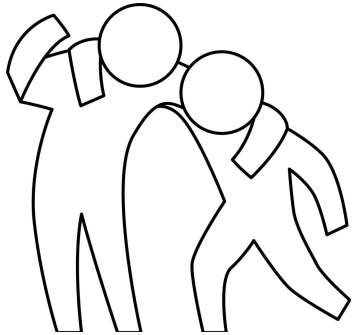


engage

Nudging Citizen Behaviour through Gamification





Have you helped someone in need ?

How was your experience?



SMALL THINGS
MAKE

A BIG
DIFFERENCE





Why is there not a bigger participation of citizens?

Theory of Behavioural Change

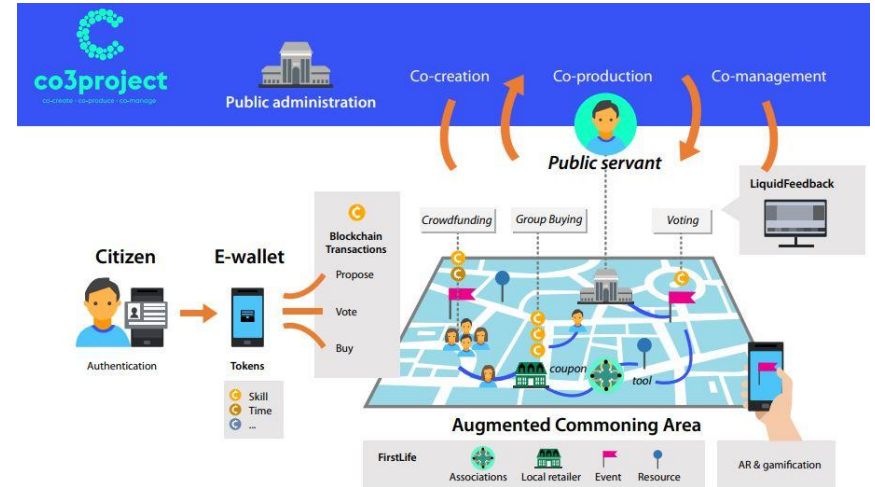


Case Studies

01. Samagra



02. CO3project





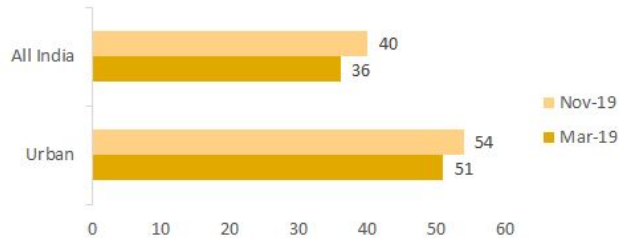
Project Objective

A decorative horizontal line consisting of two segments: a teal segment on the left and an orange segment on the right, positioned below the title.

To encourage citizen in making socially and environmentally responsible behavioural choices.

