Digital Platforms for Community Engagement

Mini Grid Learning Event Technical Conference
Myanmar / February 2017

Avinash Kumar
Director, Quicksand Design Studio, India

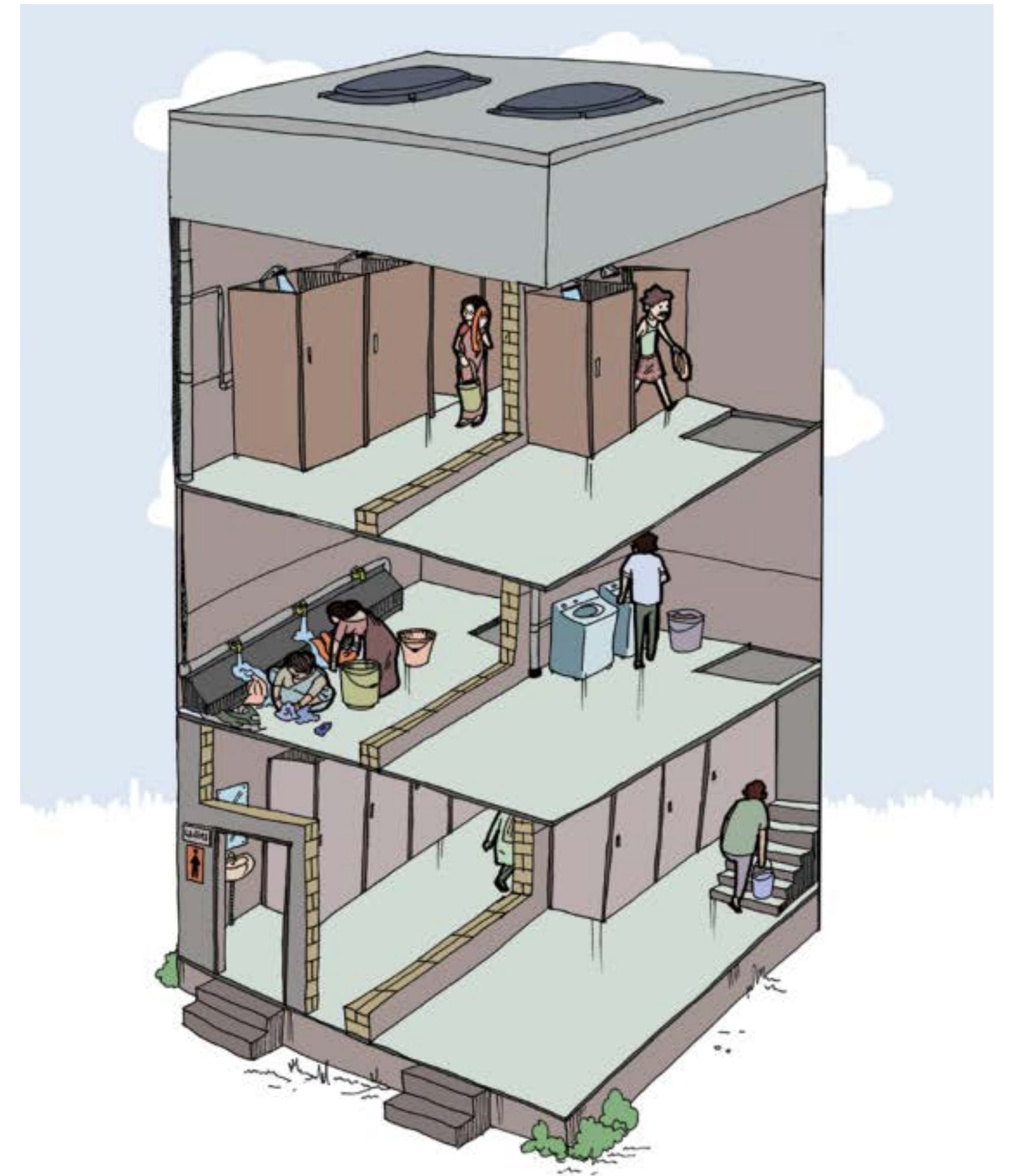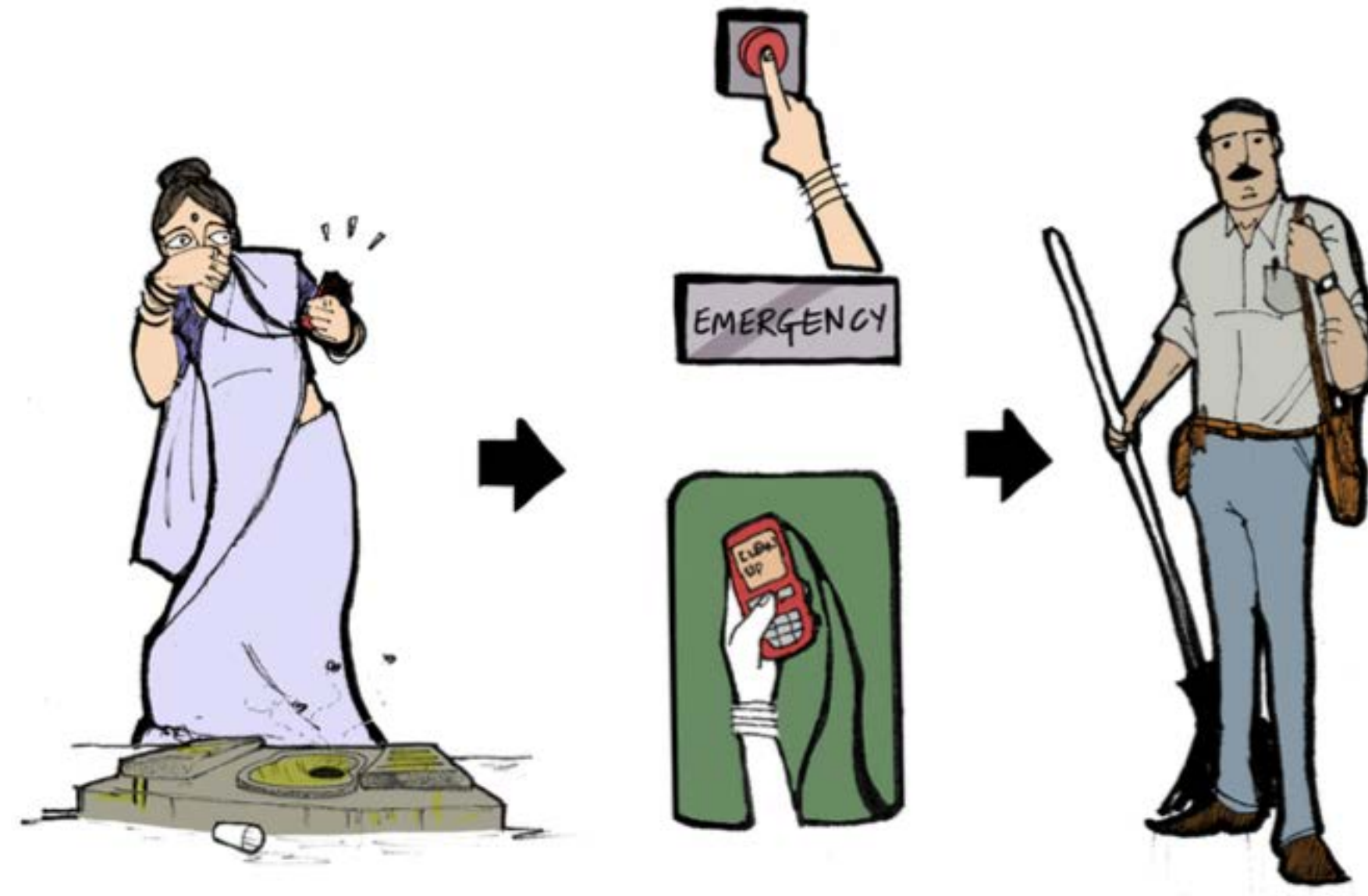# Community Engagement & Story Telling

