





# Citizen Participation

## Indore Journey Map Series 2018-2021

#### **About This Series**

**Building Healthy Cities (BHC)** is a USAID-funded learning project in four Smart Cites in Asia – Indore, India; Makassar, Indonesia; Da Nang, Vietnam; and Kathmandu, Nepal. BHC is testing how to successfully apply urban planning approaches that improve the social determinants of health in complex systems.

BHC uses exploratory data collection, multisectoral engagement, and citizen participation. This systems approach informs project activities and the prioritization of city-funded workplans. The combined impact should improve the lives of all residents in these three cities and reduce preventable mortality.

BHC is using several tools and processes to create coalitions and organize its approach in each city. One key process is systems mapping to illustrate the key dynamics (patterns underlying problems) and define key entry (or 'leverage') points to address social and environmental determinants of health. Another way that BHC is documenting citizen experiences in each city is through Journey Maps.

The Journey Maps apply 'design thinking' approaches, which are often used to tailor products to intended customers; citizens are like customers in that they pay taxes or fees to use city services. BHC has adapted this tool to document the experience (or 'journey') of citizens who are trying to overcome one service issue in each city, over time, updated on a quarterly basis. The specific topics were identified during the first year of activities in each city and fit within the larger context shown in the systems maps. BHC is using these Journey Maps to track citizen and city official perspectives, and to document change at the neighborhood level.

BHC is training people in each neighborhood to develop and use these Journey Maps and on grassroots advocacy techniques. By bringing the citizen experience directly to city planners, BHC hopes to better align municipal planning with community priorities such as safe water, clean air, hygiene, traffic safety, and other key components of healthy urban living.

### Life of Project Journey Map Summary

BHC is concluding the Journey Maps in 2021. This process brought insights into day-to-day service availability for Indore residents, and created a regular dialogue with the community and city offices about the causes, consequences, and potential solutions to persistent urban health-related issues.

Over the course of this 4-year map, usage rates for the Indore 311 app and CM Helpline citizen reporting systems slowly increased. New features were added to the app, and it was integrated into the Integrated Control and Command Centre in Year 2. These avenues for reporting were especially helpful during the COVID-19 lockdown. BHC assessed the two citizen reporting systems and made recommendations that will hopefully help the city continue to improve and expand the services.

















