	HOD, City coordinator for analysis and interaction with people and councilors	Developing and floating out options for knowing people priority sector
 <p><b>Service Status and Mapping</b></p>	Apps, website, citizen report card, door to door consultation, SMS and mobile based surveys	Quarterly activity – Can be performed thrice in every year	Checking status of service and mapping the whole service network	City coordinators, Sanitation workers, NGOs, SHGs and HOD	Mapping through third party applications like open maps and crowdsourcing data

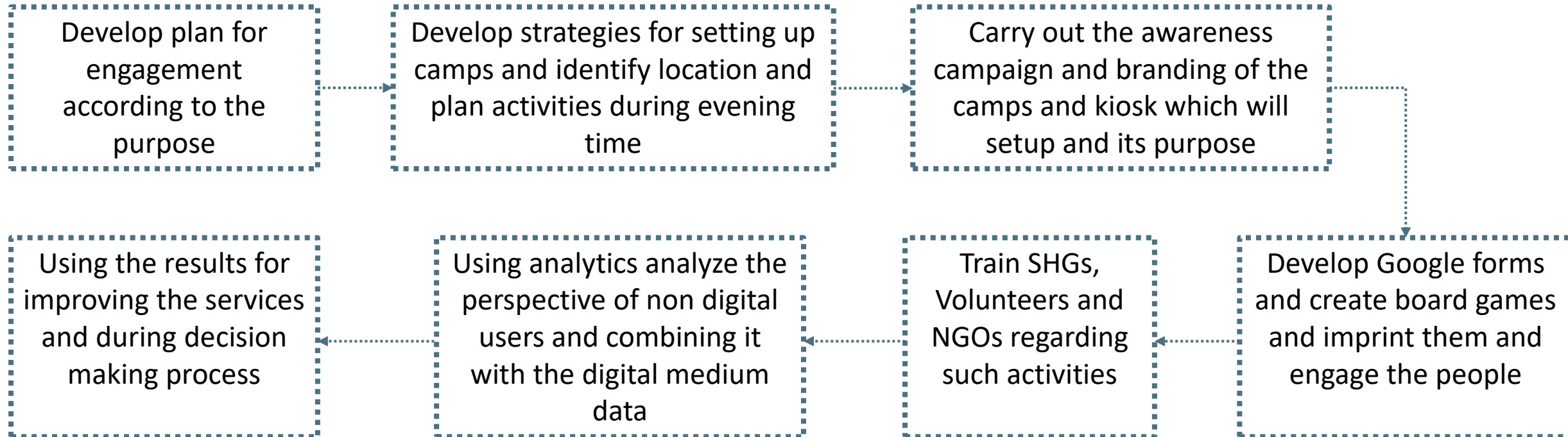
# In Detail process for Citizen Platform