Stories...

... have the power to bring people together

... are a fertile ground for expressing insights

... are memorable and affect change

... express complexity in accessible formats

Tackling the Urban Sanitation Crisis

Bill & Melinda Gates Foundation + Government of Odissa

The *PottyProject* is an in-depth design research focused on understanding how India's urban poor interact with the core issues of sanitation and hygiene. The implementation phase took the form of *ProjectSammaan*, an urban infrastructure project that seeks to develop a scalable and sustainable improved sanitation model for urban slums.

- Energy
- Governance
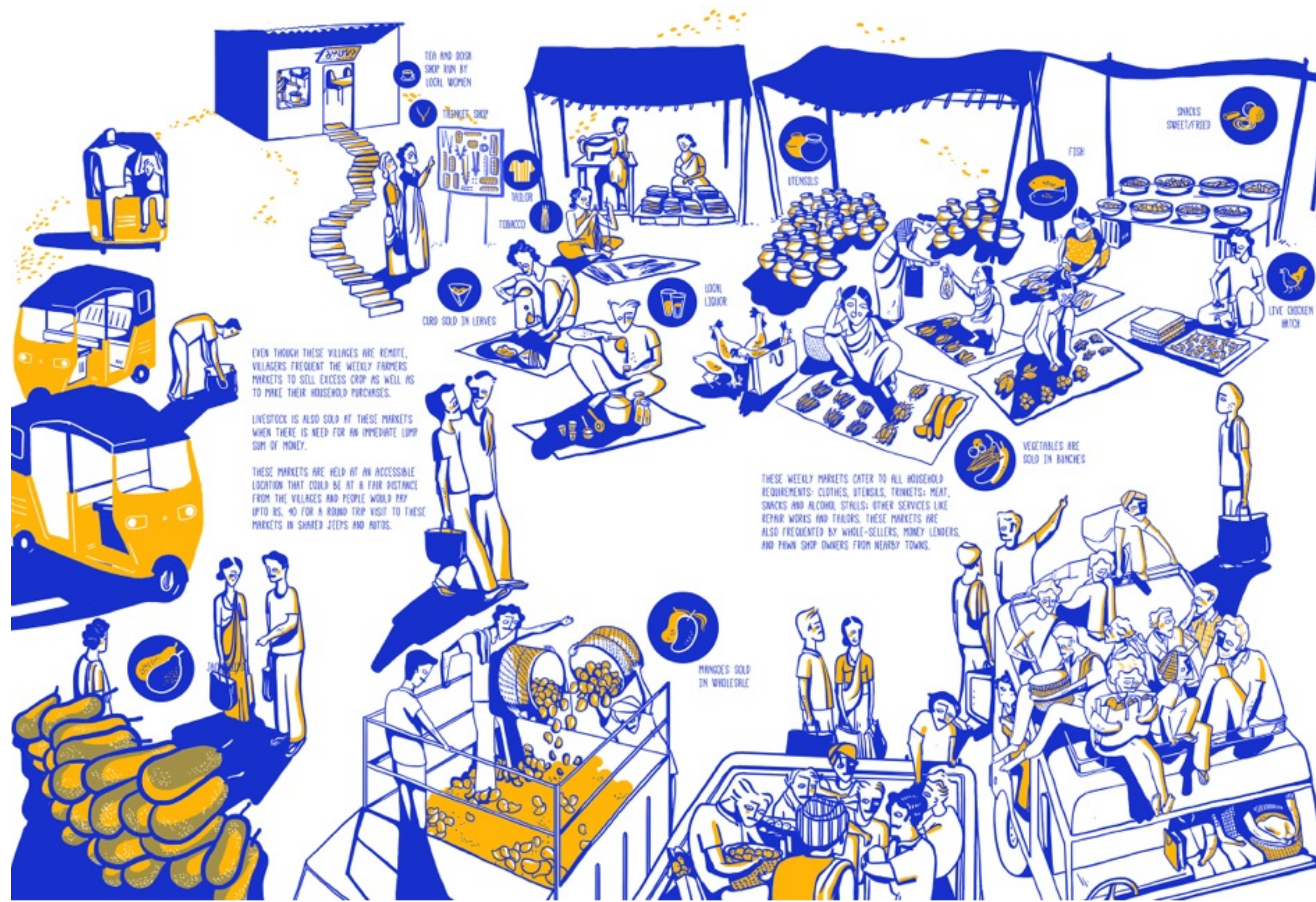- Land Use
- Mobility
- Water