## Indore Journey Map #2 - Citizen Participation

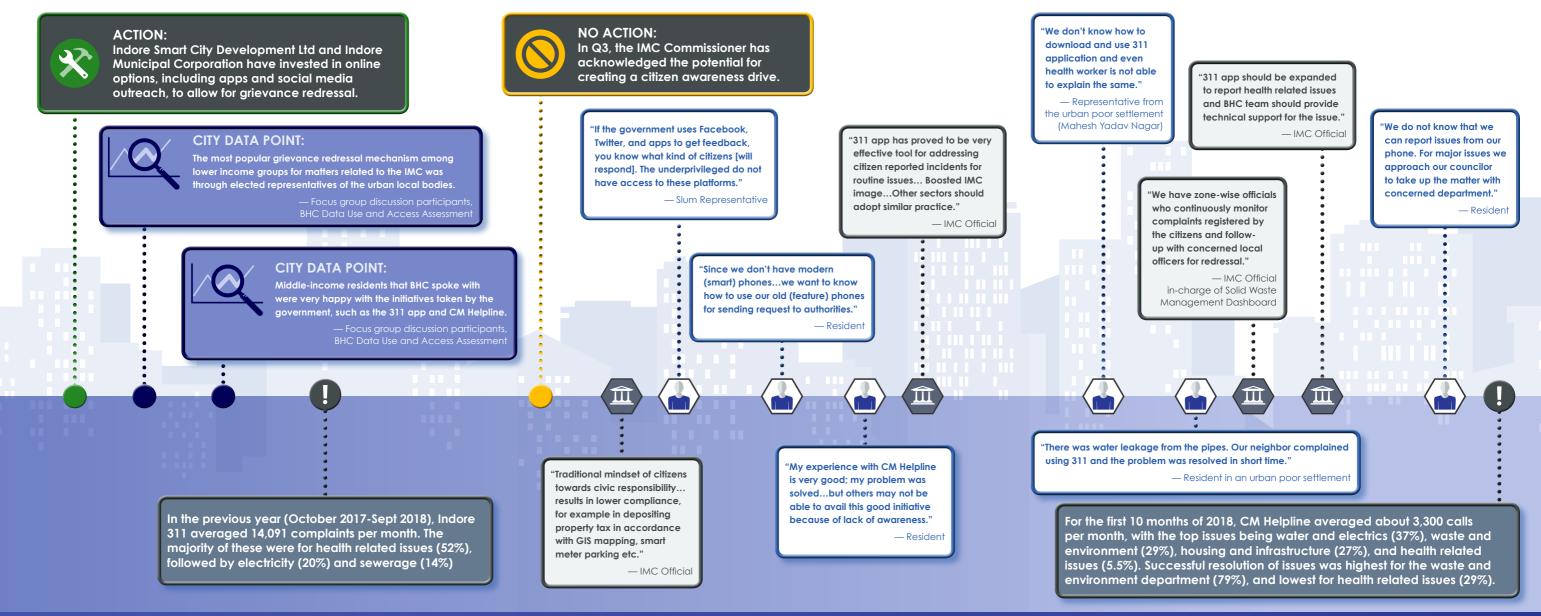
YEAR 1 One question BHC investigated through its Health Needs Assessment and Data Use and Access Assessment conducted in 2018, was how citizens participate in the Smart City process. Particularly, how do their voices reach city officials? BHC followed this issue in Indore over time, focusing on four channels of citizen engagement: in person, online, by telephone, and through social media. In Indore, 11 percent of households have computers or laptops with internet access, and

64 percent of households have mobile phones. There is relatively low usage of the city apps (Indore 311) and website as compared to communication via community leaders and the Chief Minister (CM) Helpline.



The CM Helpline and Indore 311 are platforms through which citizens can report issues directly to city officials.





Quarter 2 Quarter 3























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Quarter 4









## Indore Journey Map #2 - Citizen Participation

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Average complaints to CM Helpline

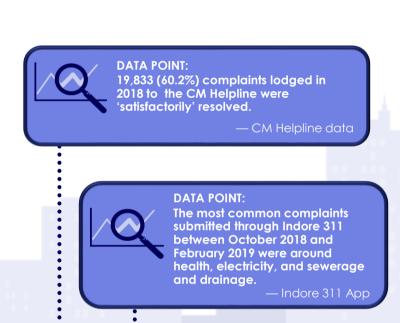
compared to the previous quarter.

"Drainage is choked and water is logging on road and

\*Call received by the department and officer came to

shopkeepers as well as customers are facing the

increased 2% and complaints to Indore 311 increased 44% as





"Garbage lies in the open plot near my flat in

Jeevan deep colony and we are facing

used to play near that plot and now it is

problem like mosquito and snake. My child

difficult to send him to play. It is dangerous for

— CM Helpline complaint, March 2019

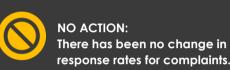
\*Chief Sanitary Inspector of IMC visited the

open plot and assured that cleaning would

"Encroachment has been done by a shopkeeper on road near Badi Bhamori locality. Once encroachment was removed by IMC as per order of Sub Divisional Magistrate but shopkeeper has again did the same. Due to this we are facing problem of traffic congestion."

- CM Helpline complaint, March 2019

\*Encroachment has not been removed.



"Sewer water coming in the toilet and bathroom from the back lane of the home and it is not a problem of single house, all neighbors are also facing the same problem.'

- CM Helpline complaint, June 2019

\*No action has been taken by authorities and the situation persists

"There are lots of garbage in there near the drainage and because of this water stagnation is there and our children are becoming ill due to mosquitos."