For Digital Platform – Through Social Media and Video Platforms



# Integration of Digital and Physical Platforms

Through setting up digital kiosk and camps



# Details Regarding the Citizen Platform

Using free open source and third party applications



Kobo Collect



Kutumb



Facebook Insights



Third party community engagement app



SurveySparrow



Google Forms

Poll Junkie



Poll Everywhere



OUTGROW



Survey

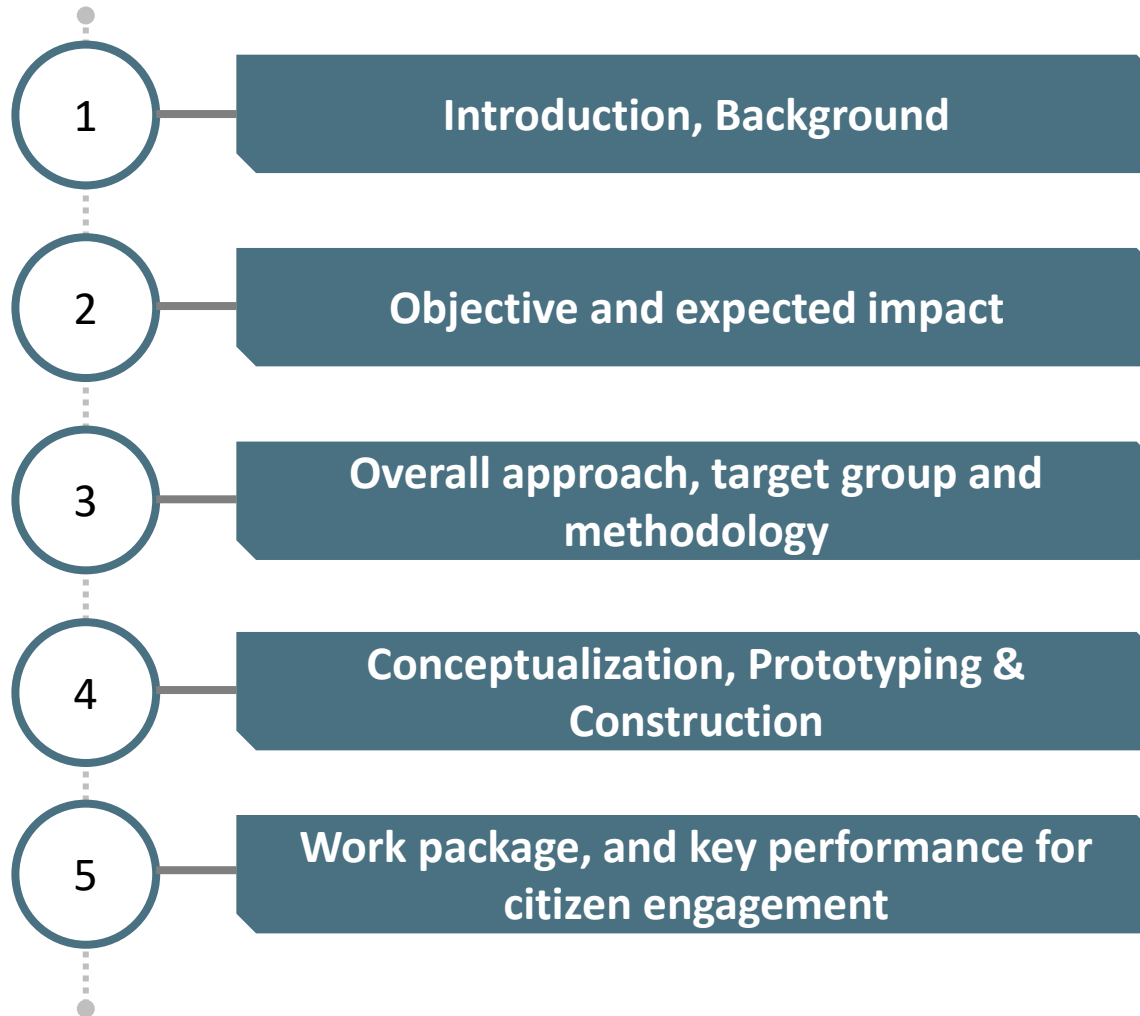


SurveyMonkey®

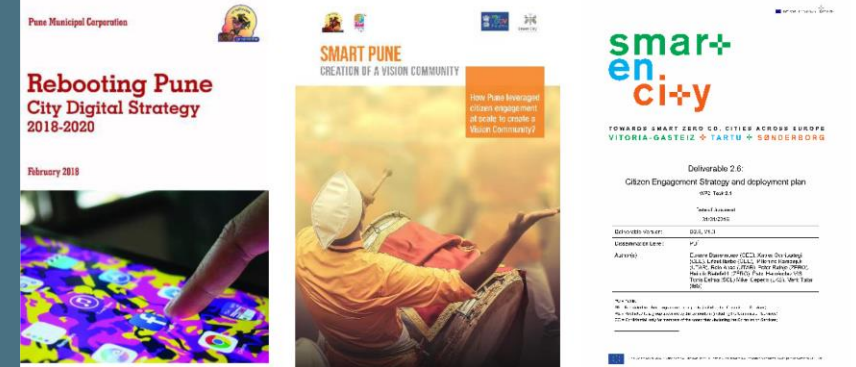
SurveyLegend®

# Institutionalization of platform

## Developing annual citizen engagement plan



Source: Author



- Context
- People
- Their Behavior and Practice
- Information and communication
- Advocacy
- Coordination and Collaboration
- Participation
- Capacity Building
- Accountability
- Monitoring, Evaluation and learning