Smart City Comics

AECOM

Reducing Plastic Bag Waste in Major Cities in Cambodia
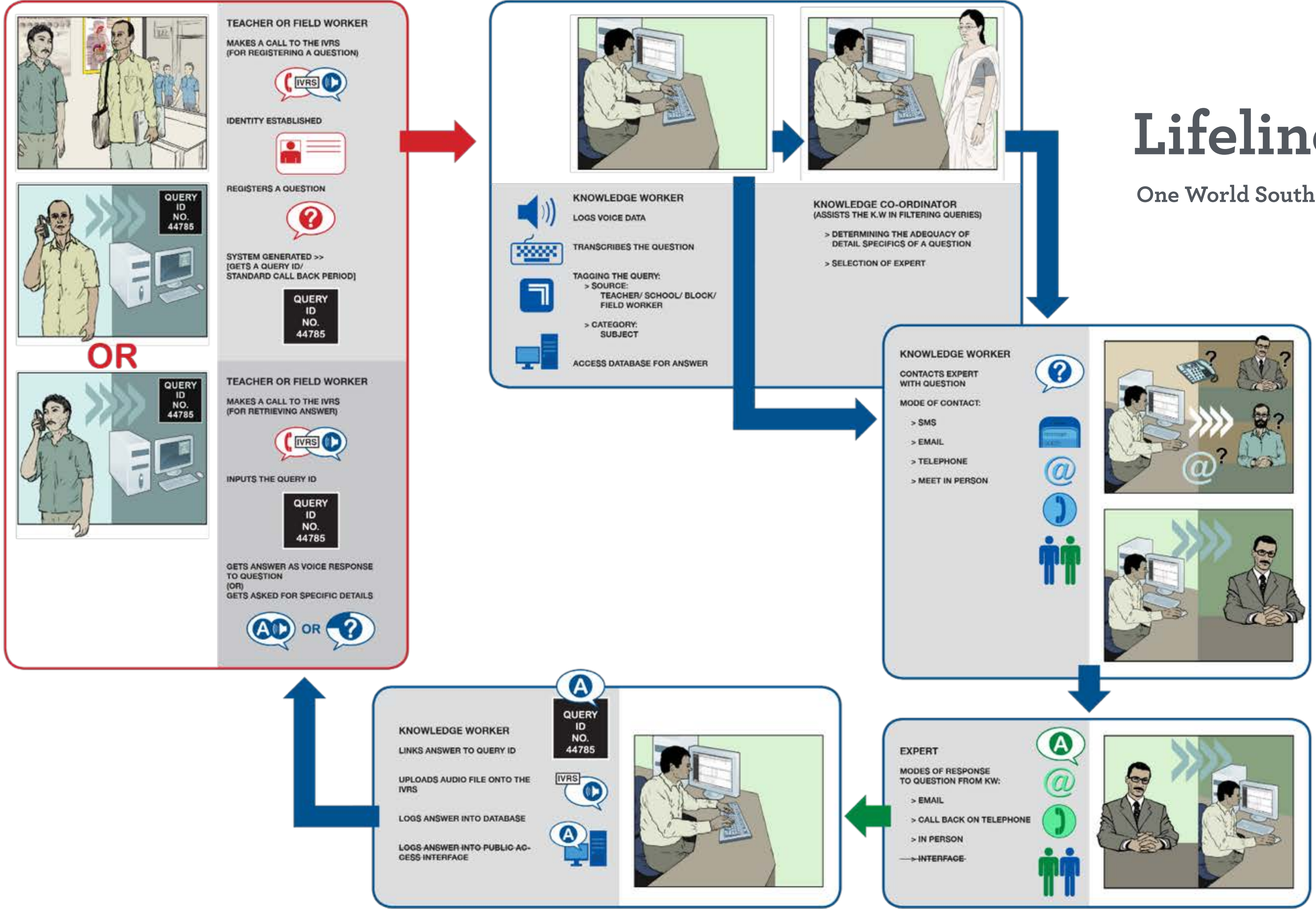
ACRA, EU

Transforming Financial Impact of Subsidy Transfers

Consultative Group to Assist the Poor (CGAP)

Quicksand worked with CGAP to understand and evaluate the link between government to people (G2P) transfers and financial inclusion. The study also documented the vibrant and dynamic financial lives of people in urban, rural and tribal Andhra Pradesh.