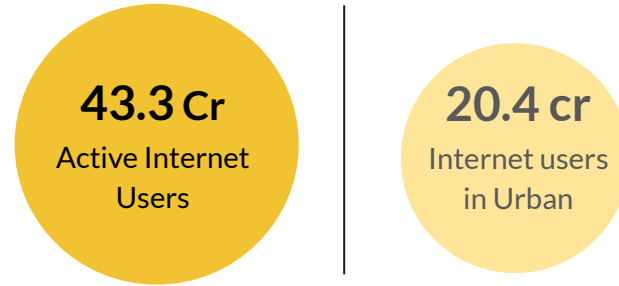
Target Audience

Anyone who can access a digital interface/ Platform via by Mobile/ desktop

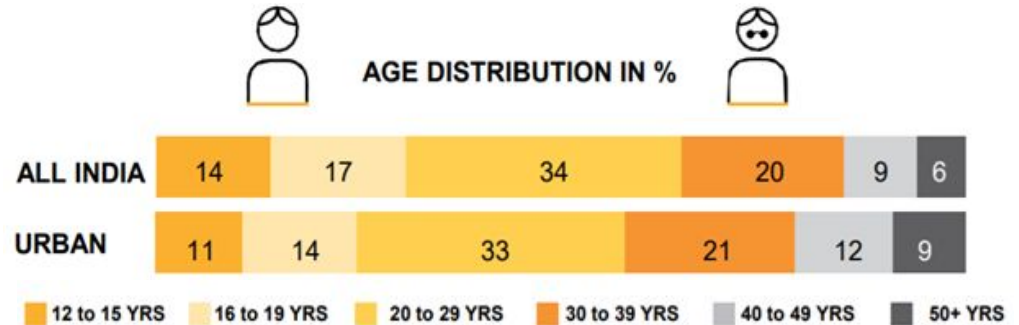


Leveraging user base potential based on age, experience, skill etc.

Internet Users in 2019



Profile of Internet user



Source:- Internet and Mobile association of india, Nielsen

Approach



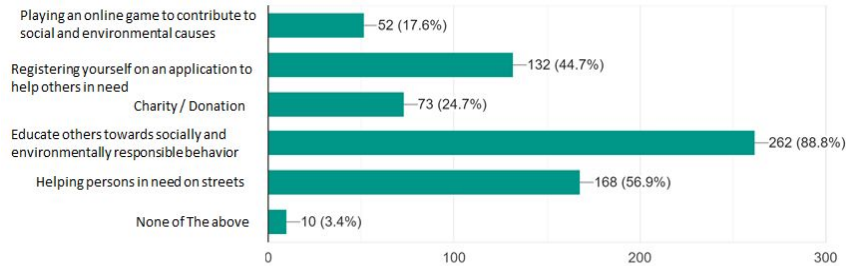
	APPROACH 1	APPROACH 2	APPROACH 3
	Volunteer Activism	Private Partnerships - CSRs	Aggregator Platform
Summary			
Approach	QUADRUPLE HELIX APPROACH	MORE OF A MARKET DETERMINED APPROACH	SOCIALIST APPROACH - MORE BOTTOM UP
Data Collection & Capacity	RELIES MORE ON QUANTIFIABLE DATA FROM SURVEYS (MOSTLY ONLINE)	RELIES MORE ON QUANTIFIABLE DATA FROM SURVEYS (MOSTLY ONLINE)	REQUIRES MORE ON-FIELD DATA, FGD & QUALITATIVE SESSIONS WITH CITIZEN
IP	IP OF MoHUA		IP OF MoHUA
SRS	RESTRICTED API SHARING WITH COLLABORATORS	NEEDS TO BE WORKED BASED ON COLLABORATION AND MoUs	RESTRICTED API SHARING WITH COLLABORATORS
Working Modalities	NOT PROFIT MAKING		NOT PROFIT MAKING
Remarks	MORE GENERAL FRAMEWORK		MORE INVOLVEMENT OF CITIES

Quadruple helix approach:- an innovation and collaboration model with a citizen/end-user perspective. It is useful in an innovation process where the citizens needs are central (<https://northsearegion.eu/>)

Pilot Survey Inferences

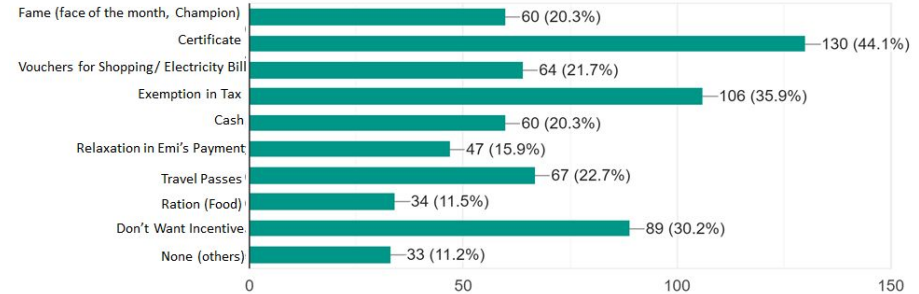
(295 Responses)

