

# **Project Proposal of Gambit**

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October 8, 2015

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# 1 Title of The Project

Gambit

## 2 Problem Statement

Corruption is a topic of interest and concern in academic circles, in the media, among people of different professions, within the civil service, among members of parliament, politicians, government officials, members of the business and financial communities, students, foreign investors, aid agencies and non-governmental organisations. In other words, the term corruption is not new to Bangladesh. Despite severe warnings, a large fraction of officials tend to indulge in rent-seeking activities and lead to exploitation. Our platform, Gambit, is solely aimed to address these corruptions by giving out the justice tool to the hands of the common people and proving the honesty of the government in combating corruption.

In a news article published by The Daily Star; Bangladesh has been ranked 14th in the global graft index, according to a Transparency International report. The country scored only 25 out of 100 points, Transparency International Bangladesh (TIB) said while unveiling its in the Corruption Perception Index (CPI) for 2014 at a press conference at Jatiya Press Club in Dhaka on 3 December 2014. TIB Executive Director Dr Iftekharuzzaman cited the survey findings and said that the governments failure to implement pledges to fight corruption, lack of professionalism and moral courage of Anti-Corruption Commission (ACC), curtailing independence of ACC and grabbing of land, rivers and wetlands overshadowed Bangladeshs profile. <sup>1</sup>

The public sector in Bangladesh is ridden with corruption of various dimensions and shades. Apart from bribery, rent-seeking and misappropriation of funds, the performance of public organizations is adversely affected by a host of other factors like excessive lobbying, delays in service provision, pilferage and larceny, irresponsible conduct of officials, bureaucratic intemperance, patronage and clientelism/syndicacy . The several institutional mechanisms to combat administrative malfeasance are rendered ineffective by a non-committed political leadership, a biased bureaucracy, weak account-

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<sup>1</sup>The Daily Star. (2014, December 3). Bangladesh 14th most corrupt country — The Daily Star. Retrieved from <http://www.thedailystar.net/bangladesh-14th-most-corrupt-country-53165>

ability structures, and unproductive legislative labors. The public body for controlling corruption is itself associated with all sorts of malpractices and conducts its affair most unprofessionally. Despite several attempts, the constitutionally authorized ombudsman is yet to find its place in the governance framework.<sup>2</sup>

A list of publications on Corruption in Bangladesh are annexed below in the footnote.<sup>3</sup>

### 3 Target Population

Citizens of Bangladesh.

### 4 Overall Objectives of the project

- To build an app that will help the citizens to fight against corruption.
- To reduce corruption of government offices in Bangladesh using technology.
- To provide a platform for mass people to raise voice against corruption.
- To involve people to take action for corruption reduction.

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<sup>2</sup>Zafarullah, H., & Siddiquee, N. A. (2001). Dissecting Public Sector Corruption in Bangladesh: Issues and Problems of Control. Public Organization Review. doi:10.1023/A:1013740000213

<sup>3</sup>BOOKS Rahman, Mizanur,Dr, November,(2007),Human Right and Corruption, Palal Prokashoni,Aziz Market,Shahbag,Dhaka. — Faruque, Abdullah Al, Dr,July,(2010) Essential of Legal Research, Palal Prokashoni Dhaka -1000. — Ann, Kimberly,June ,(1997) Corruption and Global Economy , editor ,Institute for International Economics,Washington.DC — Md. Akhteruzzaman, Human Rights and Corruption, Article on Combating Corruption in Bangladesh: A Legal Study, Published in 2007, Published By ELCOP. — Dr A.K.M.Masudul Haque, Human Rights and Corruption, Article on Law ,Development And Corruption in Bangladesh, Published in 2007, Published By ELCOP. — Dr Md.Johurul Islam , Human Rights and Corruption, Article on Allavating Corruption in Bangladesh : An Agenda for Good Governance, Published in 2007, Published By ELCOP

## **5 Output of the project**

The project will reduce the corruption in government offices by raising awareness among the social media. People will be directly involved in the process of reporting the corrupted activity and spreading the words. Citizens will get a platform to share their incidents where they were victim of corruption by individuals. They will be able to popularise their incident and ultimately bring justice to the corrupted person by raising mass awareness among people. People who are corrupted will see that citizens are taking matters in their own hand and publishing the audio of corrupted incidents, thus they will feel scared and reduce such activities.

