

# **ICTD SOLUTIONS FOR DECENTRALIZATION OF GOVERNANCE**

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*by*

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# Certificate

This is to certify that the thesis titled **ICTD Solutions for Decentralization of Governance** being submitted by **SURBHI JAIN, PREETI RANI** for the award of **Master of Technology** in Computer Science & Engineering is a record of bona fide work carried out by them under my guidance and supervision at the **Department of Computer Science & Engineering**. The work presented in this thesis has not been submitted elsewhere either in part or full, for the award of any other degree or diploma.

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## Abstract

The objective of this project is to give the power of governance in the hands of rural India by the means of technology [4]. When information will be retrieved as well as generated by the local people, it will provide a quick platform to the people in greivance redressal as well as the information generation. Human Access Points (HAPs) of the village will be provided with the mobile applications [5] which acts as a bridge in establishing communication with the local community. HAPs can launch suveys, view active surveys of GramVaani, can broadcast any urgent voice message or text message through the Gramvaai IVR setup. NGOs are provided with web portal to notify HAPs. Web portal provides communication interface between NGOs/ District personnels/ Officials and HAPs. It provides functionalities for admin registration, notifying HAPs, launching surveys, viewing survey reponses and so on.

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**Surbhi Jain  
Preeti Rani**

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# Chapter 1

## Introduction

### 1.1 Objective

The objective of this project is to achieve decentralization in governance through the mobile applications. It aims in the delegation of power in the hands of local community people known as human access points (HAPs) to foster local governance. Panchayat members will be given an Android phone pre-loaded with a local governance application which is used for the dissemination of information to the local community people. These volunteers will use installed mobile application for the broadcasting of audio announcements, sending of quick text messages to the registered members of the community. Application will also be used to launch the recent ongoing surveys to the relevant target members of the community. It will help in community monitoring, improving awareness, spreading of social welfare information, dispersing information related to government schemes and other livelihood services.

### 1.2 Motivation

We can see various regions of India where information unreachability is a major concern. In the modern era, smart phones have become a massive infotainment tool which can be used for the information reachability in resource lagging areas. Also, E-government and related Information and Communication Technology (ICT) are commonly understood to provide a great opportunity to innovate the business of government by fostering efficiency and reforming public management [7].

Firstly, People of rural areas are deprived of these smart phones which is the key reason of information deprivation among these people. Secondly, administrative people working top in the hierarchy are unaware of the local

community problems. Thirdly, rural people are poorly literate which hinders them from the information.

Keeping above problems in mind, delivering of voice messages on the basic phones of the local people by their own community members using mobile applications is the best tool for information dissemination. Local people (panchayat members/ HAPs/ Volunteers) can serve their community better. Voice messages become accessible to even poorly literate people. Also, Voice calls will help poor people in a better way. With a mobile service subscriber base of 377.73 million in rural areas as on March 2014, it indeed is a good idea to use mobile to bring local governance among the community people and foster social change [?]. Delegating information through mobile phones to such a large subscriber mobile base will effectively help in managing local issues of the local people by the volunteers.

## 1.3 Brief Description

Decentralization is the process of redistributing or dispersing functions, powers, people or things away from a central location or authority [?]. Decentralization provides the opportunity for a wider diversity of innovations, and increases flexibility of government in the context of changing circumstances. This is so because the decentralized, participatory model of governance mainstreams the many groups of citizens that were previously excluded, and creates greater scope for local and community self management. This means that the vast reservoir of talent, innovativeness, creativity, problem solving capacity and leadership qualities which have previously laid dormant in the local population is now able to find expression, and can be applied to the problems, visions and aspirations of the local community, and will also be available to contribute to nation building. [?].

### 1.3.1 Advantages of Decentralization

#### 1. Better control and supervision

Decentralisation ensures better control and supervision as the subordi-

nates at the lowest levels will have the authority to make independent decisions. As a result they have thorough knowledge of every assignment under their control and are in a position to make amendments and take corrective action.

**2. Quick Decision-Making**

Decentralisation brings decision making process closer to the scene of action. This leads to quicker decision-making of lower level since decisions do not have to be referred up through the hierarchy.

**3. Facilitates diversification**

Under decentralization, the diversification of products, activities and markets etc., is facilitated. A centralised enterprise with the concentration of authority at the top will find it difficult and complex to diversify its activities and start the additional lines of manufacture or distribution.

**4. Executive Development**

When the authority is decentralised, executives in the organisation will get the opportunity to develop their talents by taking initiative which will also make them ready for managerial positions. The growth of the company greatly depends on the talented executives.

**5. It promotes motivation**

To quote Louis A. Allen, Decentralisation stimulates the formation of small cohesive groups. Since local managers are given a large degree of authority and local autonomy, they tend to weld their people into closely knit integrated groups. This improves the morale of employees as they get involved in decision-making process.

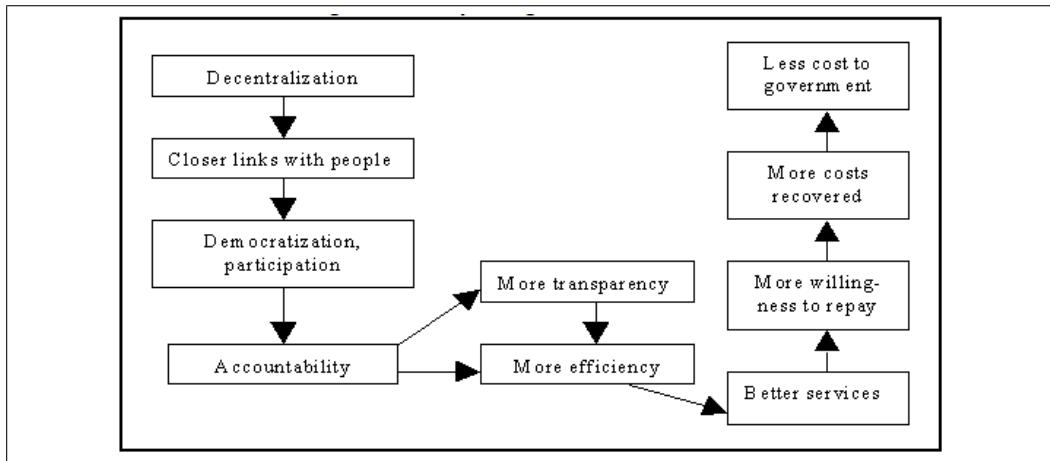


Figure 1.1: Advantages of Decentralization of Governance

Consequently, the designed application will be used by the volunteers for the easy dispersal of information to the local people. People will remain informed about the ongoing government schemes, daily livelihood services and other local news. Participation in the ongoing surveys will also be managed and tracked easily. Delegation of community monitoring in the hands of volunteers will help in achieving the decentralization of governance effectively.

## 1.4 Literature Review and Related Work

India is witnessing a phenomenal increase in mobile phone usage particularly in rural India over the last few years. Mobile handsets have become affordable and feature-rich making them amenable to value added applications. There is a consensus among mobile service providers, mobile content developers, banks and other financial institutions, policy makers (i.e., Reserve Bank of India, Ministry of Panchayat and Rural development), and various regulators (i.e., Telecom Regulatory authority of India, Indian Banks association, Insurance regulator of India, Mobile service provider association) that mobile applications is a viable way to reach information and service to rural people. The following papers were reviewed while developing the concept.

- Emergent Practices Around CGNet Swara, A Voice Forum for Citizen Journalism in Rural India, ICTD12 [6] : This paper talks about the

initiative of CGNet Swara, which is a project similar to JMR active in Chhattisgarh. The authors explain the deployment of the system, and their experiences. It also delves into qualitative and quantitative analysis of the data coming in, of the callers, topic about which stories were reported among other things.

- Designing Mobile Interfaces for Novice and Low-Literacy Users, ACM Transactions on Computer-Human Interaction. 2011 [5]: This study explores different interfaces for low-literacy and novice mobile users. The authors conducted two studies comparing text-based interfaces to other different alternatives such as, one: automatic solutions including graphics, spoken dialog and text-free user interfaces and second: a live human operator. Based on these studies and interviews conducted with the subjects, the authors cite results regarding the comfort of novice users with the different mobile interface components. They also lay down certain design recommendations while designing mobile user interfaces for such users.
- Citizen Connect SMS Mobile Application [?]: This mobile application empowers citizens with access to information and grievance redressal of local government services. SMC was launched to provide latest information and facts to people and take the government services to the doorsteps of the citizens. They launched a mobile app Citizens Connect that enables information sharing and service providing through latest technology. The mobile app, which can be downloaded free of cost on Android phones, provides information regarding elected and administrative wings, registration procedures, recruitment advertisements and even rainfall. Users can also check birth and death certificate details, property tax details, pay water meter bills and share feedback. Having launched in 2013, the app has already received over 18 million service requests and 7400 complaints.
- Mygaon, Web Platform [?]: The initiative is centered around India's 6.4 lakh villages, and more importantly, their efforts towards ensuring that each of native village is prosperous, healthy, and safe place to live. Mygaon's vision is to create a comprehensive, dynamic and interactive

web platform of information on villages in India in order to facilitate impactful and accelerated social change. On My Gaon, one is able to browse through real-time information on villages in India in a rich and visual manner. One can also view information regarding verified organizations which are involved in successful and highly impactful projects in these locations. They introduce 'Village Champions' - individuals on the ground who are willing to help community people make a lasting impact in the villages and thus provide them with all the information, tools and networks one need to contribute to one's native village.

- **Rural ICT :** Rural Information and Communication Technology (ICT) is a software platform that leverages cheap mobile phones and opportunistic Internet access for commercial purposes as well as group-based knowledge exchange. Users interact with the platform by dialing a phone number and navigating simple automated prompts using touch-tone keys. It is a knowledge sharing system built for telephony, which empowers its users to engage in conversation, trade or exchange of ideas in any language and with any community, thus surmounting literacy and language challenges. The voice portal is a 24-hr system where customers can record their order any time, it will thus help in saving time, effort and money. Orders placed would be easily manageable, can be tracked and avoid any loss or missing orders. There is no limitation on no. of user availing this facility in a group and thus also can be used for public surveying. This automating of job is to set an online system - to process transactions and announcements.

There are three users of the system named as admins, publishers and the members. The customers register to the system as members. The publisher along with the permission of the admin will handle the system and broadcast messages to respective customers. The members of the system, the customers can place their request on the system. It may be in the form of an order, a feedback or a response. All their response and request will be stored in the system and the publisher or the admin will make sure that the order is being processed successfully. Thus with the help this system, one can record a message (special offers or

notifications) to be broadcasted.

- Comparing Semiliterate and Illiterate Users Ability to Transition from Audio+Text to Text-Only Interaction, CHI09 [?] : In this paper, the authors establish fact that illiterate and semi-literate users cant be both clubbed together into one category when it comes to designing suitable user interfaces for them. This is so because for users with some basic literacy, who though might not be able to read and write flu- ently, text provides an unambiguous mode of interaction. The authors conducted studies where they found that when semi-literate users were presented with an interface with both text and audio support, they soon reduced their dependence on audio while no such improvement was found in case of the fully illiterate users. The paper provides interesting insights into the differences in the responses of fully illiterate and semi-literate users to different UI components.

# Chapter 2

## Landscaping Study

Before building any technology, we must explore the existing technologies of the same doamin, their challenges and drawbacks, accessibility of these technologies to the target people and scalability issues. Many questions came in our mind before we started working on the solutions for information reachability to the community poeple.

### 2.1 Surveys

We conducted on ground surveys in the information deprived and backward areas of Delhi to find the answers of various questions. What type of problems are generally faced by these people? How people use media and mobile phones for solving their community level grievances? How people gain access to daily information, get their complaints solved, receive benefits of Governemnt schemes? How is government involved in solving these matters? How the grievances are amplified which forces government to solve the problems? We tried to find the answers of these questions by conducting following on ground surveys.