CM Helpline complaint, June 2019

\*A worker cleaned some of the lane but garbage is still there and the complainant was not satisfied by the





problem."

**ACTION:** 

'Sanitary worker has collected the garbage from door to door in the colony and threw it in the front of a shop and he misbehaved with the complainant.'

Indore 311 complaint, Sept. 2019

complainant satisfied

check the situation. Complaint closed and

- CM Helpline complaint, Aug. 2019

\*The problem was solved and the garbage collected. Complaint closed and complainant satisfied.

"No phone call by the authority and no one came to visit the locality for solving the [water stagnation and overflowl problem. We are living in worst situation as rain water accumulates there and drainage is blocked due to garbage."

- CM Helpline complaint, June 2019

\*Complaint was also made to ward councilor. No action has been taken by authorities and the situation













my child also."

Quarter 3







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CM Helpline webpage (left). Indore 311 app COVID-19 information and services (right).





**Indore Municipal Corporation (IMC)** began issuing birth, death, and marriage certificates through the Indore 311 app.



#### DATA POINT:

100% of 42,700 complaints submitted to the 311 app in October -December 2019 were 'satisfactorily'

- Indore 311 app data

The availability of official certificates through the 311 app saves citizens time, as they no longer have to visit the IMC office in person. Certificates are issued within 24 hours of a request.





"I have been blessed with a baby girl on 26th Dec. 2019 and after getting discharged from the hospital, I have completed process of getting birth certificate from IMC through Indore 311 app. I was very surprised to know that soft copy of the birth certificate received in just one and a half day after completing the process. I have come to know about this new facility by newspaper. Thanks to IMC team for doing excellent job."

- Indore 311 app user



#### DATA POINT:

IMC issued over 1,000 birth, death, and marriage certificates via the Indore 311 app in a 20 day period.

— Indore 311 app data



New features and services have been added for COVID-19 response.

IMC has added 3 features in the 311 app to

including tracking the spread in India and

sharing information about home delivery of

The Integrated Command and Control

for COVID-19. In addition to answering

COVID-19-related disruptions in services

such as lack of sanitizing in their area.

and allows consumers to report problems

Center (ICCC) is being used as a helpline

questions, this helpline tracks complaints of

share information regarding COVID-19

groceries and vegetables.



#### NO ACTION:

IMC continues to support the COVID-19 response through information

CM Helpline was exclusively dedicated to COVID-19-related issues in April and May during lockdown. Those calls were transferred to the state and the city COVID



IMC has continuously worked to support the citizens of Indore in delivering groceries, vegetables and fruits as well as providing updated information on COVID-19.



#### DATA POINT:

Between April 1 and June 30, 2020, over 59,000 complaints were logged by 311. The Health Department received the greatest number of complaints in April and May while in June, the Electricity, and Sewer and Drainage Departments, respectively, received the most.

- Indore 311 app data



#### **ACTION:**

New features have been added to the 311 app including payment gateways for property and water



IMC recently added a new feature called "Fever Mohalla Clinic" which includes the location and details of clinics where residents can go for treatment of fevers.



#### **DATA POINT:**

Between July 1 and September 30, 2020, over 82,000 complaints were logged by 311. The Electricity Department received the greatest number of complaints every month followed by the Health and Sewerage and Drainage Departments.

