



E-GOVERNANCE AND CITIZEN FEEDBACK IN ANDHRA PRADESH, INDIA



Andhra Pradesh government first used Microsoft Kaizala during the 12-day Krishna Pushkaram 2016, a large religious event in terms of scale, involving millions of people directly in a short span of 12 days. The organizing team consisted of about 100,000 officers and about 10,000 volunteers. Kaizala enabled the Government of Andhra Pradesh to set new benchmarks in operational efficiency and customer satisfaction in the management of the 12-day mega event involving 20 million people.

AP government soon started deploying Kaizala across its various departments and found enthusiastic adoption across the state government employees. In spite of investments in advanced IT systems, the government's field staff remained largely outside the digital network. To bring their field staff onto the digital network, therefore, was high on the government's agenda. "In just a few months, Kaizala has become an indispensable tool for our field staff and project teams," says Mr. Babu A, CEO, Real-Time Governance. "I am able to broadcast information to all my staff instantly. If I need to the status of an ongoing scheme from across the state, all it takes me is a few minutes to create and publish a poll or survey. In a matter of a few hours, sometimes even minutes, I have enough data at my disposal to get a sense of the ground reality."

Whenever project reviews had to be done, the departments had to send its people into the villages for manual data collection. With the workforce on the field largely unconnected not only with each other but also with the central offices, offline data collection and collation was one of the biggest bottleneck that slowed down the momentum.

With Kaizala, departments are able to make informed choices like never before. Based on actionable insights gathered using mobile-based surveys and analyzed using Kaizala Management

Portal, discrete tasks are assigned to the right team member in the right location. With a single tap, team members could share a geo-tagged picture with others to confirm that a specific task at a specific location has been completed. Effective communication between project members and cross-team collaboration has improved organizational productivity.

A Kaizala account is bound to the mobile number of a citizen, for which he or she undergoes a verification process. Its location awareness features enabled the government to determine the exact origination point of the feedback.

On 14th April 2017, the state government launched a citizen connect app. Citizens in the state could download Kaizala and subscribe to this group with a few simple clicks. Within just 48 hours, over 30,000 citizens shared their feedback through this mechanism. Now government staff can consistently seek inputs from citizens about various ongoing projects.

"We started the CM Connect program with a Satisfaction Card but soon realized that we needed a separate card for people to report Corruption and another one for Grievances," says Mr. Babu. "Within ten days, we were able to create these two cards, integrate it with our backend CRM system and launch them on the CM Connect group. Now, citizens can report any instance of corruption from their smartphones and we make sure that the matter is resolved in no time."

The enthusiastic response from citizens towards the CM Connect platform from all over the state and across urban and rural regions has shown that with an easy-to-use mobile application like Kaizala, crowdsourcing authentic citizen feedback is not only possible but also that it can be an indispensable information technology tool for all citizen outreach programmes.