1. **Survey of Munirka Village** Munirka is an urban area in South West Delhi, located near Jawaharlal Nehru University (JNU) and Indian Institute of Technology Delhi (IIT Delhi) Campuses [?]. Munirka is a village where development has started in early 1990s. The area is mostly dominated by the jaat community. We entered in a dealers shop and asked about the village life, sarpanch and marginalized group in munirka.

Moreover, we found that the sarpanch of munirka himself lives in Vasant Kunj and rarely visits his constituency. That was very disappointing part as he was not at all involved in solving the problems faced by his

people. He also gave us contact number of vice-sarpanch Bharat Singh who lives in a nearby street in munirka. He said Munirka is no longer a village and the area was well developed where everyone owns a smart phone and living a standard life. All shop owners were well equipped with basic amenities. We also talked to some local shop owners on the main street. The place was still following the village third-tier Panchayati Raj System. Some points are summarized below.

- (a) It is now termed as an urban area but the place still follows the hierarchy of sarpanch, vice-sarpanch and community people.
- (b) Shop owners were using TV as their source of information. Some youngsters were listening to the radios for infotainment.
- (c) People owns the shop and had the information of their residence and their area.
- (d) Almost many people owns the mobile phones.
- (e) Government involvement was very less in their grievances.

**2. Survey of Vasant Vihar** Our next visit was towards vasant vihar. Vasant Vihar is an exclusive neighborhood located in the South West Delhi district of National Capital Territory of Delhi. We had a visit to coolie camp situated in the same place. It is a slum area where people were living in adverse conditions. There was no proper sanitation facilities and no hygienic conditions. More than 3000 jhuggi-jhopdiyas, some pakke makaans were agglomerated in such a small area. The irony is Vasant Vihar is one of the most expensive residential areas in the world (source Wikipedia) and it still has such slum areas.

Well, we asked various questions to the residents of that place regarding the availability of basic amenities. Whether they are able to avail the benefits of various schemes, are able to solve their problems at community level, or by the involvement of the MLA of their area Parmila Tokas. They said for the issues of water and electricity availability, they approach to the MLAs office to put their problems. Sometimes, Officials or people from some department or ministry come to take surveys for various statistics related to literacy rate, population count, number

of schools, toiletries etc but problems of local people are not addressed. They take numbers and put it in records. One of the person standing near the retail shop said that they make no efforts after the surveys, just take the figures that too improper and report to higher authorities. People were reluctant in answering the questions and were uninterested in sharing the stories and experiences they face and encounter.

- (a) Women were dependent on male members of their family, were unaware of the community information and were carrying no mobile phones.
- (b) Youngsters were carrying the smart phones for receiving and making calls and were using it generally for two applications i.e. Facebook and Whatsapp.
- (c) Local shop owners of the slum areas were carrying basic phones.
- (d) People aged between 40 to 60 were using phones mainly for gas booking purposes and for receiving and making incoming and outgoing calls respectively.
- (e) Youngsters wanted job related information.
- (f) No one was much concerned about health problems and health grievances.
- (g) People rely on words of their peers. Local people generally got informed from mouth to mouth communication by their peers.
- (h) Shop owners are aware of their locality, its problems but have no smart media and were seemed pre-occupied with their own local problems.

3. **Survey of Seemapuri** Seemapuri is mainly a rural zone in Delhi. New Seemapuri is situated at one end of north east Delhi. It has Uttar Pradesh as border on one side and lies adjoining to Dilshad Garden in East Delhi. It is basically a heterogeneous community with multi-cultural, multi-lingual and multi-characteristic features. Most of them earn their bread and butter by picking and sorting of rags. Some are

daily wage earners, street vendors, domestic helps, and many other menial jobs which are the main stay of their sustenance. Few of them are also shopkeepers, rickshaw pullers and semi skilled labourers working in the construction sector. The fact remains that many of the families are unable to feed their children with the meagre earnings they make.

- (a) There are two slums near dilshad garden metro station, Rajeev camp and Sonia camp which were earlier displaced from some other area of Delhi to Dilshad garden due to ongoing construction.
- (b) Rag pickers earn their wages by picking and selling waste material which is too less for their livelihood.
- (c) No government surveillance and cleanliness of the locality is maintained.
- (d) People are poorly literate and have no source of information to participate in social development and governance related activities.

## 2.2 NGOs

A non-governmental organization (NGO) is a not-for-profit organization that is independent from states and international governmental organisations. They are usually funded by donations but some avoid formal funding altogether and are run primarily by volunteers. NGOs are highly diverse groups of organizations engaged in a wide range of activities, and take different forms in different parts of the world. We talked to NGO personnel of 'Action India' working in Seemapuri Area for the cause of community people and for solving their community and livelihood problems.

1. **Visit to Action india** Action India founded in 1976, has taken many big and small path breaking initiatives by grassroots women, which clearly indicates the strong potential in women to become change agents in the process of social transformation. Action India sustains a balance between community based work and the universal struggle for women's

rights. While protesting against wrongs, Action India simultaneously creates alternative modes of self-help, self-esteem and self-assertion.

We had a talk with Mr. Praveen from Action India, project co-ordinator Mr. Deven and Mr. pramod regarding Action Indias approach in solving problems of women and various programs like women helping women, Save the girl child campaign, Adolescents Education for equality, Access to water and sanitation, Rural program looking through a gender less. Various sanghs like sable mahasangh maitreyi mela, Hinsa mukt mahilay , beti utsav were started and are being run.

The NGO works for women empowerment program. We have discussed the ways they follow to solve the problems of women.

## 2. Cause of Action India

- (a) **Eliminate Discrimination** : Action India initiated the Mahila Panchayat (womens courts) as a forum for dispute resolution and realized need and effectiveness of womens support groups. With the help of legal resource persons the paralegal workers trained the mahila panchayat members on legal rights of women with a strong focus on gender equality. Paralegal workers from the community, mobilized members for the mahila panchayats and today we have 9 mahila panchayats in Delhi. Mahila Panchayat has 14 paralegals and 225 mahila panchayat members. Mahila Panchayats themselves involve in solving the issues of women and support all the cases without any bias till the end.
- (b) **Facilitate access to education** : For education related issues, they approach to School Management Committees, Dept. of School Education and Literacy, Ministry of Human Resource Development, Government of India which sometimes involve in solving the teacher absenteeism problem, School Mgmt Team, Mid day meal Distribution etc.
- (c) **Facilitate access to health care** : They approach to health and sanitation committee where they force them to solve the issues, go to deliver reports in person, for complaints they seek for constant

reports and keep receiving to show in case they don't entertain. NRHM benefits are also sought by people.

- (d) **Enhance access to livelihood and economic rights :** Near the New Seemapuri Road which is approx. at 1 km distant from the Dilshad garden metro station, the complete road is occupied by the rag pickers (kabadi vala) with their sacks. Due to this, this road smells very much and the residents have problem with it. But as the Action India volunteer Mr. Praveen told us, this work is the only livelihood for these rag pickers. Also, the MCD vehicle cleans all the leftouts by the rag picker daily in the evening. We talked to the rag pickers also asking the problems faced by them and how do they get it solved. We found from the conversation that their voice is not heard by anybody nor it is communicated to the govt. authorities. When they were told about the android application features, they found the grievance redressal the most useful. As their primary need is to secure their livelihood and not the secondary needs which they cannot even think to access.
- (e) **Enable participation in governance and development :** They encourage people to participate in the local governance related and development issues of society.

## 2.3 Observations and Suggestions

1. Political Agenda for all the commissions matters more than the actual solution for the problem.
2. School Association Committee (SMCs), health and sanitation committee (HSC) were not able to solve and address the villagers' problem effectively.
3. Recognizing and delivering on-ground training to Human Access Points.
4. Unawareness of HAPs regarding local community problems
5. Data Security and Multi-lingual Support

6. On ground training is mandatory before launching any scheme, giving any benefits, introducing ICTD media among people, deploying any technology.
7. Manual intervention and involvements are the key elements in introducing big changes and turning heads of the people.
8. The local knowledge of village is very important prior introducing any new model in that place. Necessity of responsible people in various regulatory authorities, commission departments, panchayats, Government officers, NGOs workers, ASHA workers, school teachers.
9. People should themselves come forward to seek solutions and seek information and registering complaints.
10. Mobile phones users are many and they can be given on ground training for making the human access points and local villagers known with the problem and the technologies.

## 2.4 Conclusions

It is analysed from all the surveys that people who live in the underdeveloped areas like rural areas and the slums do not have a platform where they can get all the information about the basic needs which they require in their lifestyle. Information about administration, education, health schemes, employment, agriculture, gas cylinder bookings, land acquisitions can be correctly communicated to them which will help them on fulfilling their needs and eventually develop and making their lifestyle better. But there are certain problems in the implementation of the method.

1. People do not have even small knowledge of operating the mobile phones whether basic mobile phones or smart phones. Condition is even worse with women. Though youth and earning member of the house have phones but still they do not know more than dialing and receiving the call thus intense training is required for the proper implementation of the approach.

- 
2. People are reluctant in sharing the information to the people outside their community. Or they tell data which is partially or completey false. Thus to collect data through telephonic surveys, Trust needs to be built that it is for their welfare only.
  3. If started by implementing the approach for all the areas mentioned above, it is unlikely that it will be implemented properly for all the fields and a large dataset of information is required and need to be maintained. Thus the approach should be started by implementing for 1 or 2 areas initially.

# Chapter 3

## System Architecture

# Chapter 4

## Gram Vaani APIs Communication

Following GV APIs are used to achieve the functionalities given to the end users and NGO personnel.

### 4.1 Launch and View Surveys

- Get Active Surveys : To get the surveys of a particular app\_instance  
API URL : /survey\_survey/
- Get Survey Questions : To get the form of a survey, which contains the questions.  
API URL : /form\_question/
- Get Responses : To get the responses of a survey.  
API URL : /survey\_record/cdr\_records/
- Create Questions : To create questions for a particular form. The responses to the questions can be of three type VoiceMCQQuantitative  
API URL : /form\_question/add/
- Upload Audio : To upload audio prompts, which can be used later as a questionprompt
- Create Survey : After creating the form\_questions, the survey needed to be saved. This will make the survey active by default.  
API URL : /survey\_survey/save/

## 4.2 Contact Groups Management

- Get Contact ListsGroups : Fetches all the contact groups (lists) maintained by the user.  
API URL : /callerinfo\_contact\_list/
- Get Contacts : To get the contacts of a particular contact list  
API URL : /callerinfo\_contact/
- Create New Contact List : To create a new contact list in GV instance  
API URL : /callerinfo\_contact\_list/
- Create Contact in Single or Multiple Contact Groups : To create a new contact and adding it to multiple contact\_lists  
API URL : /callerinfo\_contact/

## 4.3 Audio Broadcast

- Create New Item : It helps in creating a new item on the GV server. Creating an item instance on mnews returns instance id which will be used to upload audio on the GV server.  
API URL : mnews\_news /create\_new\_item/
- Upload Audio : MNEWS API will be called to upload an audio and make it as a news item's recording.  
API URL : mnews\_newsupload\_audio
- Uploading on Default Channel : To upload audio by getting the default channel of the app instance.  
API URL : /media\_prompt\_audio/upload\_audio/

## 4.4 Message Broadcast

- Sending Message : Message will be sent in the form of template with various template parameters along with the target contact list.

API URL : sms\_message/send/

- Check Message Status : sms\_message with GET request along with app instance ID can be used to check the status of message delivery for a particular caller ID.

API URL : /vapp/api/v1/sms\_message/id

Note - Base URL : <http://internal.gramvaani.org:8080/vapp/api/v1>

# Chapter 5

## Local Governance Application

### 5.1 What is Gologo?

Gologo is an android operating system based local governance application which will provide the functionalities to volunteers for sending infotainment news and announcements to the local residents of the community. Users (Volunteers) of the application will be able to broadcast news among localites in an easy and quick way. The system provides platform to send quick audio and message updates to the relevant users. Volunteers will receive alerts regarding ongoing surveys from the authorized block/ district officials (through web portal) on their application to launch surveys in their community. They can also track responses of the people for the surveys which are launched. Consequentially, System helps in delegating governance responsibilities to the community people in an effective and relevant manner.