Contribution Options



89% - educating others towards socially and environmentally responsible behaviour

Incentive Expectation

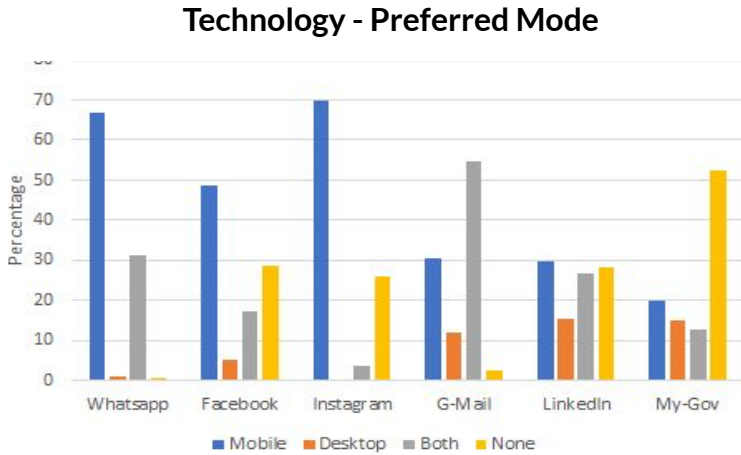


Non-monetary incentives constitute majority of responses.

30% - no incentives

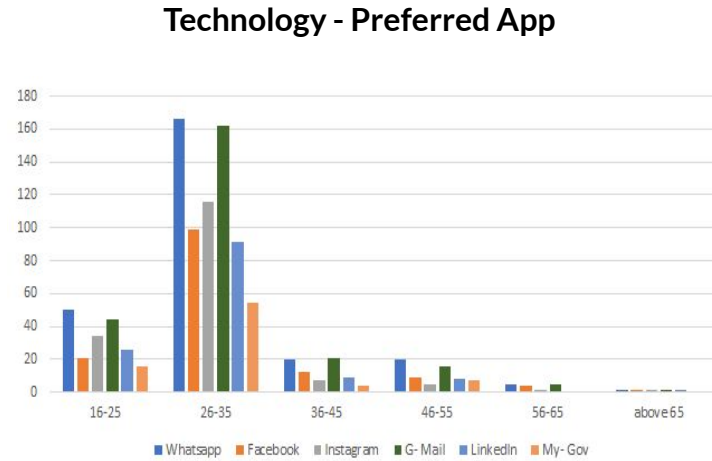
44% - certificates

Pilot Survey Inferences



Yay: WhatsApp, Instagram

Naay: MyGov



Yaaay across age group: WhatsApp



Proposed Solution

A decorative horizontal bar with a teal segment on the left and an orange segment on the right.

To Engage citizens through an interactive application/plugin, which will trigger the citizens to make environmentally and socially responsible choices within their area of interest and act upon those.

The model will have connect users to nearest volunteering platforms, recognise individual actions and reward verified good behaviours on authentication.

Engagement Ecosystem



Value Proposition

Value Proposition for Stakeholders



For Citizens

- Recognition
- Redeemable Benefits
- Credit Score
- Sense of Contributing



Government/ ULB/SPV

- Active Citizen Participation
- Optimized usage of staff
- Success Story
- Better Performance