Lifeline for Education

One World South Asia

TEACHER OR FIELD WORKER

MAKES A CALL TO THE IVRS
(FOR REGISTERING A QUESTION)

IDENTITY ESTABLISHED

REGISTERS A QUESTION

SYSTEM GENERATED >>
[GETS A QUERY ID/
STANDARD CALL BACK PERIOD]

QUERY ID NO. 44785

TEACHER OR FIELD WORKER

MAKES A CALL TO THE IVRS
(FOR RETRIEVING ANSWER)

INPUTS THE QUERY ID

QUERY ID NO. 44785

GETS ANSWER AS VOICE RESPONSE
TO QUESTION
(OR)
GETS ASKED FOR SPECIFIC DETAILS

KNOWLEDGE WORKER

LOGS VOICE DATA

TRANSCRIBES THE QUESTION

TAGGING THE QUERY:
> SOURCE:
   TEACHER/ SCHOOL/ BLOCK/
   FIELD WORKER

> CATEGORY:
   SUBJECT

ACCESS DATABASE FOR ANSWER

KNOWLEDGE CO-ORDINATOR
(ASSISTS THE K.W IN FILTERING QUERIES)

> DETERMINING THE ADEQUACY OF
   DETAIL SPECIFICS OF A QUESTION

> SELECTION OF EXPERT

KNOWLEDGE WORKER

CONTACTS EXPERT
WITH QUESTION

MODE OF CONTACT:

> SMS

> EMAIL

> TELEPHONE

> MEET IN PERSON

KNOWLEDGE WORKER

LINKS ANSWER TO QUERY ID

QUERY ID NO. 44785

UPLOADS AUDIO FILE ONTO THE
IVRS

LOGS ANSWER INTO DATABASE

LOGS ANSWER INTO PUBLIC AC-
CESS INTERFACE

EXPERT

MODES OF RESPONSE
TO QUESTION FROM KW:

> EMAIL

> CALL BACK ON TELEPHONE

> IN PERSON

--> INTERFACE

One World South Asia is an
international non-profit working
towards democratizing
technology. The *Lifeline for
Education* program intends to
provide academic support to
teachers in rural schools in India
using accessible communication
mediums like mobile phones.

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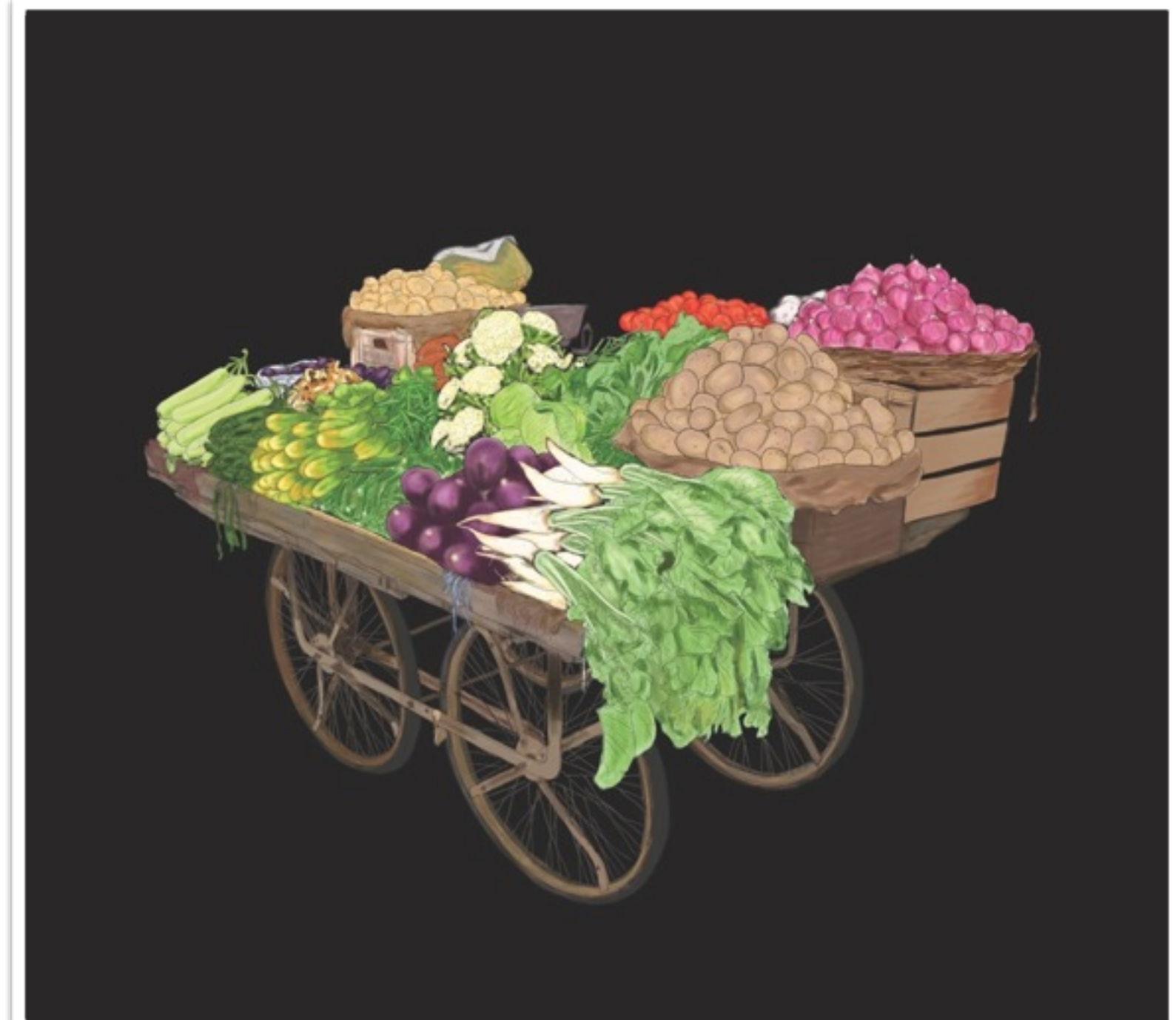
velowala.org