### 5.2 Functionalities

The android application which is provided to the human access points/ Volunteers of the society has the following features.

- **One Time Login :** After registration through the web portal [web portal chapter link], volunteer receives a unique pin number of 6 digits on his registered mobile number. After installing the application, user has to do one time login. On first time login in gologo, the volunteer is authenticated for the application with his registered contact number and received PIN. On right credentials, volunteer can directly use all the functionalities as verification will be done only once. 6.1

Also, on first time login. GCM registration on GCM server will be done and user receives a unique registration ID. This registration ID will be

used to send alerts to the user. Also, all requests to the app server involves the authentication through the obtained registration ID. The uniqueness of the registration ID will help in authenticating the user via taking registration ID as key. [GCM chapter link].

- **Broadcast Announcements :** After authentication from the server into the android app, the user can select the option of Broadcast Audio on the home screen. Under this option, the app user gets a recording screen through which he/she can record an audio message or any instant broadcast. Then, contacts picker screen [link of figure of contact options] appears through which he can select the either of the following options :

- Concerned multiple gram vaani groups
- Local contacts saved in phone
- Mobile Vaani callers between a particular duration

After selecting a particular option, he chooses the target people and clicks on send people. After Clicking on send button, a request to the app server is made to send the audio. The message will be then sent to the contacts through Gram Vaani voice calls. Application user will receive an alert message through the GCM notification when message gets played to the target audience. Either of the two options given below can be selected to send the audio

Recorded audio message will be saved in the mobile vaani instance as content so that people can later listen to it when they give calls to the IVR.

- **Survey Dial Outs :** Volunteer acts as a bridge between the NGOs/District officials etc to make the surveys available to the end people. Results will be notified to both the admins through application and NGO personnel through the website.

Volunteer chooses this option to launch the survey in his community. A request will be sent to the application server having the authenticated

gcm id to get a list of ongoing recent surveys from the gram vaani server. Each listed survey will have the following options:

1. View Survey : Volunteer can view the questions of a particular survey. When volunteer selects a survey, the unique survey id along with the authenticated credentials will be sent to the application server. Application user gets a list of text questions.
2. Launch Survey : Volunteer can launch a particular survey in his community via two ways.
  - (a) **On receiving GCM notification** : NGO/ District official are provided with the functionality on the web portal to send gcm notifications to the registered users [link of survey image on portal]. List of surveys will be displayed to the NGO personnel. He will select a particular survey and the location where survey is to launched. Depending upon the selected location, portal displays a list of registered volunteers. He will select the volunteer and click on send which will send a gcm notification alert to the respective volunteer on his application. Application user clicks on notification to launch that survey by sending a list of relevant contacts to the application server.
  - (b) **On pressing launch button on application** : By clicking on launch button, volunteer is provided with the contact options where he will choose the list of contacts from the given options. A request with survey id and list of contacts will be sent to the application server for the dial outs.
3. View Survey responses : This functionality is provided to view the status of launched survey. Volunteer can track the number of people who responded the survey calls. Application also lists the count of responses corresponding to each question. In survey dial outs, it is possible that receiver wont respond to all questions and cut the call in between. In that scenario, volunteer also gets the statistics of responses per question. It will help him in acknowledging the survey status. He can also send the message alerts to

the community regarding survey reminders.

- **Send text Alerts** - Similar to the audio message, the user can send a text message to the selected contacts. The user selects the Send message button from the home screen, selects the contacts/groups from one or more of the three options described above and sends the message which then makes a request to the app server to send the message to the selected contacts through Gramvaani server. Templates are registered with the gram vaani where volunteer will feed only the values related to a particular template. It helps in informing end users instantly regarding the news of surveys, government schemes or future camps nearby the locality area. Following templates are used to send text message alerts to the target people.

1. **Template 1. Announcement of surveys** - Text alert of survey to be launched in the community will be sent with the specified date to inform people regarding the survey launch. Application user selects the date of launching using date picker. Selected value will be fed in the template.

Input Params: date

Message Template (English) : Dear all, a Survey will be launched in your village on date `|date|` by Mobilevaani. Please submit your responses sincerely. Team Mobile Vaani.

Message Template (Hindi) : Priye nivaasiyon, mobile vaani dwara ek sarvekshan dinaank `|date|` ko aapke gaanv mein shuru kiya jaega. Kripaya apni pratikriya jaroор prastut karen. Team Mobile Vaani.

2. **Template 2. Announcement of Camps (with timings)** - Text alert of upcoming camp to be organised in the community will be sent with the specified parameters to inform people. Application user selects the parameters from the drop down and insert the values in edit text date of launching using date picker. Selected value will be fed in the template.

Input Params: campname, startdate, enddate, starttime, endtime, venue

Message Template (English) : `[campname]` Camps will be organized at `[venue]` from date `[startdate]` to `[enddate]` with timings from `[starttime]` to `[endtime]`. Kindly participate in the camp to take its maximum benefits. Team Mobile vaani.

Message Template (Hindi) : Priye nivaasiyon, `[campname]` camp `[venue]` sthaan par dinaank `[startdate]` se `[enddate]` ko samay `[starttime]` se `[endtime]` tak aayojit kiya jaega. Kripaya camp mein bhaag lekar iska adhiktam laabh uthae. Team Mobile vaani.

### 3. Template 3. Announcement of Camps(without timings)

- Text alert of upcoming camp to be organised in the community will be sent with the specified parameters to inform people. Application user selects the parameters from the drop down options and insert the values in edit text. Selected values will be fed in the template.

Input Params: campname, startdate, enddate, venue

Message Template (English) - `[campname]` Camps will be organized at `[venue]` from date `[startdate]` to `[enddate]`. Kindly participate in the camp to take its maximum benefits. From Team Mobilevaani.

Message Template (Hindi) - Priye nivaasiyon, `[campname]` camp `[venue]` sthaan par dinaank `[startdate]` se `[enddate]` ko aayojit kiya jaega. Kripaya camp mein bhaag lekar iska adhiktam laabh uthaen. Team mobile vaani.

### 4. Template 4. Announcement of Govt. Schemes -

Input Params: schemename, date, beneficiaryname Message Template (English) - Dear all, Government has launched `[schemename]` Scheme on date `[date]` for `[beneficiaryname]`. For more information, contact the volunteers and take its maximum benefits. Team Mobilevaani.

Message Template (Hindi) - Priye nivaasiyon, sarkaar dwara `[schemename]` yojana dinaank `[date]` ko `[beneficiaryname]` ke lie shuru ki gai hai. Adhik jankari ke lie volunteers se sampark karen aur iska adhiktam laabh le. Team mobile vaani.

- **Add a group** - Volunteers are given this functionality for the management of contact groups. Multiple contact groups are made and managed as per the groups of the community. It helps in easy dissemination of information to the relevant audience. App user will be asked to speak group name where his voice will fill the text view. When user clicks on create button, new contact group with that name will be created in the corresponding application instance. [refer to contact group image] [put sequence diagram of info flow].

For example, if some polio booth camp is to be organised in the community, then only the relevant people who have children of age 3-5 should be informed instead of unnecessary sending dial outs to all people.

Similarly, Survey regarding death due to pregnancy will be sent to homes having women. Dial out will be made to only those contacts/contact groups who falls in this category.

Global surveys can be sent across all groups which are relevant to all people of the community.

- **Add a contact** - The app users can add a new contact. The user selects the option of Add a contact on the home screen of application. In this option, he can fill in all the details of a new contact of his community having name, contact number, gender, date of birth, contact groups and location URI. Volunteer need not to type the name of the contact. He can simply speak the name of the person by clicking on speaker image and it will be converted into text. Phone will be a ten digit mobile number. Gender is a drop down menu containing F and M as the options. Date of Birth can be chosen using date picker. One contact can be added in multiple contact groups. Contact groups are fetched from the gram vaani instance. Application user gets a check list having all existing contact groups where he can select one or more groups to add contact in it. Locations are also fetched from the gram vaani database where each location contains block, district and state. [figure reference]

Volunteer fills all the details from the options into the text boxes and spinners. When he clicks on create, a dialog box asking for confirmation

pops up. He can either click on edit to change any detail or on confirm to add the new contact.

When volunteer clicks on confirm, a request having json data will be sent to the gram vaani server from the application server to update its contacts through APIs. In json data, location URI corresponding to each location will be sent. Also, block, district and state will be extracted from the displayed locations and sent separately. Similarly, ids of the contact groups corresponding to each contact group name will be sent. In a way, json data will be sent to the server in terms of key value pairs. [sequence diagram of add contact]

After confirmation, the app server sends added contact response. Thus, contacts will be synced from and to the Gram vaani server.

### 5.3 Options on Menu Bar

Some quick options are provided on the application which are available across all activities. Application user can navigate across these options. Following options are explained :

1. **My Profile** - A volunteer can view all his details which are entered when he was registered through the portal. His details contains his user type, name, registered number, date of birth, gender, block, district and state.
2. **Home** - The user can directly go to the home screen from any screen.
3. **Application Information** - This option enlists the usability of each option on home screen with a brief description. It helps the application user to know about the functioning of each option on menu.
4. **Gram Vaani Website** - This option redirects the volunteer to the portal of the gram vaani from the application.
5. **View Recordings** - Volunteer can view all the recordings he did directly from the application.

6. **Share Application** - Volunteer can share the link of .apk file of the application among the people using various options like Whatsapp, Gmail, Facebook etc. It sends the message along with the link to spread the word.

## 5.4 Usability

Application can be used extensively to achieve various benefits. Volunteers will receive on ground training for the usability of the application. People will be taught regarding its usage and advantages. They will learn how these community people can be benefitted by it and how information can be disseminated among people by using it effectively. It will bring changes among the lives of poor people by equipping them with the tool of information. Their basic phones will be used to respond to the surveys, to view recent news, to receive text alerts, to listen audio announcements, to browse through the content by dialing to the mobile vaani. Following uses are listed below :

1. Volunteers can use the application to receive alerts sent by the NGO/ Block/ District officials.
2. Volunteers can use the application to send text alerts related to any recent news, entertainment shows, ongoing infotainment media etc.
3. Information related to government schemes can be disseminated among the people.
4. Information related to community camps to organise in the society can be broadcasted through text alerts.
5. Instant audio messages to the relevant audience can be sent as dial outs by selecting concerned contact groups.
6. Contact groups can be managed which helps in easy handling of large target community. Groups like Teachers, Farmers, Women, Children, Zamindars, Middle Man, Wholesalers etc can be created and maintained by adding new contacts among them properly.

7. One to one addressing is possible by sending dial outs to individual contact numbers which helps in gathering more responses from the people.
8. Survey responses will increase by separate dial outs which gives more realistic survey results and accordingly, measures will be taken by the government.

## 5.5 Challenges and Suggestions

The following are some of the challenges identified in the smooth run of the process. The ones listed below are primarily from the point of view of the application and target people where in spite of rigorous training and best interest and efforts of the community representatives, their contribution may be unworthy in helping the community people.

### 1. Poor internet connectivity:

The internet connectivity in the areas where the app is operated is often not good. Even though many a times there is network available on the phone, internet connectivity speeds can be very low. Due to no internet connectivity or slower speeds, there might be delay in the time when the text updates or dial outs are received at the community level. Also, large audio announcements in MBs will take more time to upload on the server and requires continuous net connectivity. On flaky networks, it will result in repeated failures while uploading. A continuous net connectivity will help in smooth uploading of the audio files. Rest, all functionalities require change of text data which will work in poor connectivity areas or when app user comes in affinity of the internet, data can be exchanged over the network.

### 2. Long Power Cuts

A number of times, there are long power cuts due to which the Android phones cannot be easily charged again. Imagine a scenario

where a community representative has to delegate some information to the community, but due to inability to charge the phone his phone got switched off before the updates can be sent. In such a case, updates wont be received at the server till the phone is switched on again and gets proper internet connectivity. In order to deal with this, the community representatives were taught about simple steps to manage their battery. For example, keeping the phone brightness low, switching off apps which connect to the internet and regularly charging their phones whenever they have electricity. These are small precautions that can be taken to avoid a situation like above but it can still be a cause of delay in sending information updates or dial outs to the community people.