NGO/CSRs

- Recognition
- Larger Outreach
- Helping Hands
- Greater Impact

Value Proposition

Increased Citizen Participation

Making technology accessible, credible and introduction of incentive



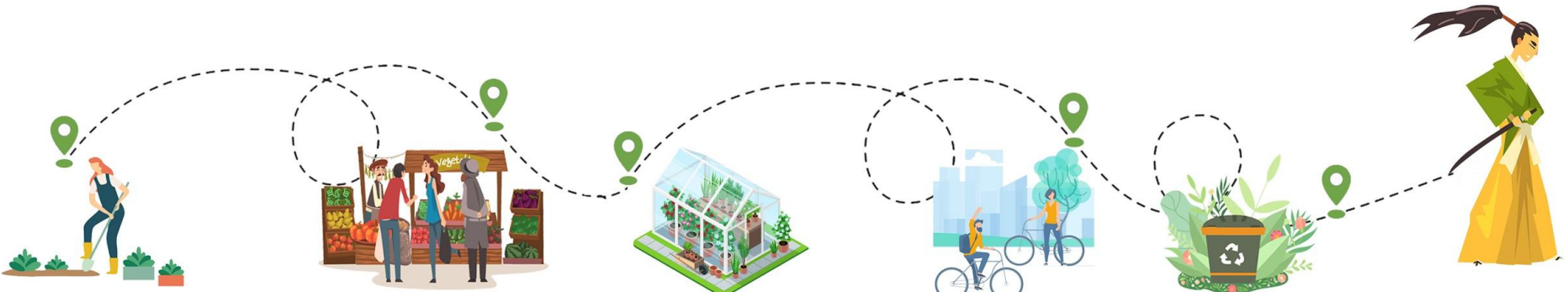
Sense of Contribution

The sense of contribution is set to increase through awareness



Positive Impact on Environment and Society

Greater trust in Government



Behavioural use cases



Non Motorised Transit
- Cycle - pedestrian



Growing own food



Beach Cleaning



Segregation of Waste



Tree Plantation



Feed Street Animals



Food Donation



Reduce Littering



Blood Donation



Concept Workflow



Register



Choose



Contribute



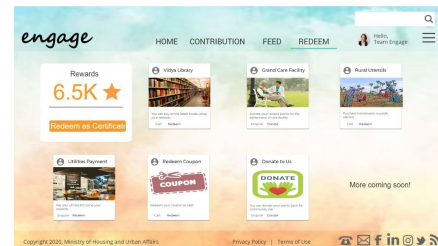
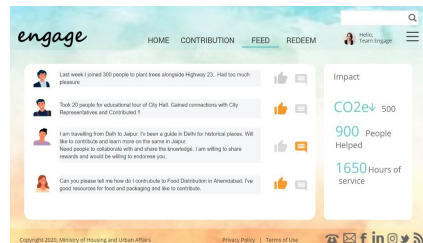
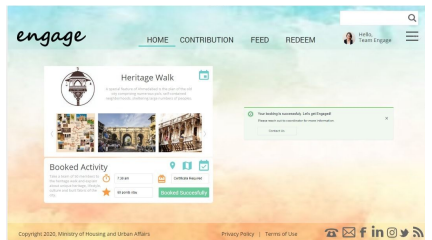
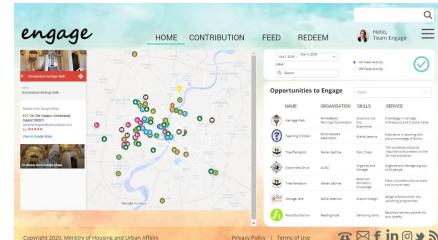
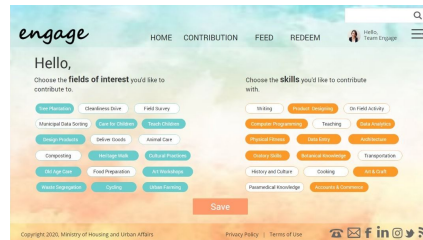
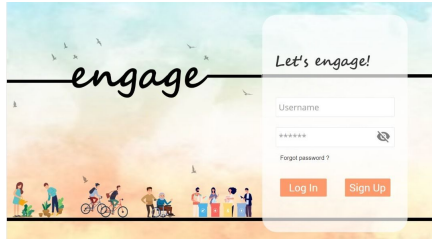
Socialize