**International Design Biennale,
Saint-Etienne**

Velowala.org is a rich media archive that pieces together the ecosystem of bicycle-based commerce *a.k.a.* velocommerce in India through images, sounds, films, interviews and critiques. The objective is to sensitize people to the fact that bike-based commerce does not have to be backward looking and is in fact a viable, flourishing livelihood for millions in India & other developing economies.

# Agent Empowerment Through Gamification

BTPN, Indonesia

Our engagement with BTPN, a major bank in Indonesia was centered around framing gamified interventions to tackle the problems around literacy and motivation among the agents of the BTPN WOW! product. WOW! is a flagship product, seeking to bring the benefits of mobile banking to large sections of banked and unbanked population in Indonesia.
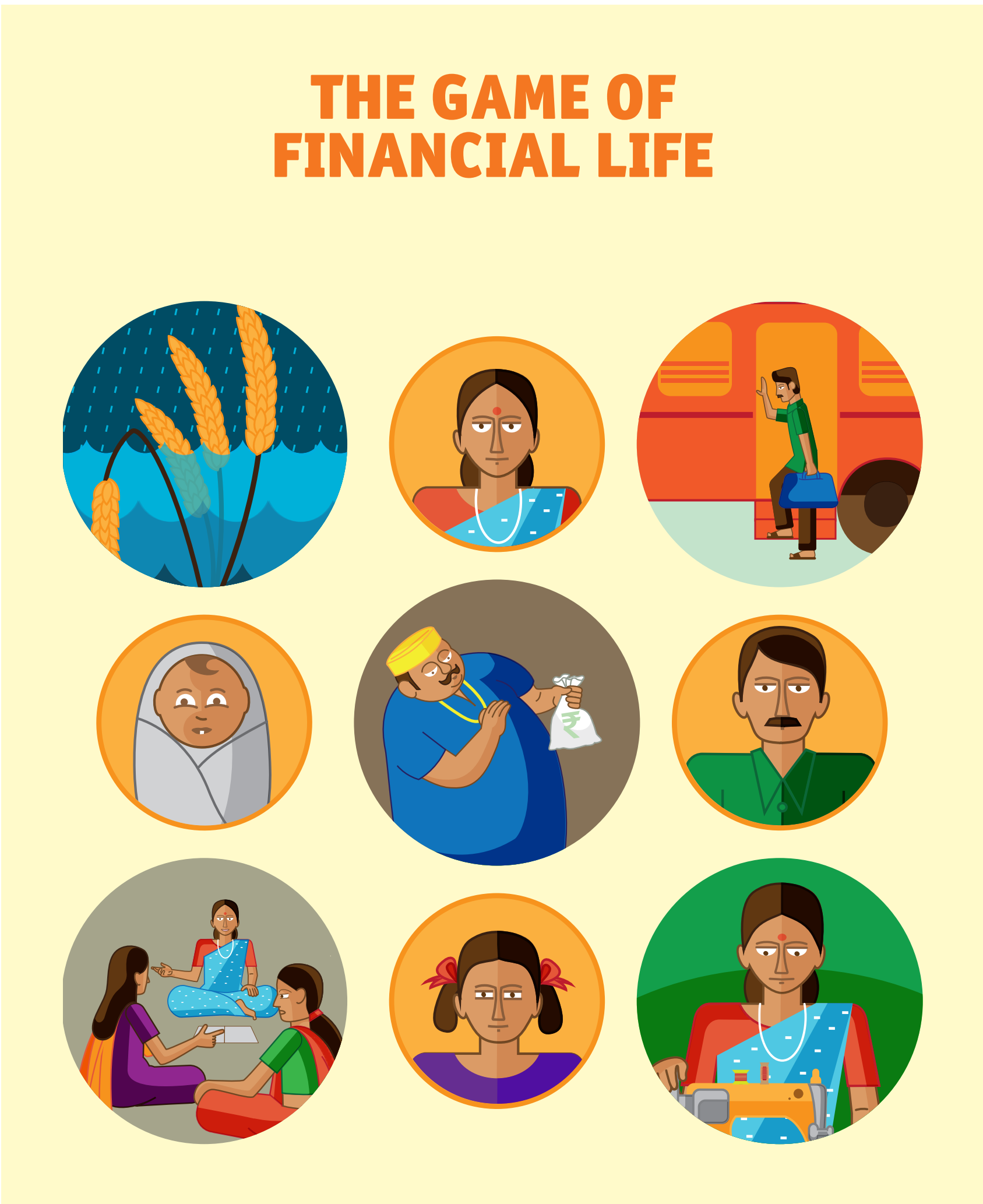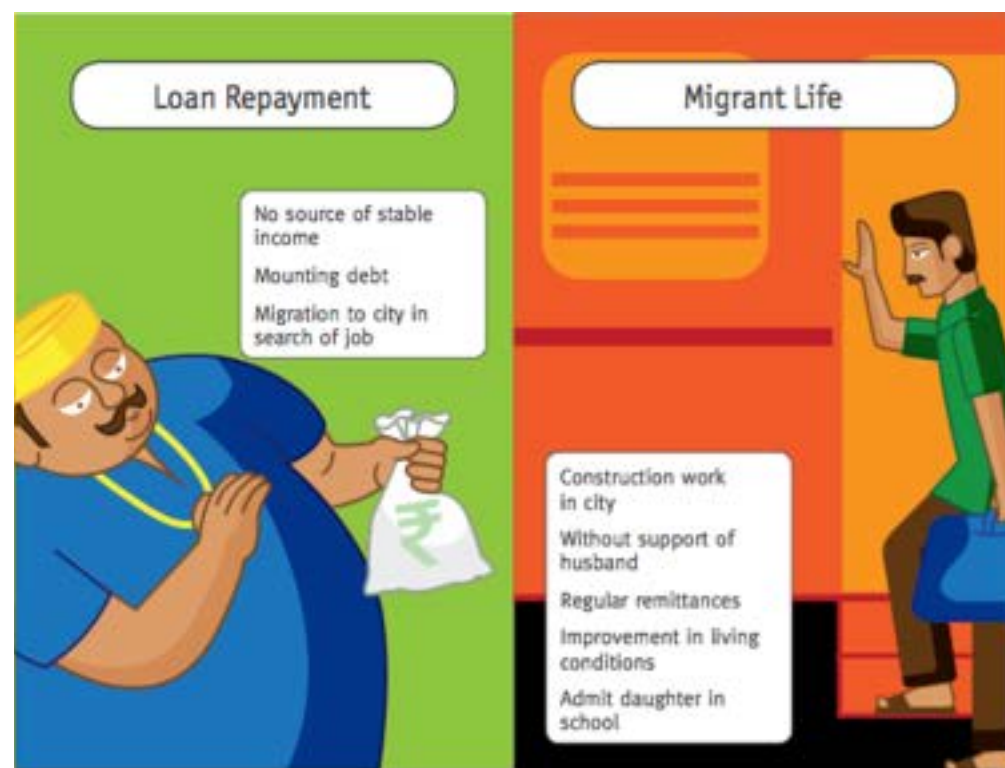
Financial Capability Toolkit