### 3. Novice Users

Since the community representatives are novice smartphone users, a rigorous training is mandatory in which dealing with phone problems along with application usability is taught. Problems such as Message Memory Full or Phone Memory Full perplex them and they are not able to handle them. The way the phone functions is that you are not able to access anything on the phone until some memory is freed. In order to counter such situations, basic guidelines were given to the community representatives in written on how to handle such situations. But this can only be done for a few specific common problems. This is necessary as when these community representatives take their phones to a local shop to be checked, at times they delete certain applications. For instance, community representative may not be able to contribute for his community due to these issues in spite of best of intentions.

- **Contacts Selection :** Contacts to which the audio message is to be sent, can be selected in various ways as follows:6.10
  1. Contacts can be fetched from the GramVaani database through API call.
  2. Contacts can be selected from the local phone address book.

3. The audio can be directly sent to the contacts who accessed mobilevaani in the last week/month and similarly other parameters (without fetching them).

For example : The request to directly send the moderated audio to the contacts who called into mobilevaani in the past week/month

- **Send a text message :** Similar to the audio message, the user can send a text message to the selected contacts. The user selects the Send message button from the home screen, selects the contacts/groups from one or more of the three options described above and sends the message which then makes a request to the app server to send the message to the selected contacts through Gramvaani server.6.7
- **Add/Edit a contact** The app users can add a new contact or edit a contact(which is already in the Gramvaani contact list). The user selects the option of Add a contact on the apps home screen. In this option, he can fill in all the information of a new contact which is Name, Contact number, District, Age, Gender and submits the form. The user selects the option of Edit a contact on the apps home screen. In this option he selects a contact from the fetched contact list from GramVaani and can edit any of its field and submits the form. Both of the above options request the GramVaani server to update its contacts through APIs. After updating its contacts, the app server sends Added contact or Edited contact response. Thus, Contacts will be synced from and to the GV contact list. 6.11 6.12
- **Launch Survey :** Surveys to be conducted (as per NGO selects- explained later) will be listed on the tab Launch Survey where admin can select the survey to be launched along with the specified users or all phone users of the village. Admin acts as a bridge between the NGOs/District officials etc to make the surveys available to the end people. Results will be notified to both the admins through application and NGO personnel through the website. 6.8 6.9

# Chapter 6

## Results

### 6.1 Screenshots of the Application Interface

1. First time app Users will be authenticated via PIN received through the message on NGO Registration.

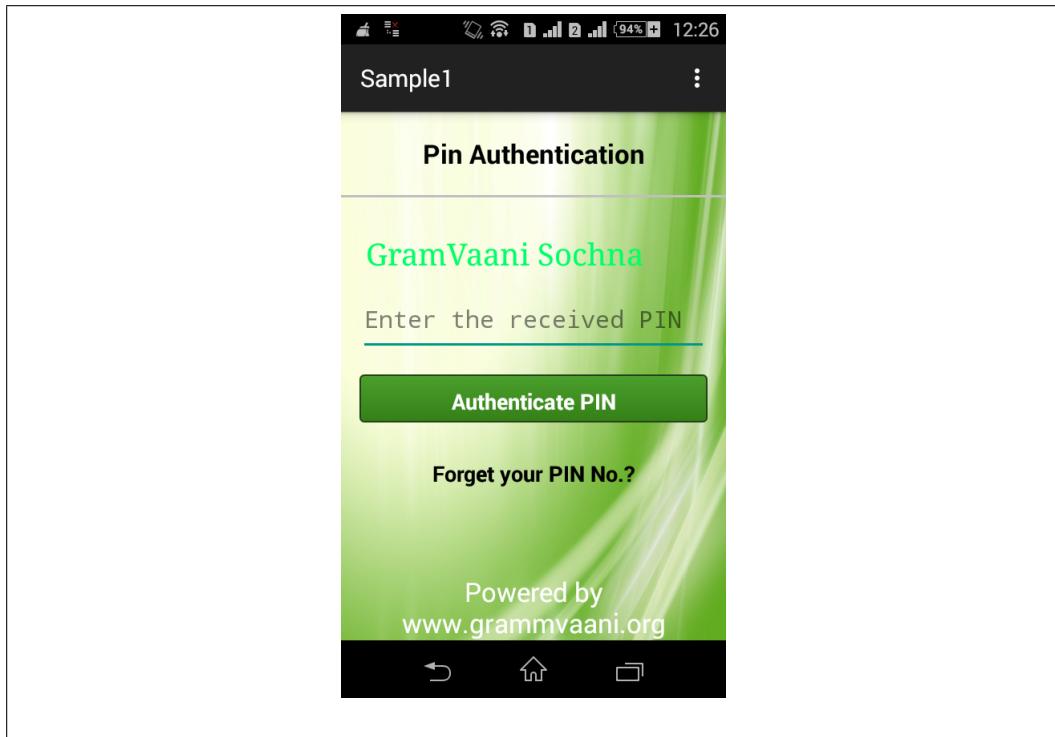


Figure 6.1: Pin Authentication

2. Online User Registration by the NGO sends a message on registered number for authentication.
3. User can retrieve PIN by clicking on Forget PIN option.
4. User will be provided with the following options.

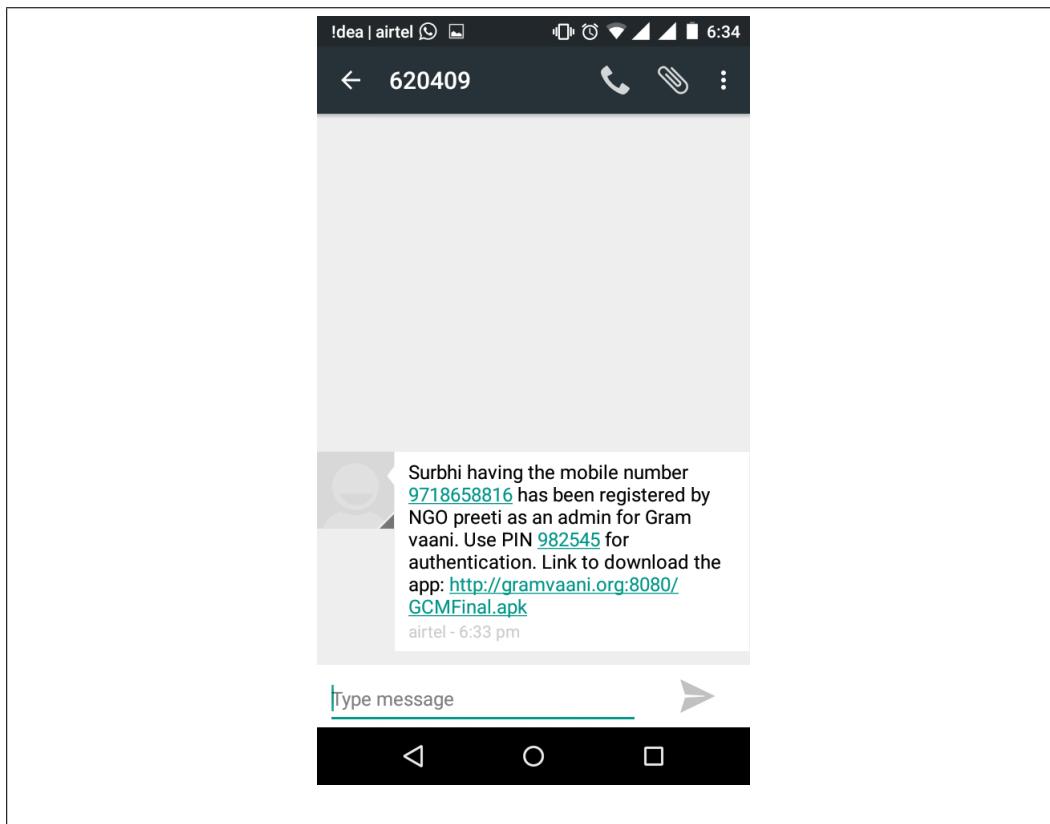


Figure 6.2: Message for Pin Authentication

5. User can record audio by choosing audio format.
6. User can choose to either save or discard an audio message.
7. User can speak a message or type the message to send.
8. User can view all the active survey names of the GramVaani Server.
9. User can view a particular survey with all survey questions on selection.
10. User can choose the target people among his phone callers, GV callers, Mobile Vaani Recent Callers and GV groups.
11. Multiple GV contact groups can be chosen as the target people.
12. Multiple phone contacts can be chosen as the target people.

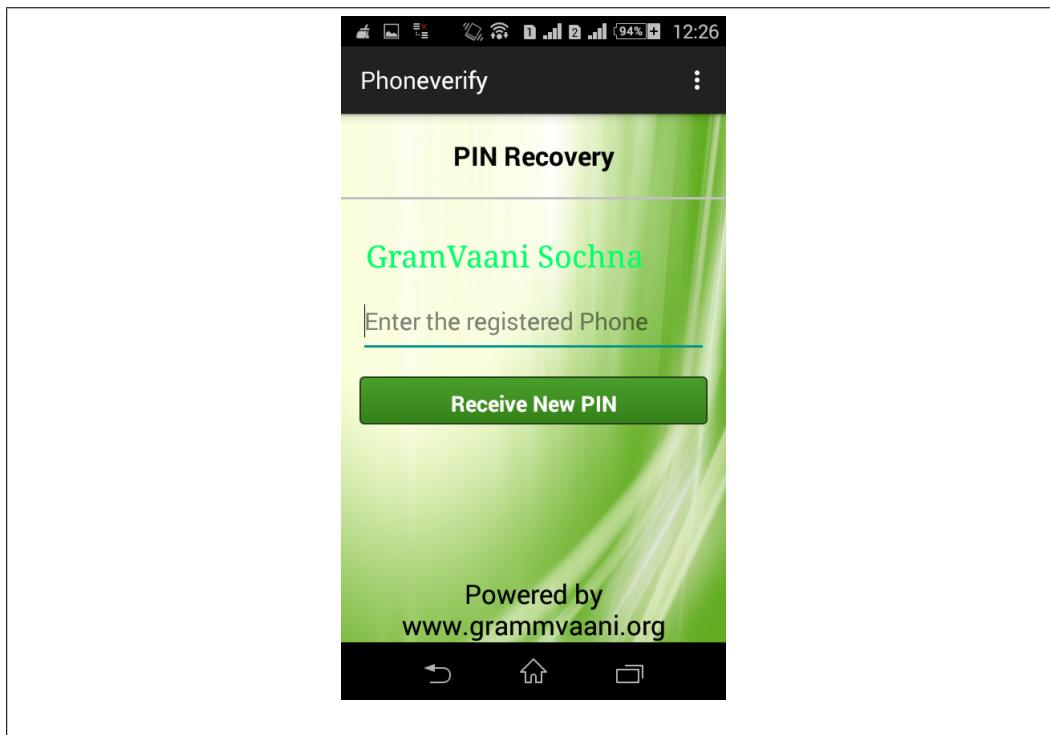


Figure 6.3: Pin Recovery

## 6.2 Screenshot of the GramVaani Web Instance

1. GramVaani Graphical Web Portal Instance

## 6.3 Screenshots of the Web Portal

1. Home Page of the Web Portal for NGO's Registration and other functionalities
2. NGO's Login Page
3. Use cases provided to the NGO users
4. Web Online form for Admins Registration and Authentication