## **6 Duration of the project**

12 months

## **7 Brief work plan**

The aim is to build a mobile application (aka. app) that will be able to record the audio of an incident where corruption existed. The app will also have capabilities to share the recorded audio. More features will be added based on requirements and later on the app will be spread all over the country so that people make it successful by using it. In order to make the project successful, the work plan below will be followed.

### **7.1 Information Gathering and Research**

This is the first phase of the project. Main goal of this phase is to decide on the feature and user interface of the app.

Initially relevant information will be gathered and the research team will work together with people from different sector to decide on the features and user interface of the app. This is a vital step towards building the app. A solid idea about the necessity of the app will be generated. Later the team will build a general idea about how people might want to use the app. During this process we will use our already built app (made during National Hackathon 2014). A group of people of different age-groups will be asked to use the app in different offices where corruption is prevailing. Afterwards,

those users will be asked to share their experience and feedback. Based on those information, we shall decide on finalised features of the app.

A monitoring committee consisting of 3-5 members will be recruited. The members of this committee should include at least an ICT expert, a government official and an intellectual person with knowledge about working towards a sustainable project. We shall share our feature list with the monitoring committee and based on their feedback, the necessary changes will be made.

## **7.2 Prototype Building**

Once we have the finalised app idea with full information about features and user interface of the app, we shall move towards building the prototype of the app. Once a fully functional prototype is prepared we shall show it to the monitoring committee. Based on their feedback, necessary changes will be made. At this point no new feature will be added. Upon approval from the monitoring committee the prototype will be sent to a small group of people who will test the prototype in real government offices. Based on the test results, if necessary, the app will be modified. There might be several iteration of the above mentioned process. Prototype will be modified and test repeatedly until the prototype comes to a solid state.

## **7.3 Application Development**

When the prototype will need no more change then the final app will be build following that prototype. At this point, the development will be done carefully and industry standard coding will be followed. The app will be developed in a way that it is extendable, scalable. Extendable means more features can be added later and scalable means if a huge number of user uses it, the app will run perfectly.

## **7.4 Deployment**

Once the app is ready we shall try to deploy in Play Store and any other relevant app store (if any). On the other hand, a server will be rented or purchased and maintained to keep the information about the app. Deployment process might include many more activities later on based on the situation.

Once this process is finished, general public will be able to use the app from their smart phone.

## **7.5 Promotion**

The app will be promoted among general population using various techniques. The goal is to make the maximum number of people aware about the app and encourage them to use the app. Our teams will use social media, television, radio, newspaper as medium to spread the news of the app. Advertisements will be given to increase the reach. Our teams will go to various schools, colleges and universities and promote the app among the students so that they can share the app with their family. More marketing strategy will be decided by marketing team as the app grows.

## **7.6 Partnership**

For sustainability of the project, partnership is a vital part of the project. Once the app is popular and we have a solid user base, we shall go to organisations that relates to our work and secure partnership that is mutually benefitting for both the side. We shall try to get partners who will be able to distribute our app towards mass people.

## **7.7 Monitoring and Bug Fixing**

This is a recurring process. This process will start from the time the app is developed finally. We shall monitor the performance of the app using our monitoring mechanism. Several tools might need to be developed depending on the situation which will be used to monitor the app. During that time if we find any bug, the responsible team will fix that immediately so that the app does not loose its users.

From time to time surveys, interviews among the users will be arranged to gather public opinion about app so that necessary modifications can be made to it.



## 8 Major Milestones

1. Preparation of finalised app feature list and user interface approved by monitoring committee.
2. Final prototype tested by testing group and approved by monitoring committee.
3. Final industry standard app ready for deployment.
4. Deployment of the app and building the necessary infrastructure.
5. Promotion of the app among mass people.
6. Securing partnership with organisation for scaling up the project.
7. Monitoring and bug fixing for flawless user experience.

## 9 What makes the solution an 'Innovation'

The problem we are dealing with is about corruption. It is a problem that goes back centuries. Abolishment of this problem is difficult. So we came up with an innovative solution to tackle corruption.