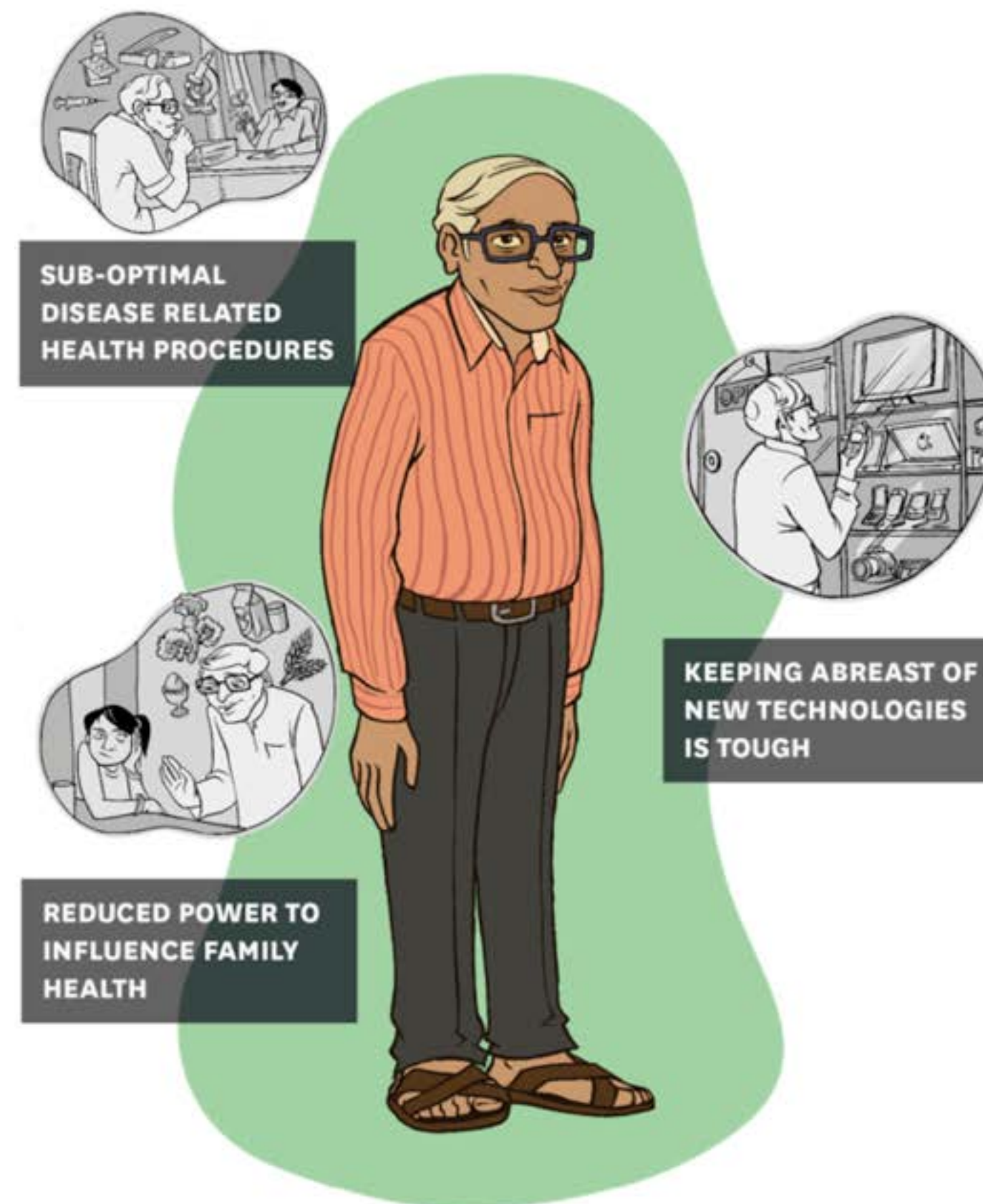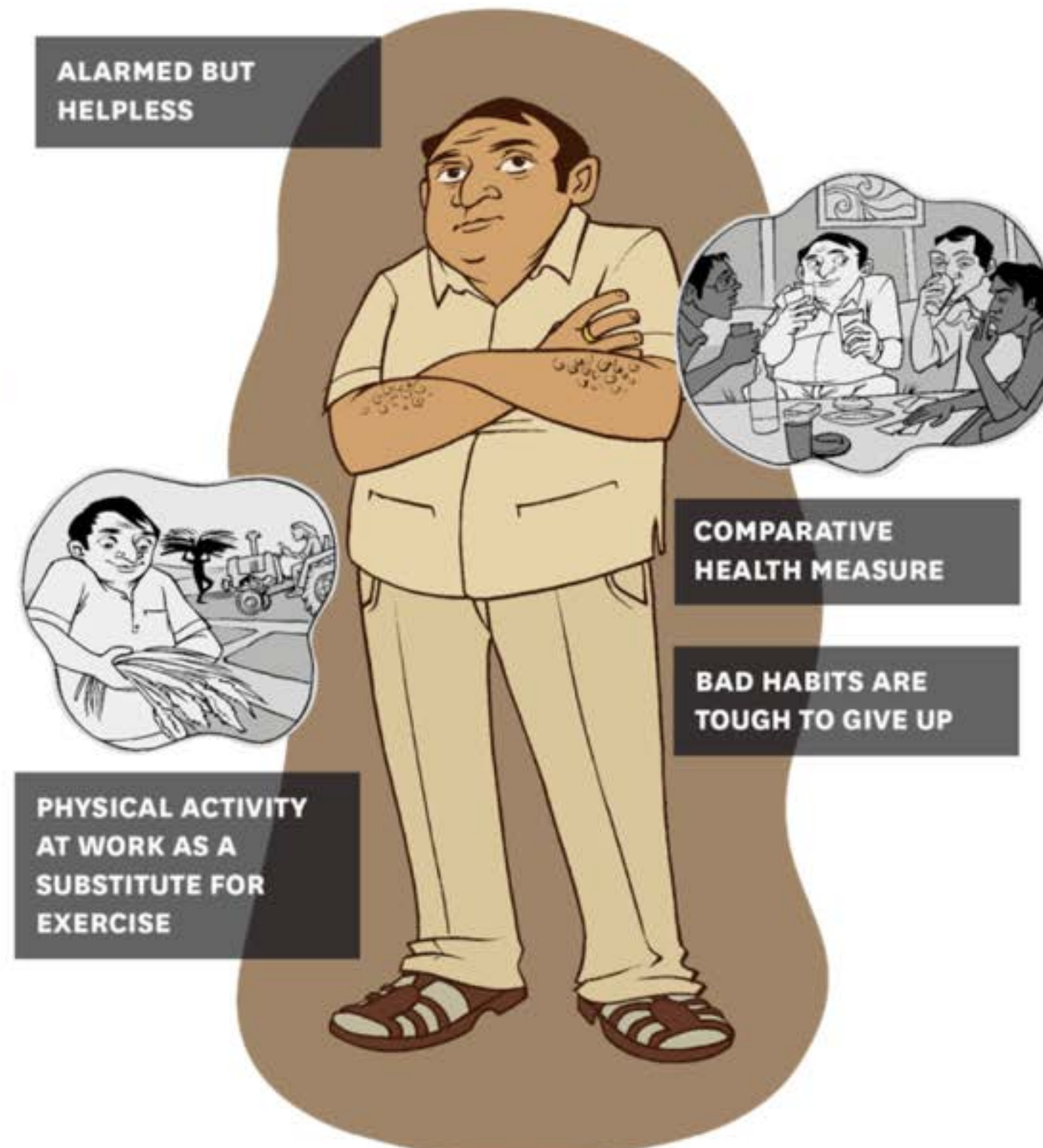**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**