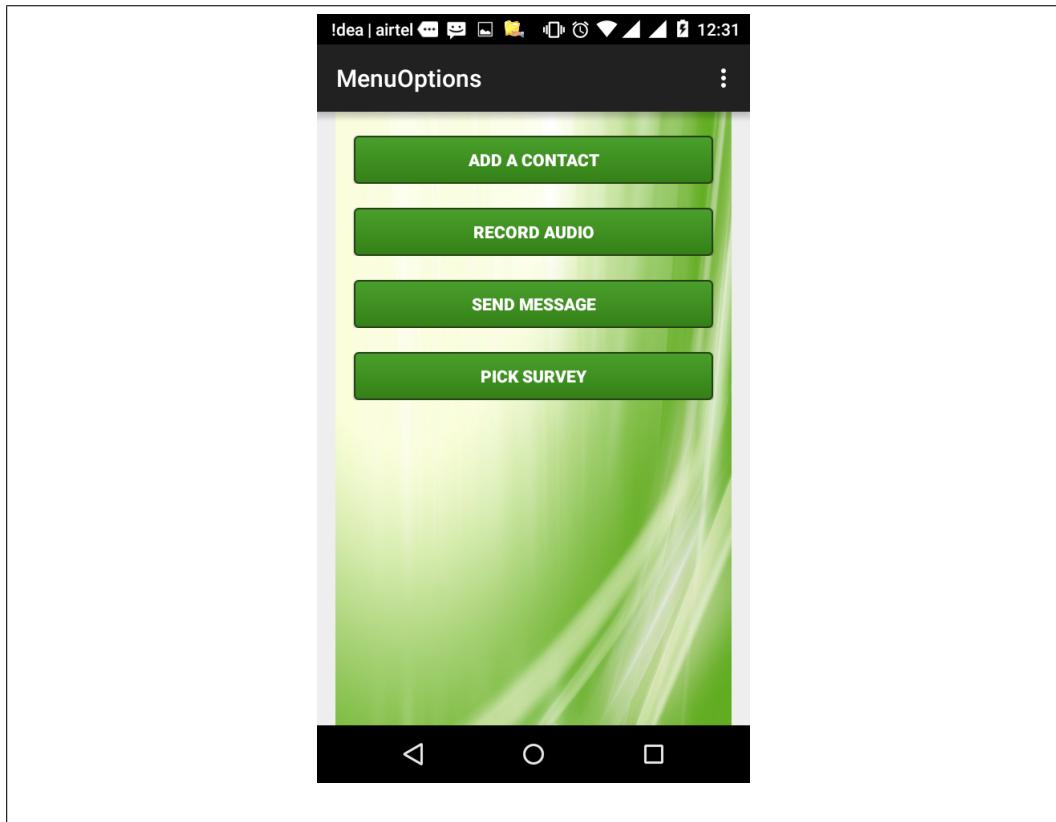


Figure 6.4: Use Cases

5. NGO Personnel can launch a particular survey for a particular district.
6. NGO Personnel can view all the active surveys along with viewing current responses and survey questions.
7. NGO Personnel can view the responses of the active survey.
8. NGO Personnel can view the text questions of the active survey.

