



Open Innovation in Education × Lifestyle

# Gamifying Governance for Everyday Citizens

G . 55

Team - Key holders

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## The Problem.

Political education is boring, outdated, and passive.

Citizens don't know what their representatives are actually doing.

Government project data exists but is fragmented and inaccessible.

Accountability is emotional, not data-driven

Low civic participation. High misinformation. Zero structured engagement.

Education isn't integrated into lifestyle. It's treated like homework no one asked for.

# The Solution: CivicLoop

A gamified civic education and accountability platform.

# The Opportunity

(Open Innovation Lens)

India has:

- Open government datasets
- RTI frameworks
- Public dashboards
- Geo-tagged infrastructure data

But no unified, citizen-friendly interface.

## **Opportunity:**

Turn public data into a participatory learning ecosystem where:

- Citizens learn governance
- Citizens verify projects
- Citizens contribute structured evidence

Open data → Open participation → Open accountability.

# CivicLoop

Making governance  
understandable, measurable,  
and participatory.”

Education + Data + Participation = Civic Habit.

## 1. Civics Gym

Skill-tree based governance learning.

Earn Civic Coins. Build Civic XP.

## 2. Leaderboard

Hyper-local to national representative tracking.

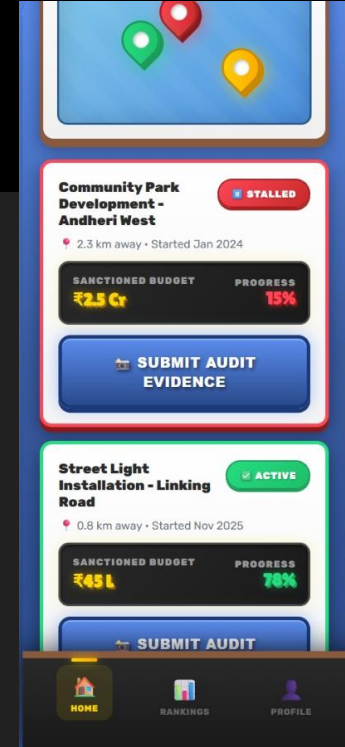
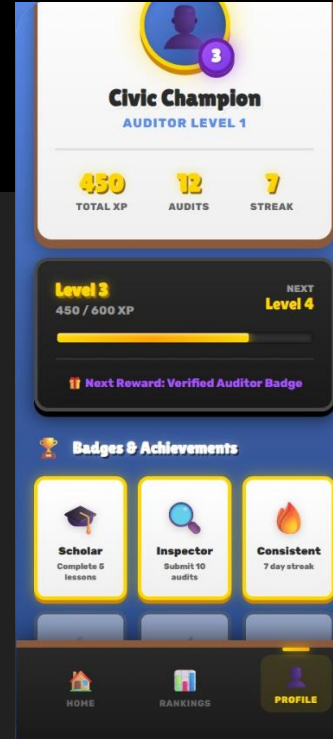
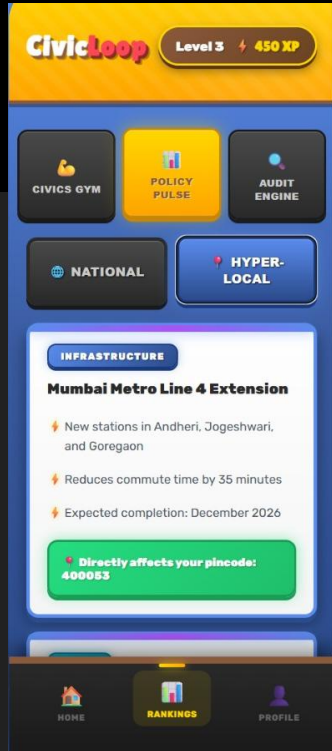
Education. Assets. Criminal record. Promise Score.

## 3. Project Tracker

Map-based tracking of government projects.

Users upload geotagged evidence for stalled works.

# The App



# How It Works

**Step 1:** User logs in → location auto-detect

**Step 2:** Sees their MP, MLA, Mayor

**Step 3:** Learns how governance works (Civics Gym)

**Step 4:** Tracks real-time projects nearby

**Step 5:** Submits verified evidence

System design:

- Public datasets API integration
- User trust scoring
- Community verification loop
- Gamified motivation layer

It's basically Apple Fitness, but for democracy.

# How CivicLoop Manages Data

We turn public data into clear, reliable civic insights — without adding bias.

## Where the Data Comes From

- Government open-data portals
- Election affidavits and public records
- Geo-tagged project dashboards
- User-uploaded, location-based evidence

## How We Process It

- Standard format for users, politicians, and projects
- Regular updates with visible timestamps
- Clear tracking of any changes made

## How We Keep It Reliable

- Community verification system
- Trust score for contributors
- Reports must meet a validation threshold
- Moderation for flagged content

## Privacy & Transparency

- No tracking of political preferences
- Location shown only at ward/city level
- Encrypted evidence storage
- Every metric shows its source



# The Impact

What the product provides

## Educational Impact

- Makes governance understandable for 18–25 demographic
- Replaces passive outrage with informed participation

## Social Impact

- Community-driven verification reduces misinformation
- Public pressure via transparent performance ranking

## Lifestyle Impact

- Civic participation becomes measurable
- “Closing your Civic Rings” becomes a behavior habit

# Vision & Scalability

Track it. Improve it. Compete on it.

## Short Term:

- Pilot in one state
- Integrate open government APIs
- Partner with universities

## Long Term:

- National rollout
- Policy transparency dashboard
- NGO & research integrations
- Data-driven civic reputation index

## Vision:

A generation that treats governance literacy like fitness.

# From open data to open accountability.

## Thank you.

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