# Institutionalization of platform

Carrying out capacity building and branding and awareness of existing platforms



**Government Employee**



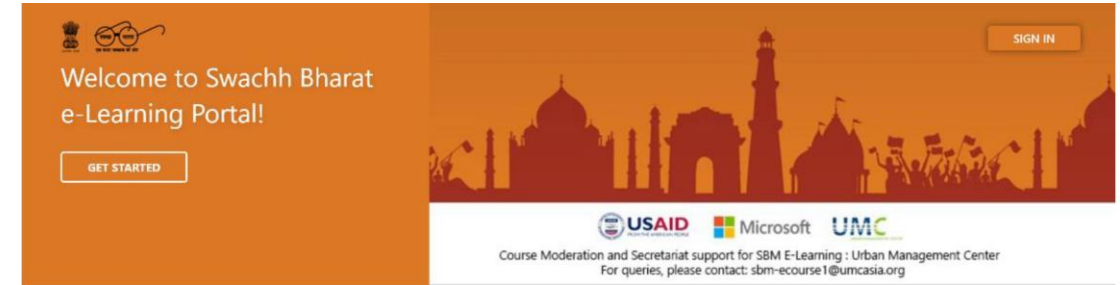
**Citizens, Academic institutions**



**NGOs & SHGs**



**Councilors**



Citizen Training



Source: <https://swachhbharat.azurewebsites.net/>

- Including the courses related to citizen engagement and participation under SBM – E – learning.
- Courses for government employee need to focus more on how the platform can be used and what needs to be done to develop and manage such platform.

# Linking Existing Missions, Monitoring and evaluation

To assess the success of Citizen Platform the Platform progress need to be evaluate using the existing evaluation

## Current situation

### Swachh Survekshan

- Having provision and involvement of social media usage in rating framework.
- Has indicator to analyze the Swachhta app and complaint redressal process.

### Jal Jeevan Mission - Urban

- Has criteria of citizen engagement and collecting the citizen feedback
- Has Pey Jal Survekshan under it, which requires citizen involvement

## Suggestions

- Indicator associated to use of the social media, activeness and activity report of polls and datasets related to citizen engagement can be incorporated for other than awareness campaign and information exchange need to be consider.
- Indicator associated to use of the social media, activeness and activity report for other than awareness campaign and information exchange need to be consider.





## Conclusion and Way Forward

# Conclusion

- **Digital platforms need to be assisted by physical platform for achieving higher inclusivity in citizen engagement.**
- **ULB need to make few initial stride to make citizen engage with the platform, Moreover there is requirement of capacity building of existing human resource.**
- **To ensure long term and improved citizen engagement mix of voluntary and survey based approach need to adopted.**
- **Clear purpose of engagement need to define to produce constructive output from citizen engagement process.**
- **Citizens need to involved in development of engagement platform so that it can build sense of ownership towards it.**
- **Branding and awareness about the platform is needed and academic institutions, NGOs and SHGs, religious groups and informal group can act as key players in this.**

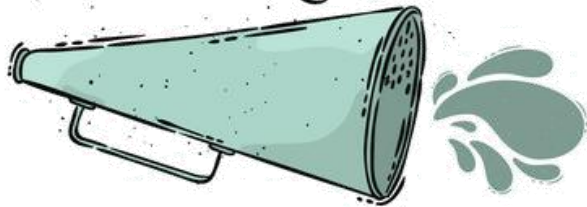
# Way Forward



**WAY FORWARD**

- **Can be taken further to look into development, operational and management in more detail regarding the different citizen engagement platform**
- **Developing a fully functional suitable platform for a ULB based on its citizens requirement and context.**
- **Strengthening and easing out the complex backend services regarding the digital platform so that they can be managed by layman**

Speak  
YOUR  
Mind



**Thank You**

And contribute, communicate  
and engage towards building  
your City services better