We actually look into the problem and saw it from different perspectives because it is not really an easy problem to analyse. In almost all the sectors of our country, there is corruption. Thus we tried to work things out so that nobody gets harmed. It is not possible to get rid of corruption once and for all, so we decided to start raising social awareness. It is evident that the process of complaining against someone is very difficult. So our idea to create social awareness against the corrupted person evolved. We do that by building an application capable of recording the conversation silently between the corrupted person and the victim. Then the victim can send the recording to the higher authority. If he does send the record to the proper authority, still he can share to the whole world by sharing on the social media. So creating awareness through social media is our ultimate goal. Many people will be able to see, hear and read about the corruption that are happening in the country and based on authenticity of the post, they might share the incidents. As a result a lot of people will get noticed about the

corrupted persons beforehand. This can be an efficient way of pointing out the corrupted persons in our country.

While researching on the topic to get way to prevent corruption, we decided on this plan. The reason of raising awareness instead of trying to punish the corrupt is that there is corruption in almost every sector. It is a difficult and lengthy process to do the justice for these corruptions. Afore-said reasons are mainly why we came up with this solution and that makes it innovative idea. May be we will be able to prevent corruption if we can build such an application with the help of the government and decrease the rate of corruption in our country to make this a better living environment for our future generations.

## **10 Expected results of the project**

A user will take the app to any government office and record any conversation that he is having with a government employee. If the government employee asked for bribe or said anything that leads to corruption, that audio will be recorded in the app. The user can share the audio in social media as he is or anonymously with few information about the government employee. If the incident is genuine, people in social media will spread the audio too. This way the proper content will be filtered and people will know about the corruption that is happening in the particular office. They will also know the name of the employee. This way people will be aware of the situation. Also the person, who was corrupted will be socially pressured his surrounding, since they know about what he has done. He will feel ashamed and gradually decrease corrupted activities. Also, the media and Police will have a point to start investigation. Thus, all sectors of people will be involved to reduce the corruption by raising awareness.

## **11 Is there any possibility to scale up the project?**

Yes, the project can be scaled up in several ways. The app will be made in such a way that scaling is possible anytime. If the servers are upgraded then it will be able to serve as many people as needed. For our project, scaling up means reaching wider audience. This can be done in several ways.

Promotion is vital part of the project. To reach maximum audience we shall have to involve the students of the country to promote our app. We can send teams to all the districts of Bangladesh and ask them to have meeting with students and teachers of all the schools in that district. There they will talk about the app and form a club whose job will be to spread the news of the app among the people near them. This way a great number of population can be reached.

Through effective partnership, the project can also be scaled up. If we can make the biggest organisations and non-profits our partners to promote the use of the app, that will make the scaling up process easy. Rural people can be accessed with this since lots of organisations are working in rural areas of Bangladesh. Training the people and influencing them to use the app will also be easy.

Lastly, the biggest brands and offices of the country can be reached too in order to scale up. If their employees use the app, then a big number of people will be influenced too. Often times people share their experience in social media, so that way, lots of new users will also come. Moreover, scaling up the project is possible with help of proper investment and promotion.

## **12 Is there any opportunity of income generation from the project?**

Earning revenue from the application is difficult but not impossible. It is difficult because, the app is for public awareness. In case of android applications we can always try for revenue from advertisements. If the application gets approved in Google Play store, the income can start easily given that, we can make everyone believe that they need the application for their own protection and welfare.

## **13 How the projects will become sustainable?**

This will be a self-sustaining project once it gets some momentum. The technical side of the project which includes addition of new features, fixing bugs, maintaining codes etc. can be done by many open source developers if the app is made open source. That way, public will be able to make the app the way they want.

The other major cost for the app is to maintain the servers. The costs can be made either by advertisements or by asking for donations few times in a year. If the people get benefitted, they will support for the maintenance of the servers.

If we create clubs in schools and colleges that promote the app, then those clubs can play major role in promoting the app for a long period of time. Thus it becomes a very sustainable way of promotion. Overall, once the people feel the need of the app, they can take charge and take care of the whole project and make it very sustainable for a long time.

## **14 Do you need financial support for further extension?**

If new features are to be added after first 12 months of the project, then new developers will need to be hired. That will need financial support. Also, if the user base expands tremendously, the server cost will increase. With increased promotional activities, the expense will raise too.

## **15 Existing capacity of the applicant**

While designing the application we are were very careful about the user experience. We focus on that part a great deal. The application is really easy to use, one does not have to be an expert to operate our application. Some basic requirements are: The applicant has to own a smart phone, he also has to know how to use a smart phone, mainly the basic works.