- Indore 311 app data































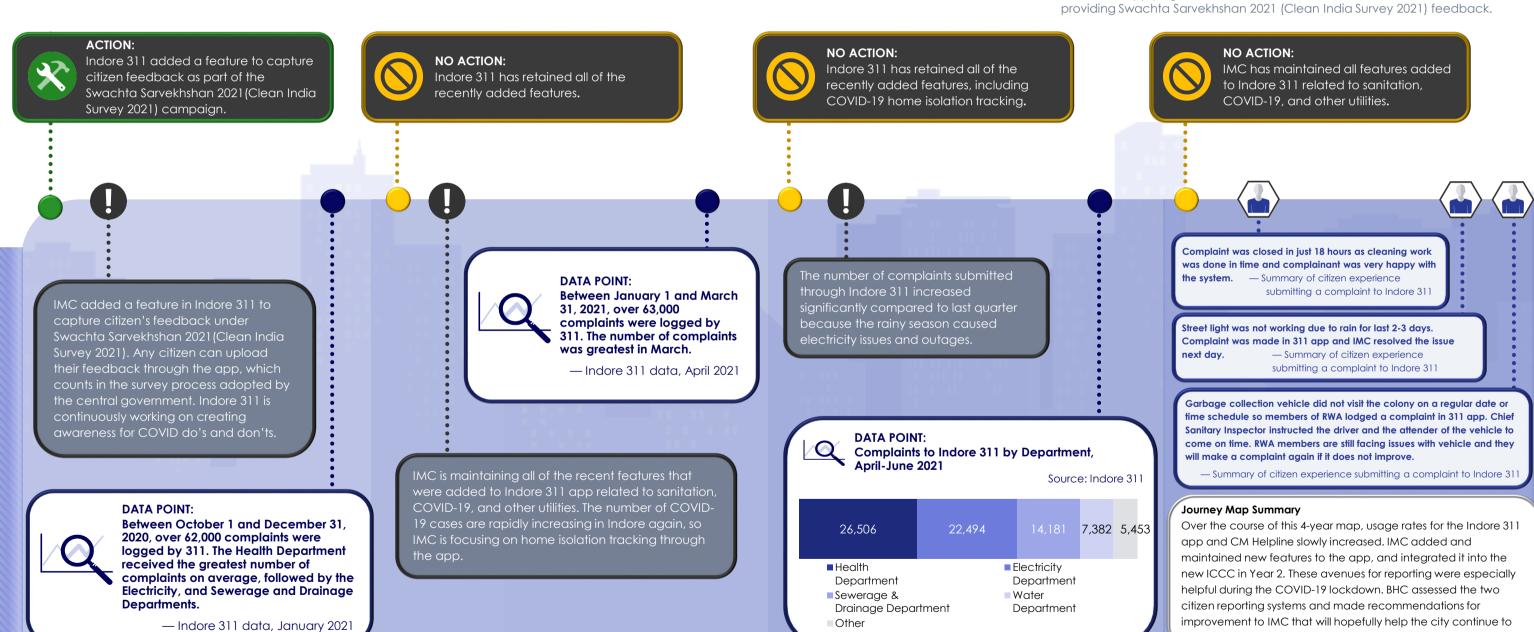
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Indore 311 app pages for COVID-19 information and services, and











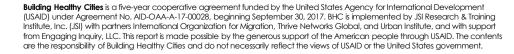
















improve and expand the services.



# How Does This Story Connect to the Indore Systems Map?

Loop 15: Why Speak?

hen city development efforts are not equitably distributed, segments of the population (typically the most vulnerable members) are excluded from informing the planning and design of this growth. As these communities experience the impact of being left out of positive advancement, they do not prioritize participation in city efforts - especially given the barriers they face in doing so (transportation cost, lost wages, disappointment of not being heard/ understood, etc.). When the community is not engaged, or does not understand their own value, in informing city improvement efforts, the ability of these programs to be successful in improving health outcomes and quality of life is diminished. As a result, leaders become less interested in prioritizing these programs, continuing the vicious cycle of exclusion and inequality.

BRIGHT SPOT: There has been much focus on involvement of citizens including local elected leaders (Parshads), other influential citizens, resident welfare associations, women's groups, civil society organizations, youth volunteers, etc., in promoting public health initiatives. One example is the program initiating door step collection of solid wastes which has enjoyed active community participation. People, who were otherwise dumping waste on the streets, are now separating and disposing of their waste as required, even prompting their neighbors to do so correctly. NGOs have been involved to motivate them to use the services. Now that Indore has been chosen as the cleanest city in India in 2017 and 2018, there is a sense of pride that is further motivating people to continue this effort. This engagement has shown to be very crucial for successful implementation of projects and achieving desired goals.