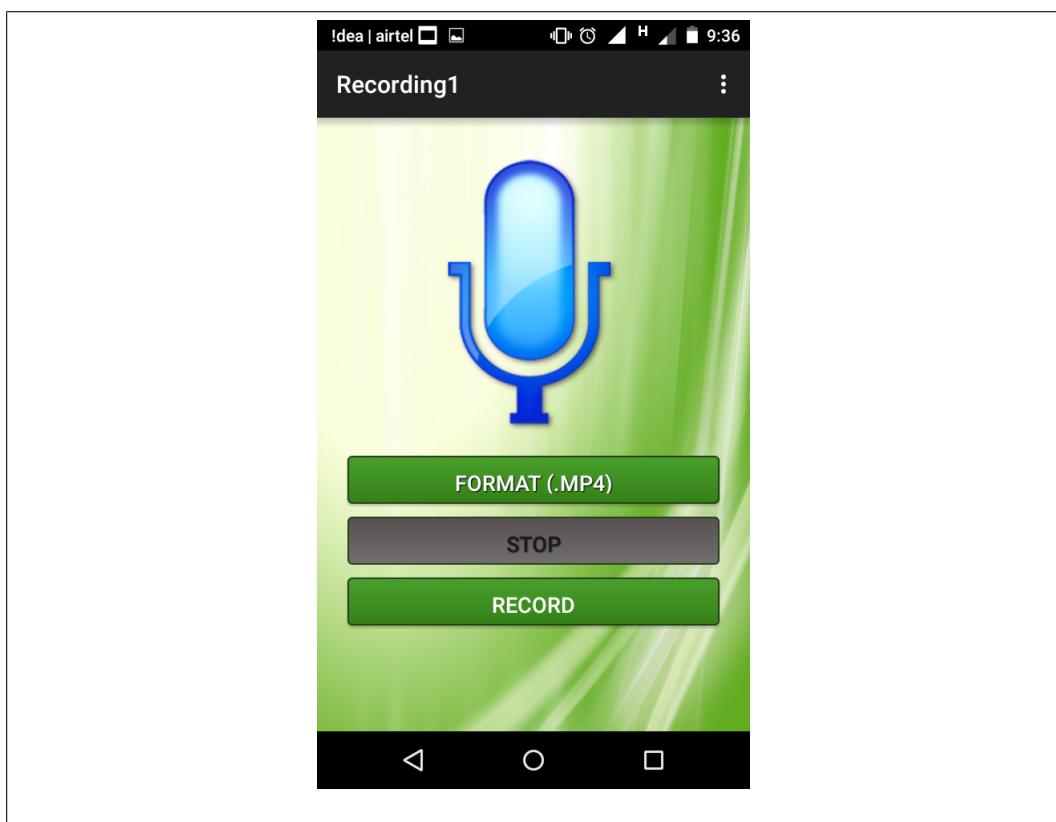


Figure 6.5: Record Audio

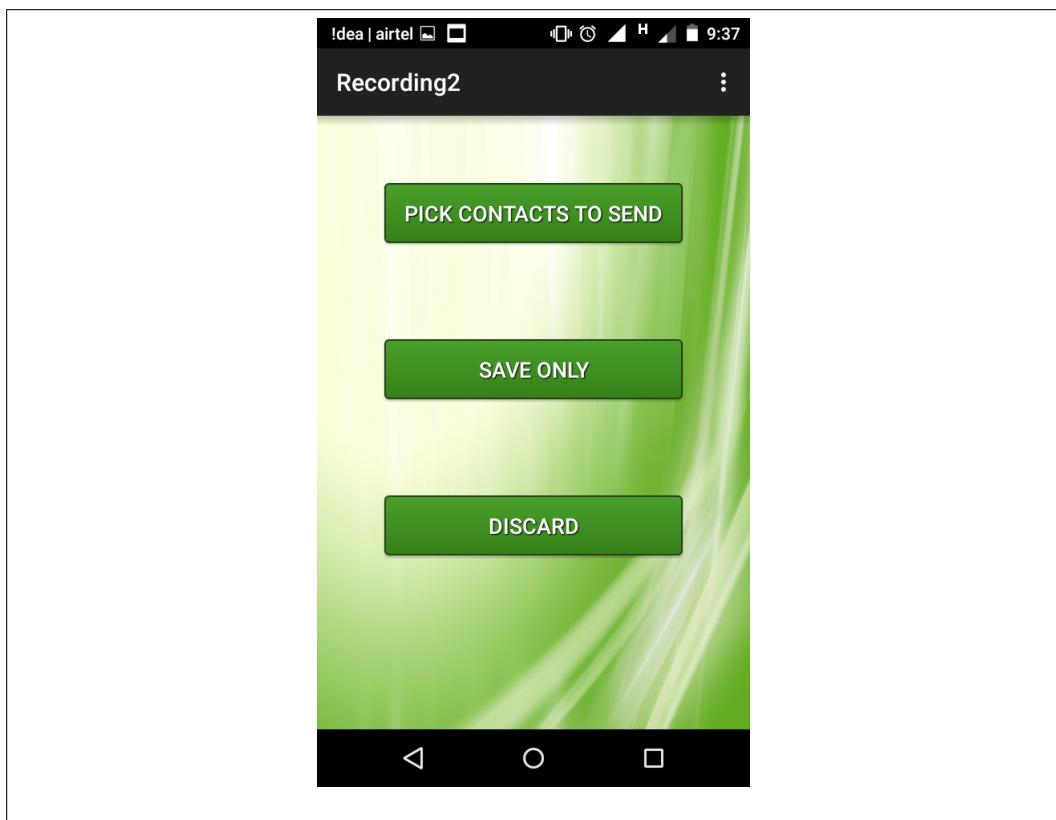


Figure 6.6: Options After Recording Audio

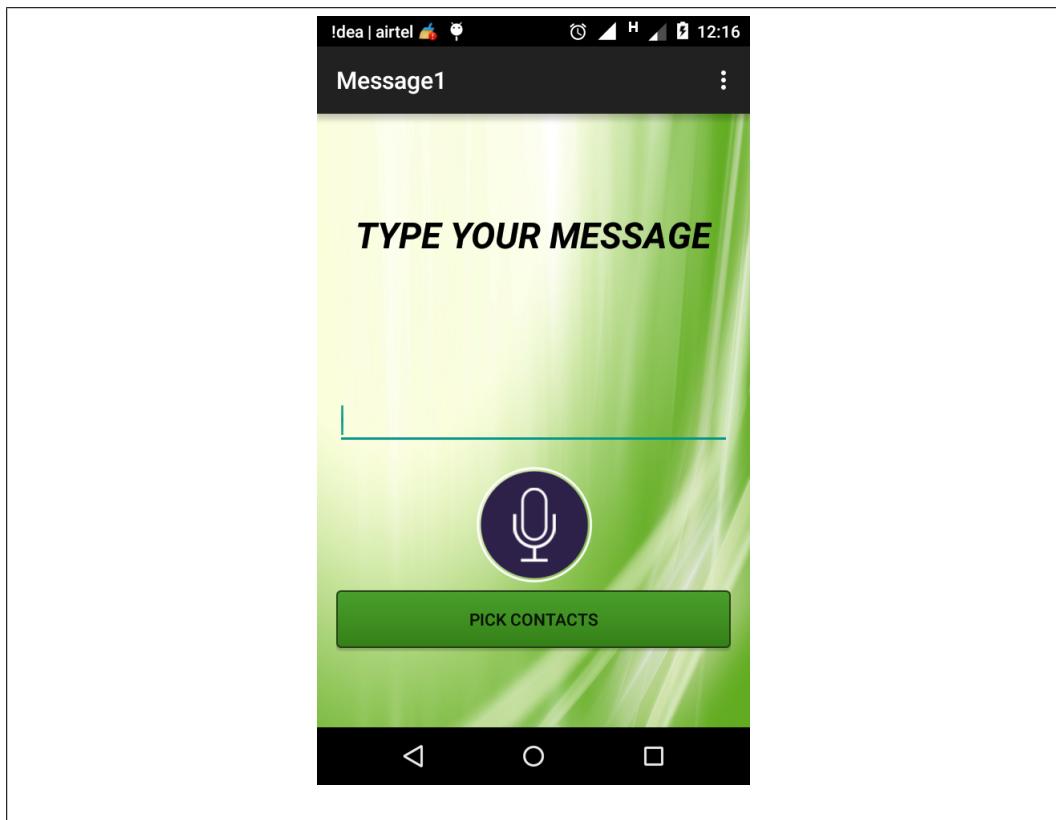


Figure 6.7: Speak/Type Message

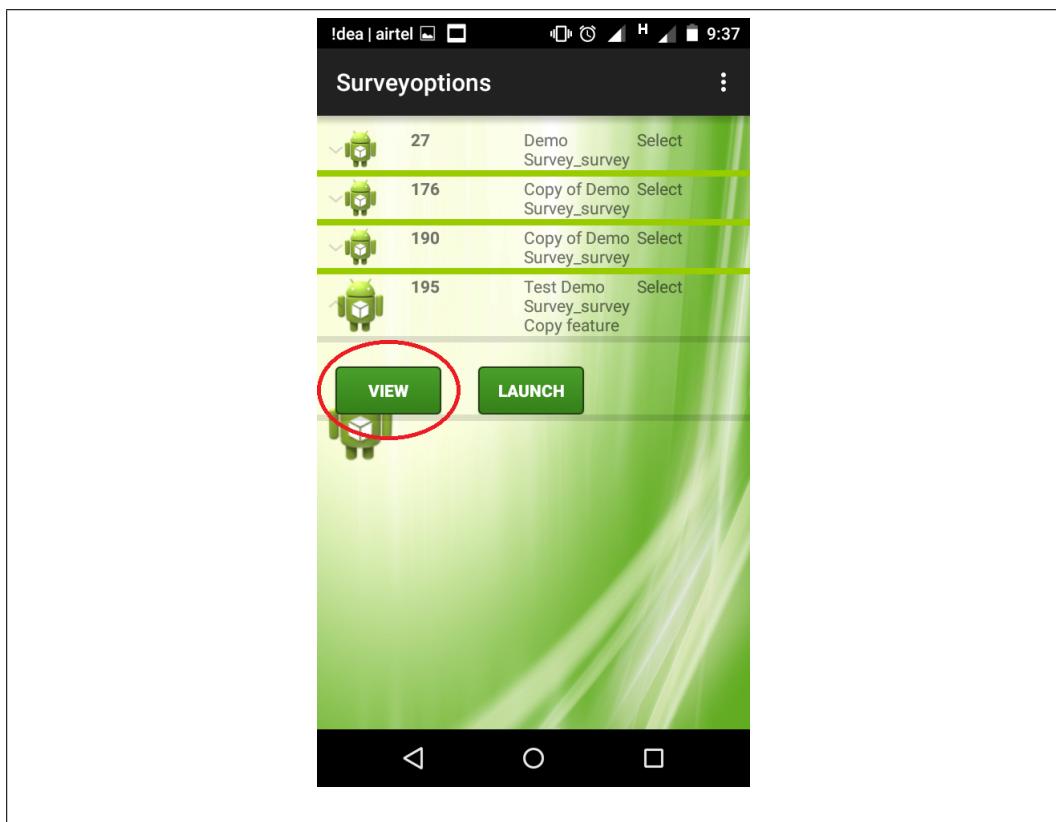


Figure 6.8: List of Active Surveys

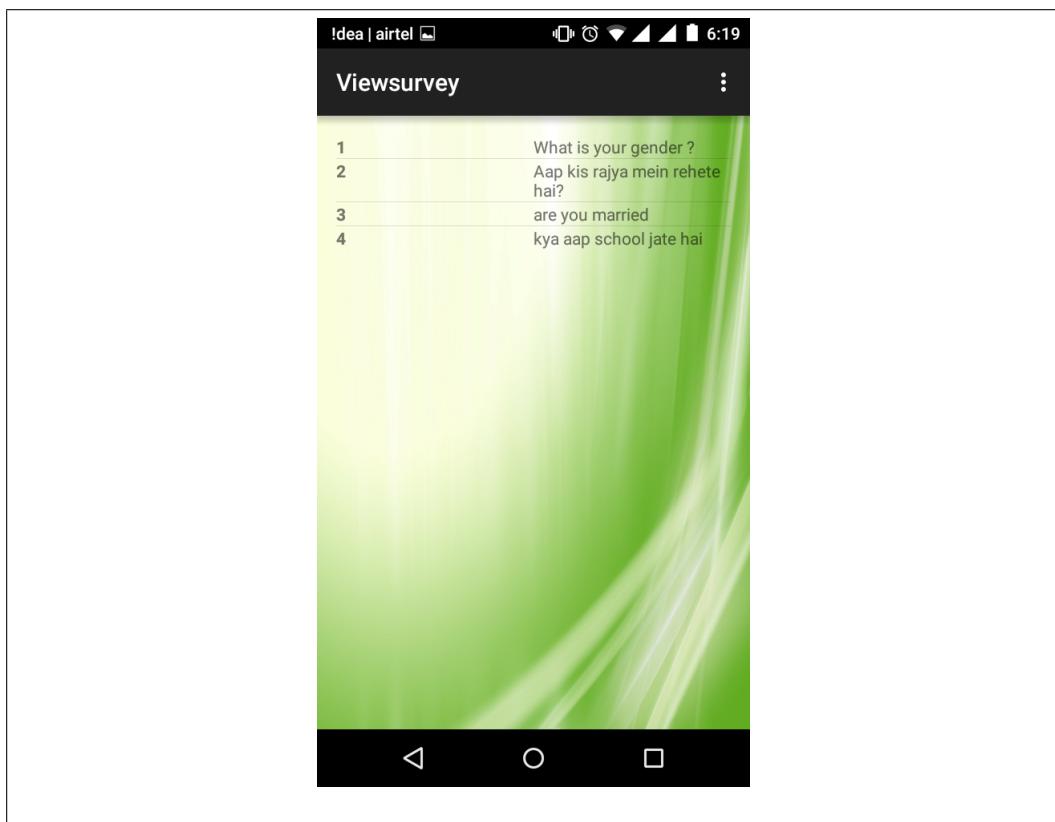


Figure 6.9: View a Particular Survey

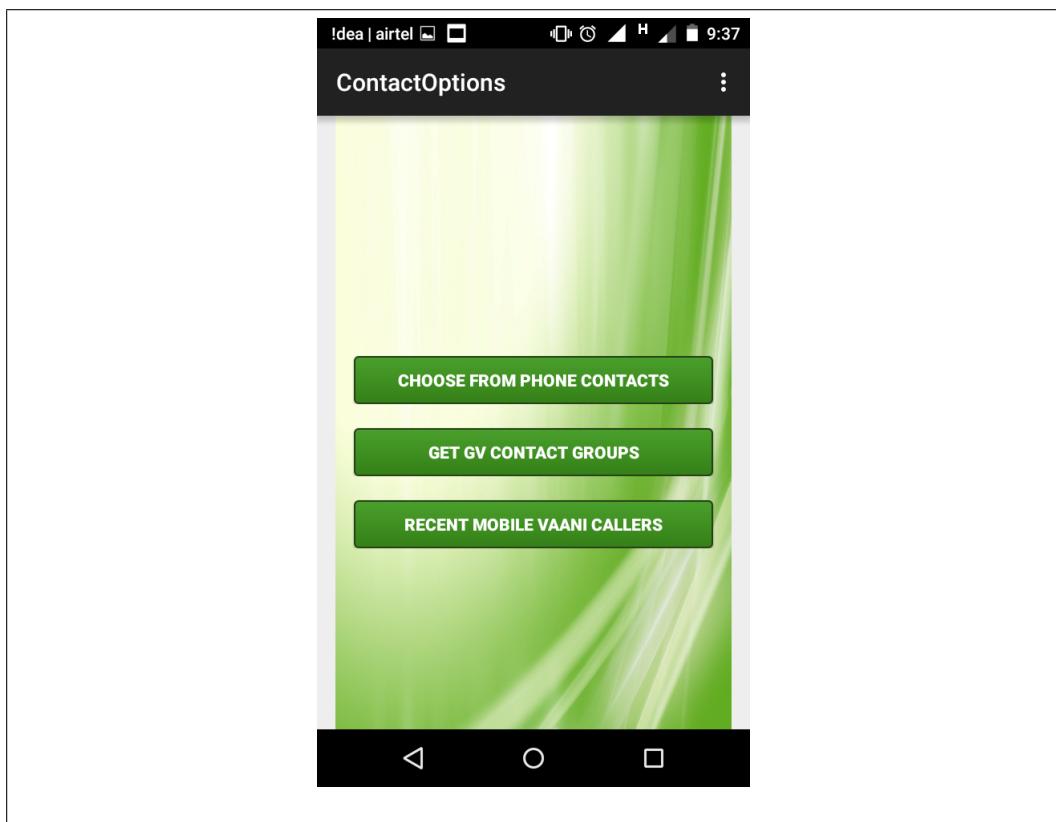


Figure 6.10: Choose Target Contacts

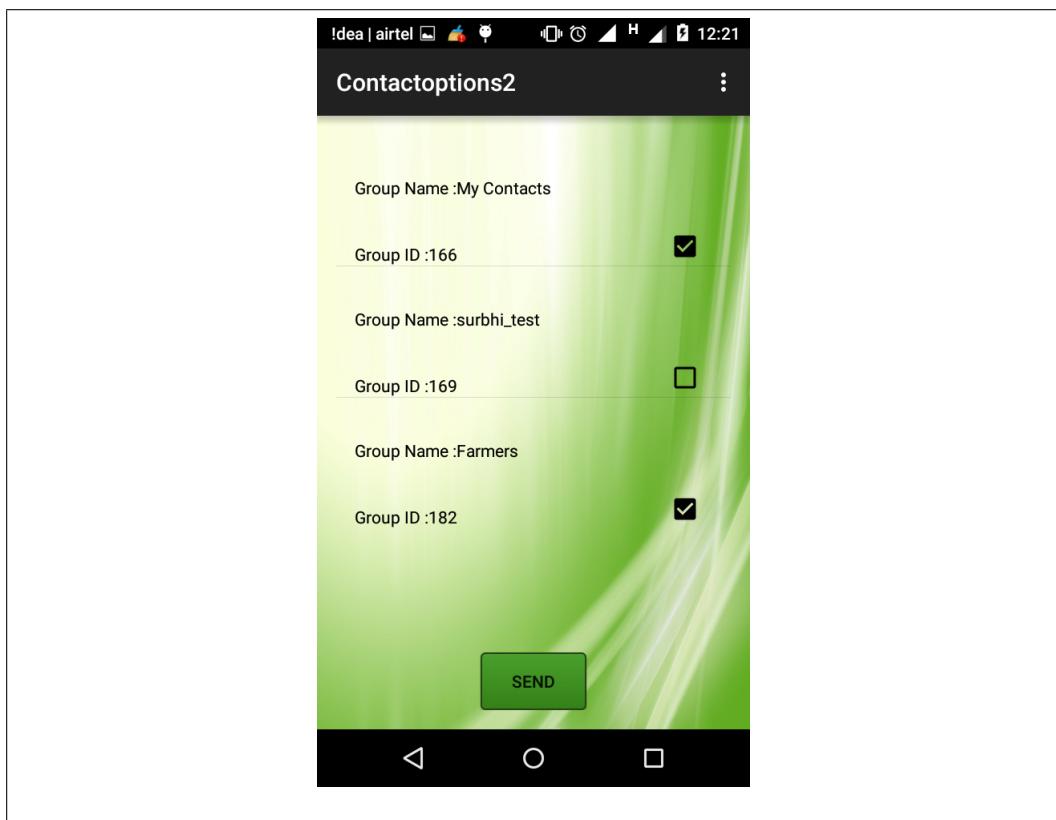


Figure 6.11: GV Contact Groups

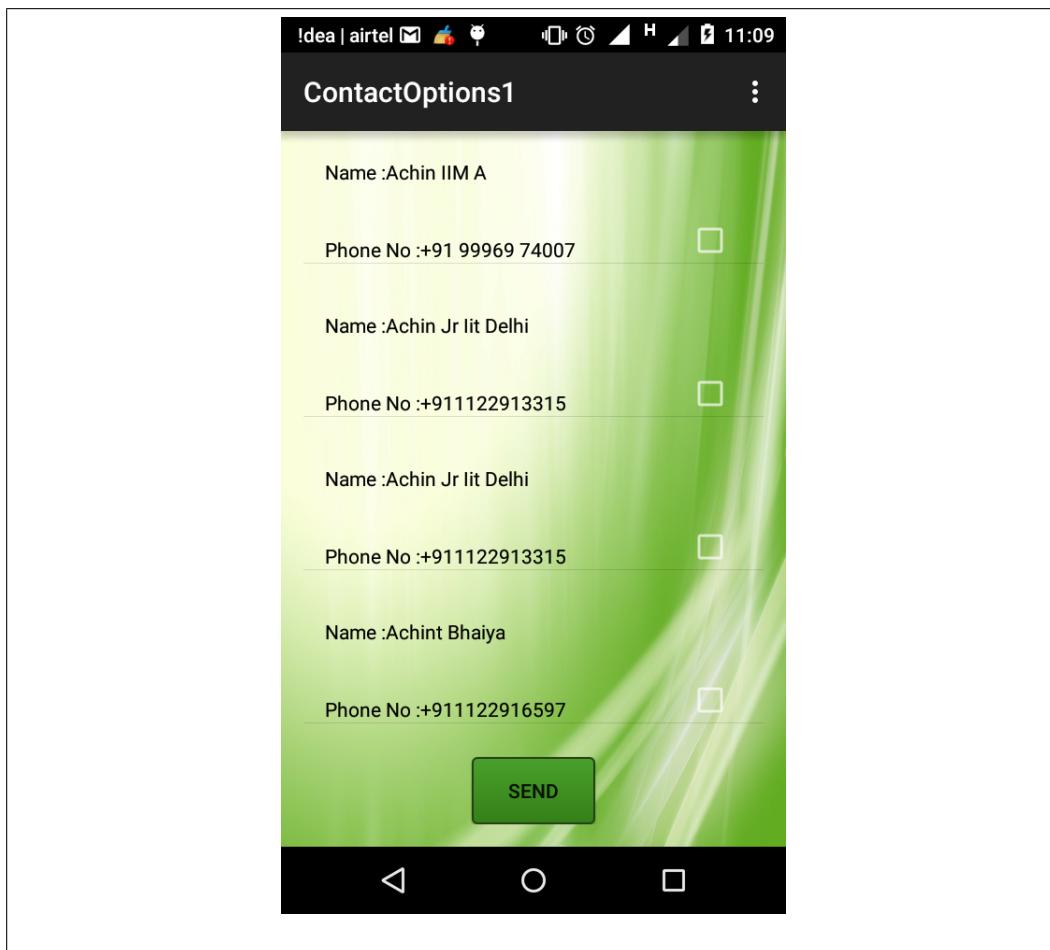


Figure 6.12: Phone Contacts

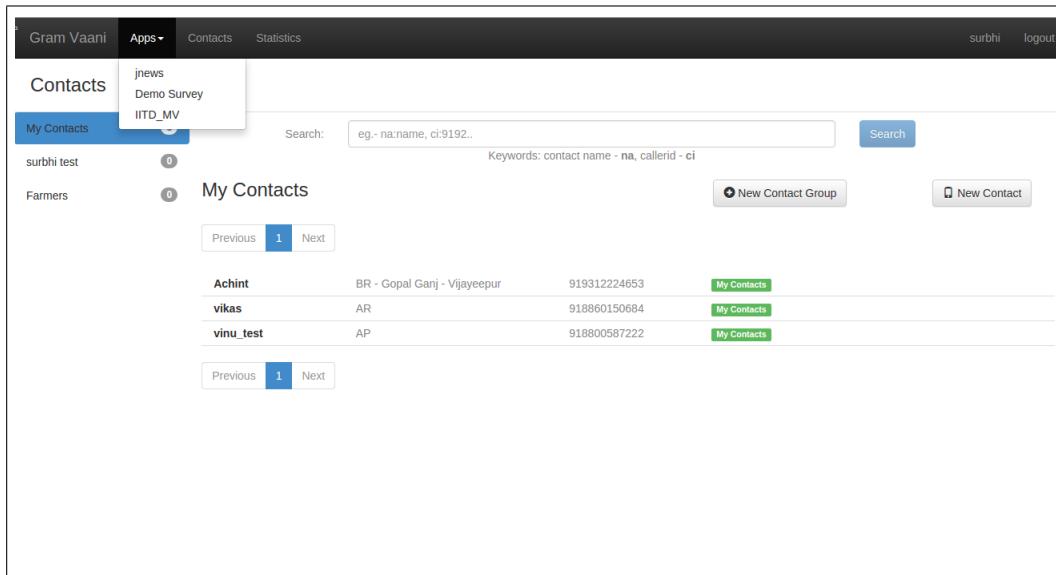


Figure 6.13: GramVaani Web Instance

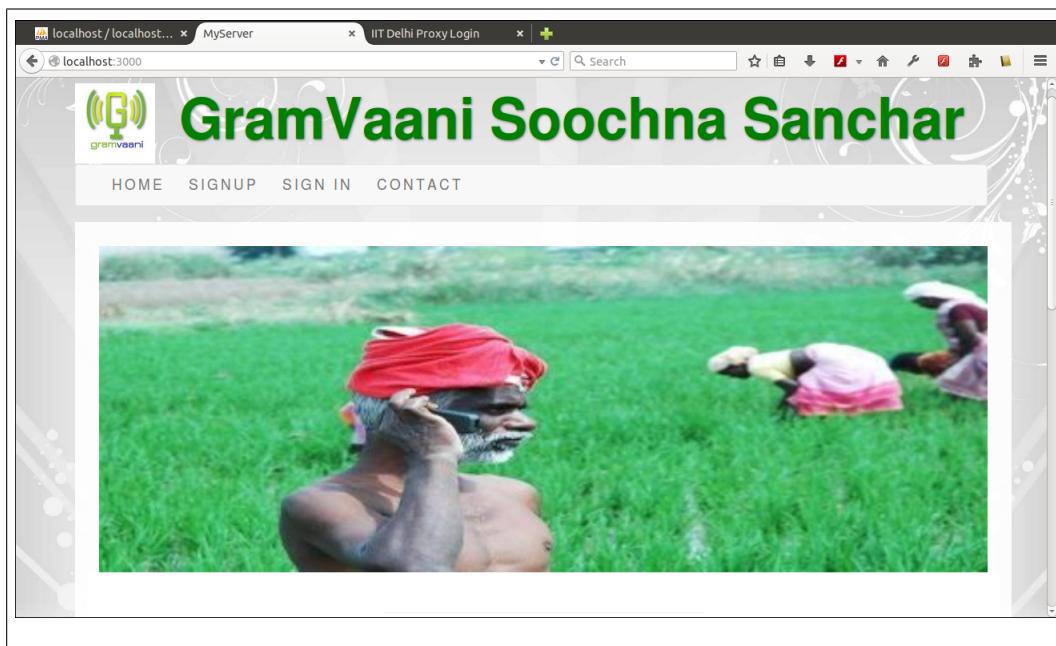


Figure 6.14: GramVaani Soochna Sanchar Home Page

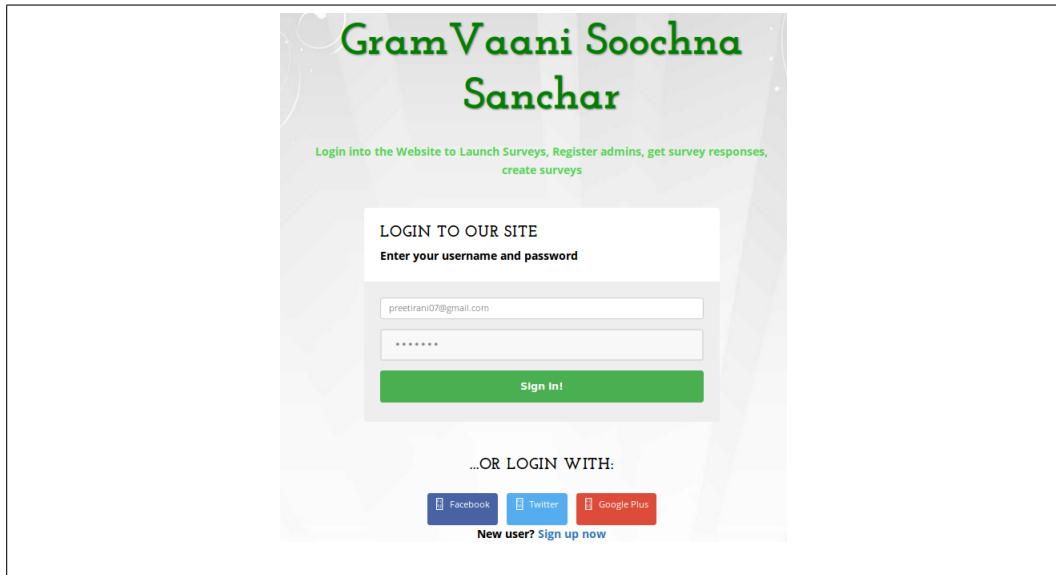


Figure 6.15: NGO's Login Page

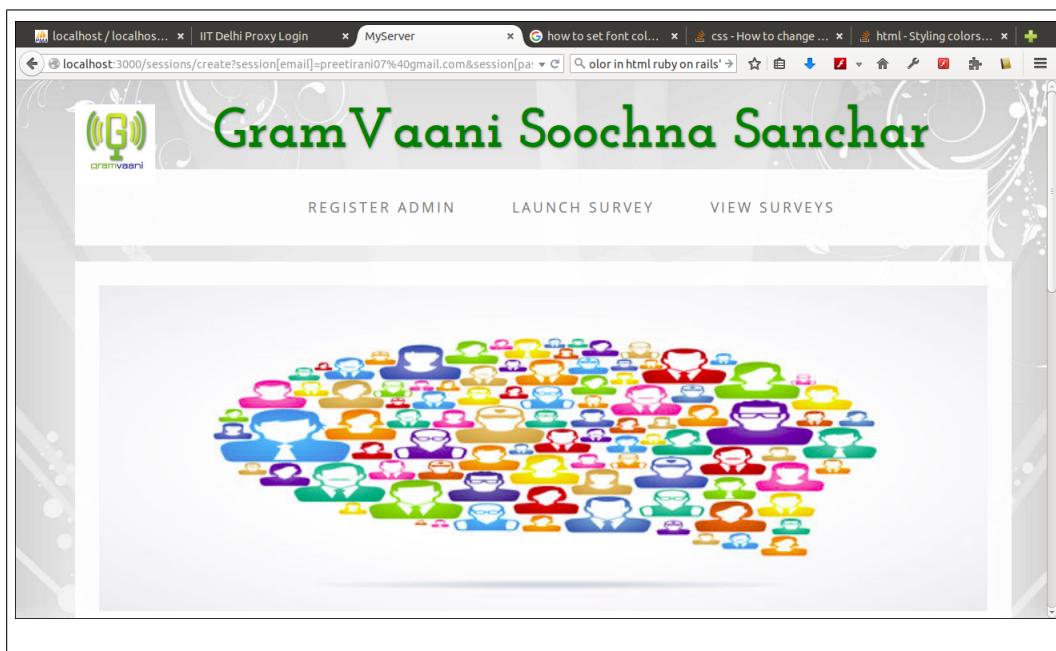


Figure 6.16: Use Cases of NGO Personnel

**GramVaani Soochna Sanchar**

Register admin to make them use to android app to launch the surveys, audios, messages, create contacts in th Gramvaani instance of the local users

**REGISTER ADMIN FORM**

Enter Details

|          |                      |
|----------|----------------------|
| Name     | <input type="text"/> |
| Contact  | <input type="text"/> |
| Gender   | <input type="text"/> |
| Age      | <input type="text"/> |
| city     | <input type="text"/> |
| State    | <input type="text"/> |
| District | <input type="text"/> |

[Save Admin](#) [Back](#)

Figure 6.17: Admin's Registration Form

**Launch surveys**

Select District

Bokaro

| SELECT                              | FORM ID | SURVEY ID | NAME                                 |
|-------------------------------------|---------|-----------|--------------------------------------|
| <input checked="" type="checkbox"/> | 70      | 27        | Demo Survey_survey                   |
| <input type="checkbox"/>            | 349     | 176       | Copy of Demo Survey_survey           |
| <input checked="" type="checkbox"/> | 367     | 190       | Copy of Demo Survey_survey           |
| <input type="checkbox"/>            | 372     | 195       | Test Demo Survey_survey Copy feature |

[Launch Survey](#)

```
--> !ruby/hash:ActionController::Parameters
      controller: survey
      action: create
```

Edit: Controller | View (47.156ms) | Partials (0) | Stylesheets (0) | Javascripts (0)  
Show: Assigns (1) | Session (4) | Cookies (2) | Params (2) | Filters | Routes | Env | Queries (0) DB (0.000ms) | Log (0)