We have made our application user friendly, all a user has to do is press a record button and after completing the record what the applicants have to do is save it and share it with another touch. That is how we are going to build our application, it is really very simple but also elegant at the same time. We specially focused on the user of all class.

## **16 Final Result**

Finally the project will bring reduction in the corruption. It will make the people aware that corruption is unacceptable and if any evidence can be

collected, the corrupted person can be brought towards justice. This belief will help reduce corruption in the country.

## **17 Monitoring Mechanism (including reporting)**

A monitoring committee consisting of 3-5 members will be responsible for supervising and monitoring the project. The members of the monitoring committee will include at least an ICT expert, a government official and an intellectual person with knowledge about working towards a sustainable project. The supervisor of the project will also be in the monitoring committee.

The news and updates of the project will be discussed with the monitoring committee on a bi monthly basis. Project manager will submit the quarterly report to the committee which will contain the activities done in the quarter, amount of people reached, total number of posts and other relevant detail.

The short term and long term goals of the project will be shared with the monitoring committee and based on that, the committee will determine the overall success of the project.

## **18 What are the risks? How the risks will be managed?**

There are several risk involved with the projects. They are discussed below:

### **18.1 Low User Base**

This can be a major risk for the project. The app will only be successful if a big number of people uses it regularly. If the user base is low for a long time, the app will not be able to function properly. It will not be effective either. There are several ways to manage this risk. First step would be to make the app in a way that people likes it. This can be done by testing the app again and again amongst the potential users and carefully choosing the functionalities and user interface. Once the app is ready, massive promotional activities will have to be done so that people know that they need the app to stop corruption.

## **18.2 Lack of Skills**

If the people who are downloading the app does not know how to use the app, they will not be able to use it properly. Thus, while making the app, easy and intuitive interface will have to be made. Even after that, if people do not understand how to use it, they need to be taught the methods either face to face or via any media.

## **18.3 Reluctance from Government Offices**

There might be cases that the government offices are not welcoming the app. They might be scared of invasion of privacy. Thus, they might disallow the app in the offices. In order to restrict that, our team need to discuss with the high officials about the usefulness and potential of the app. With proper discussion and mutual understanding, this risk can be managed.

## **18.4 Loss of Data**

In many cases it is seen that the data of the app in the servers are lost due to physical damage or due to activities of hackers. In order to tackle that, we will have to ensure proper security, necessary backup and periodic monitoring so that all our data are safe.

## **18.5 False News**

There might be cases that people are making up audios and sharing in social media that are not true. They might try to harass people. If that is the case, the popularity of the app will decrease. To avoid that, our app will have a feature that lets users report any post that seems fake. We shall investigate that immediately with the help of Police and other authority and filter that content.

## **19 What is the poverty relevance?**

When the application will be complete and people will be able to use it, through social awareness the rate of corruption has to decline. Thus the livelihood of the general people will increase as well as of the poor. Because the poor are the worst sufferer in this corruption scenes.

## **20 What is the value for money?**

The value for money is that, the users are getting a beautiful application which will benefit all the people of the society because social sharing is done by some people but all the the people get it's privilege.

## **21 Percentage of underprivileged women will benefit?**

We did not make our application for a specific race or class, it is for all. So no we do not have any extra features to support the benefits of underprivileged women.

## **22 Percentage of disabled will benefit?**

We did not make our application for a specific race or class, it is for all. So no we do not have any extra features to support the benefits of disabled.

## **23 What is the positive impact on environment?**

The positive impact on the environment will be that, while designing the application we kept in mind about the environmental effect of it. The effects are very positive, we did not use any sort of technology which might affect the environment. It is just a simple recording application which can be used to create social awareness.

## **24 Idea in Brief**

The application we are trying to build to create social awareness against our country's one of the greatest challenge, corruption. So we had to analyse accordingly as it is a very complex problem and long back many years. After a lot of research and brainstorming, we have come to the point of making the application a unique one and user friendly.

- The application is made with very easy and stylish user interface.
- It is a simple audio record machine.
- People can add the corrupted person's name, rank and affiliates.
- Users can share the record through hash tag in the social medias.
- By posting the record in social medias, victims can create social awarenesses.
- In future, video option can be added in the application to get a clearer view.
- Location pin pointing feature of the scene of the crime by using Google map can be added in future.
- It is a powerful tool for creating social awareness.