Earn & Redeem



Application Prototype





Unique Selling Point



Modular Approach



Behavioural Use Cases



Interest Based Choice



Online Booking



Localised Search



Gamification



Win Win for all Stakeholders



COVID Home



City Leaderboard



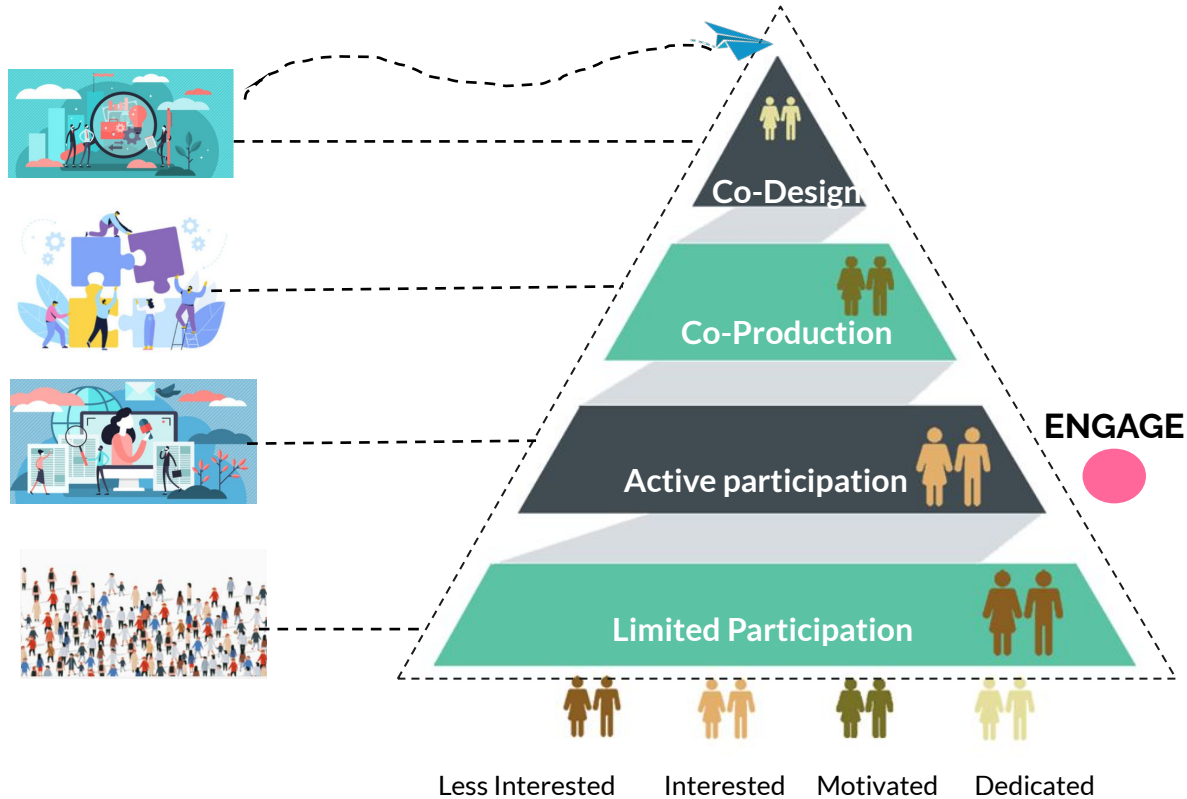
Peer to Peer learning



Women as Changemaker- Leaders



Participation Pyramid

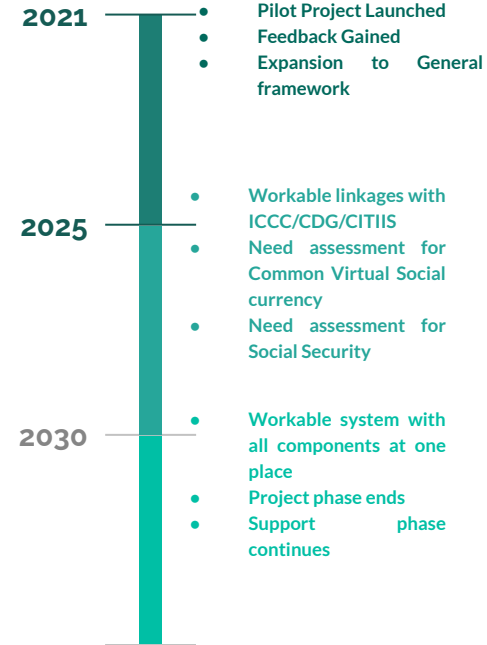
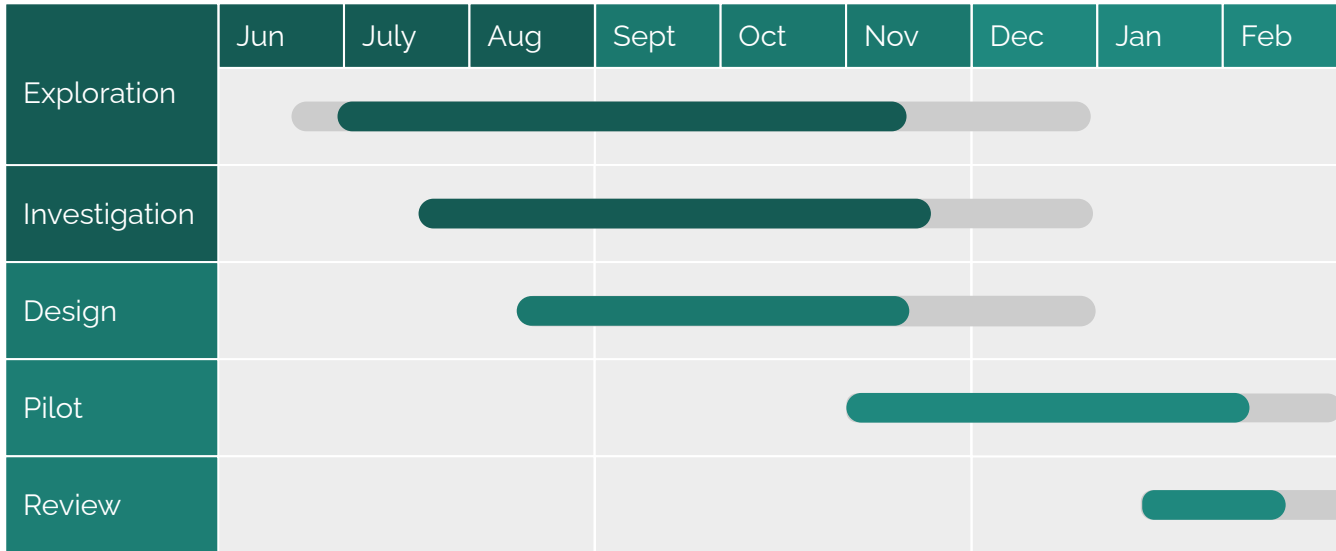


We want to be here



We are here

Work Plan and Road Map



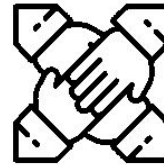
Target cities - Multi city model



Aware Citizens



Strong Municipal
Acceptance



Active Participation



Presence of
Institutions/Organizations
working on Social and
Environmental causes

Technology Model



**WhatsApp Chatbot for
Outreach**



**Website for Mobile/
Desktop version**

Estimated Cost and Maintenance:



Design & Development

70%



Outreach, Events & Marketing

20%



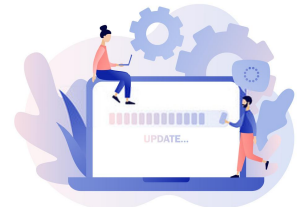
Domain Name & Peripherals

5%



Incentives

5%



Updates and Maintenance

Additional

Total: 8 - 10 L

Thank You.

Mentors:

Mr. Gautham Ravichander, Head of Policy Initiatives, eGov

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