Figure 6.18: Launch Survey in a District

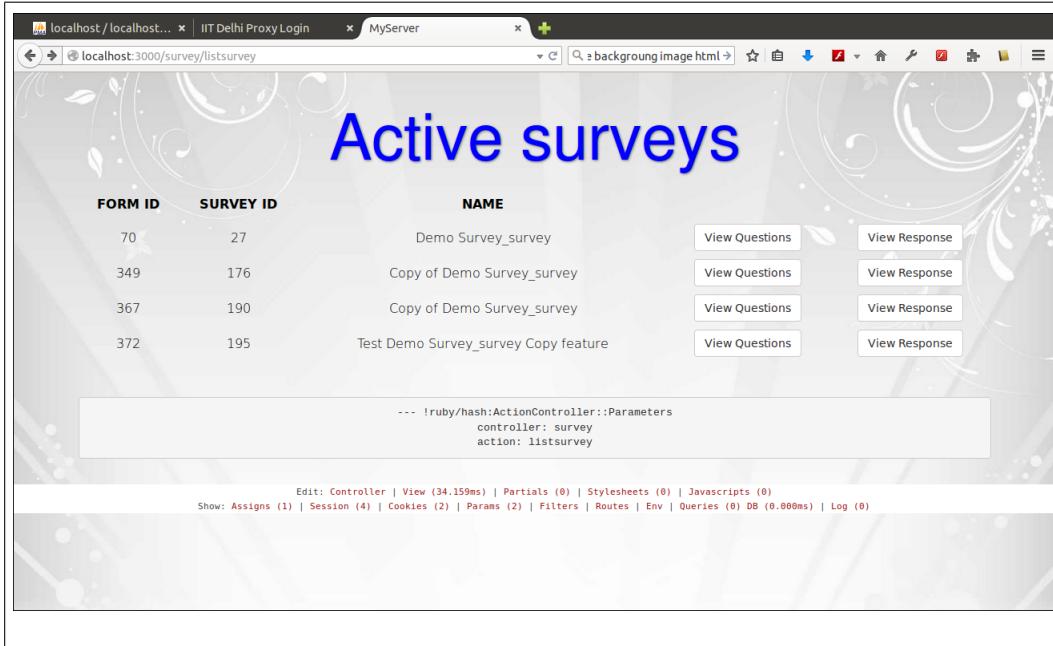


Figure 6.19: View Active Surveys

The screenshot shows a web browser window titled 'MyServer' displaying a list of survey responses. The title 'Survey Responses' is prominently displayed at the top. Below it is a table with columns: CALLER ID, CDR ID, ID, QUESTION ID, SURVEY NAME, and TIME. Each row represents a survey response with its corresponding details.

| SURVEY ID = 27 |         |        |             |             |                     |
|----------------|---------|--------|-------------|-------------|---------------------|
| CALLER ID      | CDR ID  | ID     | QUESTION ID | SURVEY NAME | TIME                |
| 918800587222   | 2198667 | 141413 | 83          | Demo Survey | 2015-12-31T18:28:28 |
| 918800587222   | 2198667 | 141414 | 51          | Demo Survey | 2015-12-31T18:29:53 |
| 918800587222   | 2198667 | 141415 | 77          | Demo Survey | 2015-12-31T18:30:26 |
| 918800587222   | 2198644 | 141405 | 83          | Demo Survey | 2015-12-21T18:46:28 |
| 918800587222   | 2198644 | 141406 | 51          | Demo Survey | 2015-12-21T18:47:53 |
| 918800587222   | 2198644 | 141407 | 77          | Demo Survey | 2015-12-21T18:48:26 |
| 918800587222   | 2198644 | 141408 | 1417        | Demo Survey | 2015-12-21T18:48:43 |
| 918800587222   | 2198636 | 141390 | 83          | Demo Survey | 2015-12-16T14:19:37 |
| 918800587222   | 2198636 | 141391 | 51          | Demo Survey | 2015-12-16T14:19:45 |
| 918800587222   | 2198636 | 141397 | 1421        | Demo Survey | 2015-12-16T14:21:24 |
| 918800587222   | 2198636 | 141396 | 1420        | Demo Survey | 2015-12-16T14:21:11 |

Figure 6.20: View Active Survey Responses

The screenshot shows a web browser window with the URL `localhost:3000/survey/survey_question?form_id=70`. The page title is "Survey Questions" and the sub-header is "FORM ID = 70". The table displays 12 survey questions across three columns: TEXT, TYPE, and OTHER.

| TEXT                                    | TYPE            | OTHER                                 |
|---|-----------------|---------------------------------------|
| What is your monthly house hold income  | Multiple Choice | Choices 10,000, 10,000-20,000, 20,000 |
| What do you think about this voice demo | Voice Reponse   | Max Duration 60                       |
| What is your age ?                      | Quantitative    | Max Digits 9                          |
| are you married                         | Multiple Choice | Choices yes, no                       |
| are you married                         | Multiple Choice | Choices yes, no                       |
| "are you married"                       | Multiple Choice | Choices yes, no                       |
| new question                            | Multiple Choice | Choices yes, no                       |
| new question                            | Multiple Choice | Choices 1,2,3,4                       |
| "how old are you"                       | Multiple Choice | Choices yes,no                        |
| "how old are you"                       | Voice Reponse   | Max Duration 10                       |
| "how old are you"                       | Quantitative    | Max Digits 10                         |

Figure 6.21: View Active Survey Questions

# Chapter 7

## Conclusion

1. On ground training is mandatory before launching any scheme, giving any benefits, introducing ICTD media among people, deploying any technology.
2. Manual intervention and involvements are the key elements in introducing big changes and turning heads of the people.
3. The local knowledge of village is very important prior introducing any new model in that place.
4. Necessity of responsible people in various regulatory authorities, commission departments, panchayats, Government officers, NGOs workers, ASHA workers, school teachers.
5. People should themselves come forward to seek solutions and seek information and registering complaints.
6. Mobile phones users are many and they can be given on ground training for making the human access points and local villagers known with the problem and the technologies.
7. Main issues and problems are specific to the villages, to the regions. They need to be identified and then application can be used and make a great contribution in actually helping people by various means.
8. For each department, there are separate commissions and agencies working under them, they can be directly put in link with the problem.

# **Chapter 8**

## **Epilogue**

### **8.1 Challenges**

Deployment may face the below listed challenges.

- Multi-Lingual support
- Designing in coherence with end user capabilities
- Capturing user requirements
- Content Management and Content Moderation
- Unawareness of HAPs regarding community problems.
- Data Security
- Scalability

### **8.2 Future Work**

- Introducing flexibility in user interface by minimizing user input
- Sending push notifications and current status of scheduled task to app users through GV call-back APIs.
- User Feedback and Real time Application Deployment
- Dispatching information among NGO personnel and Application users

# Chapter 9

## Google Cloud Messaging

### 9.1 What is GCM?

Google Cloud Messaging (GCM) is a free service that helps Android developers to send data from servers to their Android applications, and upstream messages back to the cloud from the users device. This can be a lightweight message telling the Android app that there is a new data to be fetched from the server or it can be a message containing up to 4kb of payload data. The GCM service handles all the aspects of queuing of messages and delivery to the target Android application running on the target device.

### 9.2 Characteristics of GCM

1. Allows 3rd-party application servers to send messages.
2. Using GCM Cloud Connection Server, one can receive upstream messages from the users device.
3. Android application doesnt need to be running on a device to receive messages. When the message arrives, system will wake up the Android application via Intent broadcast, as long as the application is set up with the proper broadcast receiver and permissions. Gologo uses WakefulBroadcastReceiver to awake the device when notofication arrives.
4. Built-in user interface or other handling for message data is not available, GCM simply passes raw message data straight to the Android application that has full control of how to handle it. For instance, survey alerts are sent and handled at the application side.
5. Requires devices running Android 2.2 or higher with Google Play Store app installed or an emulator running Android 2.2 with Google APIs.

## 9.3 System Architecture

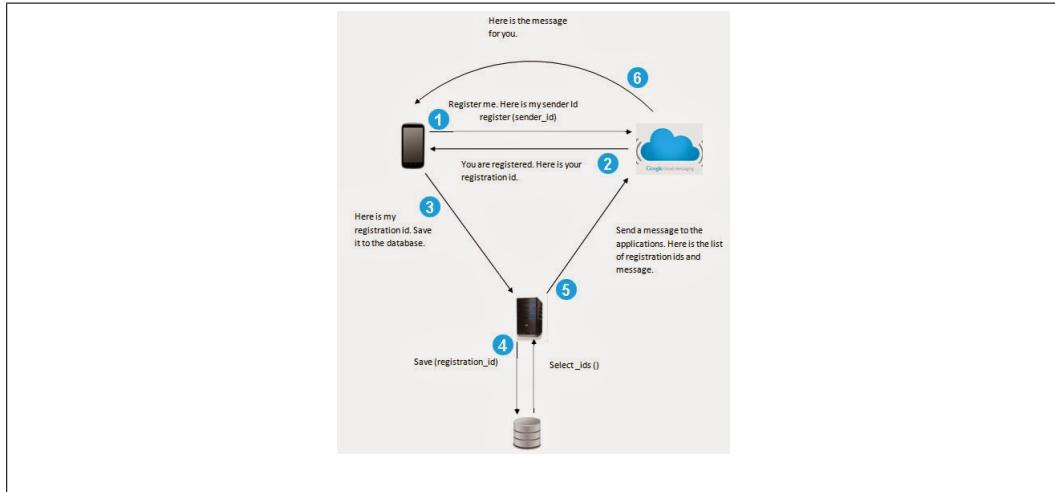


Figure 9.1: GCM System Architecture

## 9.4 Key Concepts of GCM

### 9.4.1 GCM Components

1. **Client App** It is a GCM-enabled Android application running on a device. This must be 2.2+ Android OS device with Google Play Store installed, and it must have at least one logged in Google account if the device is running a version lower than Android 4.0.4.
2. **3rd party Application Server** An application server that you write as part of implementing GCM. The 3rd-party application server sends data via the GCM connection server to Android application on the device.
3. **GCM Connection Server** These are Google-provided servers involved in taking messages from the 3rd-party application server and sending them to the device.

### 9.4.2 GCM Credentials

1. **Sender ID** The sender ID is used in the registration process to identify a 3rd-party application server that is permitted to send messages to the device.
2. **Application ID** The Android application that is registering to receive messages.
3. **Registration ID** An ID issued by the GCM servers to the Android application that allows it to receive messages. Once the Android application has the registration ID, it sends it to the 3rd-party application server, which uses it to identify each device that has registered to receive messages for a given Android application.
4. **Sender Auth Token** An API key that is saved on the 3rd-party application server that gives the application server authorized access to Google services. The API key is included in the header of POST requests that send messages.

## 9.5 LifeCycle Flow

1. **Enable GCM** Android application running on a mobile device registers to receive messages.
  2. **Send A Message** A 3rd-party application server sends messages to the device.
  3. **Receive A Message** Android application receives a message from GCM server.
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1. **Enable GCM** To use the messaging service on Android application for the first time, it needs to call the GoogleCloudMessaging method register(). The register() method returns a registration ID which should be stored by our Android application for later use.

2. **Send A Message :** Here is the sequence of events that occurs when the application server sends a message. Message is sent to GCM servers by the application server. Google enqueues and stores the message in-case the device is offline. When the device is online, Google sends the message to the device. On the device, the system broadcasts the message to the specified Android application via Intent broadcast with proper permissions, so that only the targeted Android application gets the message. This wakes the Android application up. The Android application does not need to be running beforehand to receive the message. The Android application processes the message. If the Android application is doing non-trivial processing, you may want to grab a PowerManager WakeLock and do any processing in a service.
3. **Receive A Message :** This is the sequence of events that occurs when an Android application installed on a mobile device receives a message. The system receives the incoming message and extracts the raw key/value pairs from the message payload, if any. The system passes the key/value pairs to the targeted Android application in a com.google.android.c2dm.intent.RECEIVE Intent as a set of extras. The Android application extracts the raw data from the com.google.android.c2dm.intent.RECEIVE Intent by key and processes the data.

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