The Financial Capability Assessment Study, conducted by the Rural Financial Institutions Programme (RFIP) at GIZ, puts forth an alternative framework that captures, the conditions under which the rural poor make decisions pertaining to their financial health. Working with multiple stakeholders, Quicksand developed a toolkit to help implement the financial capabilities concept which would enhance the financial lives of low-income households.
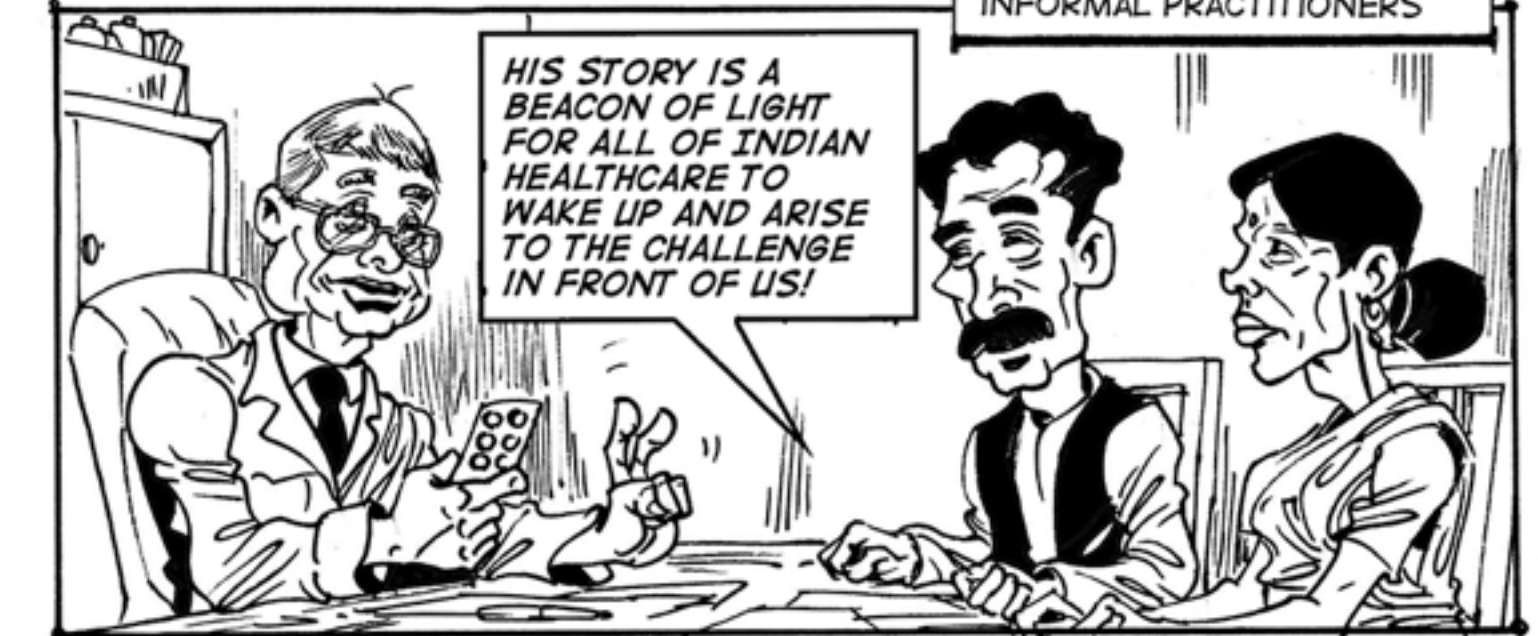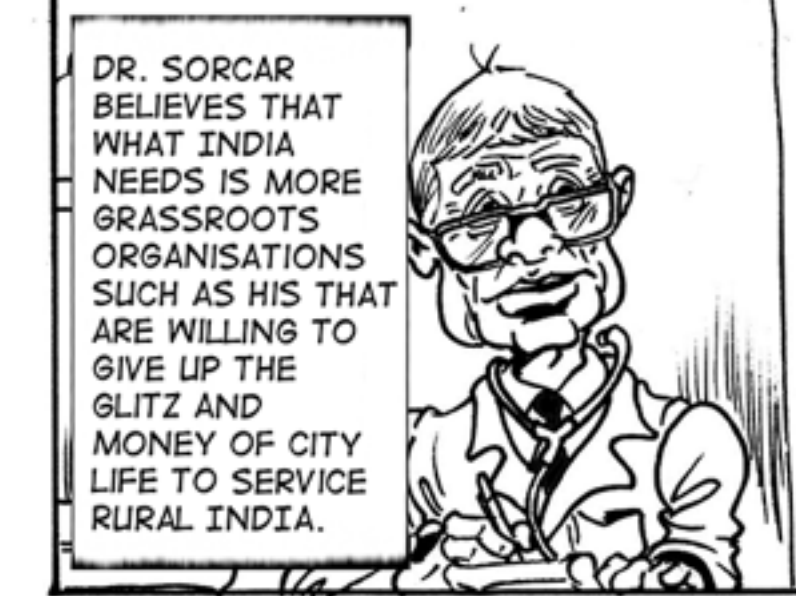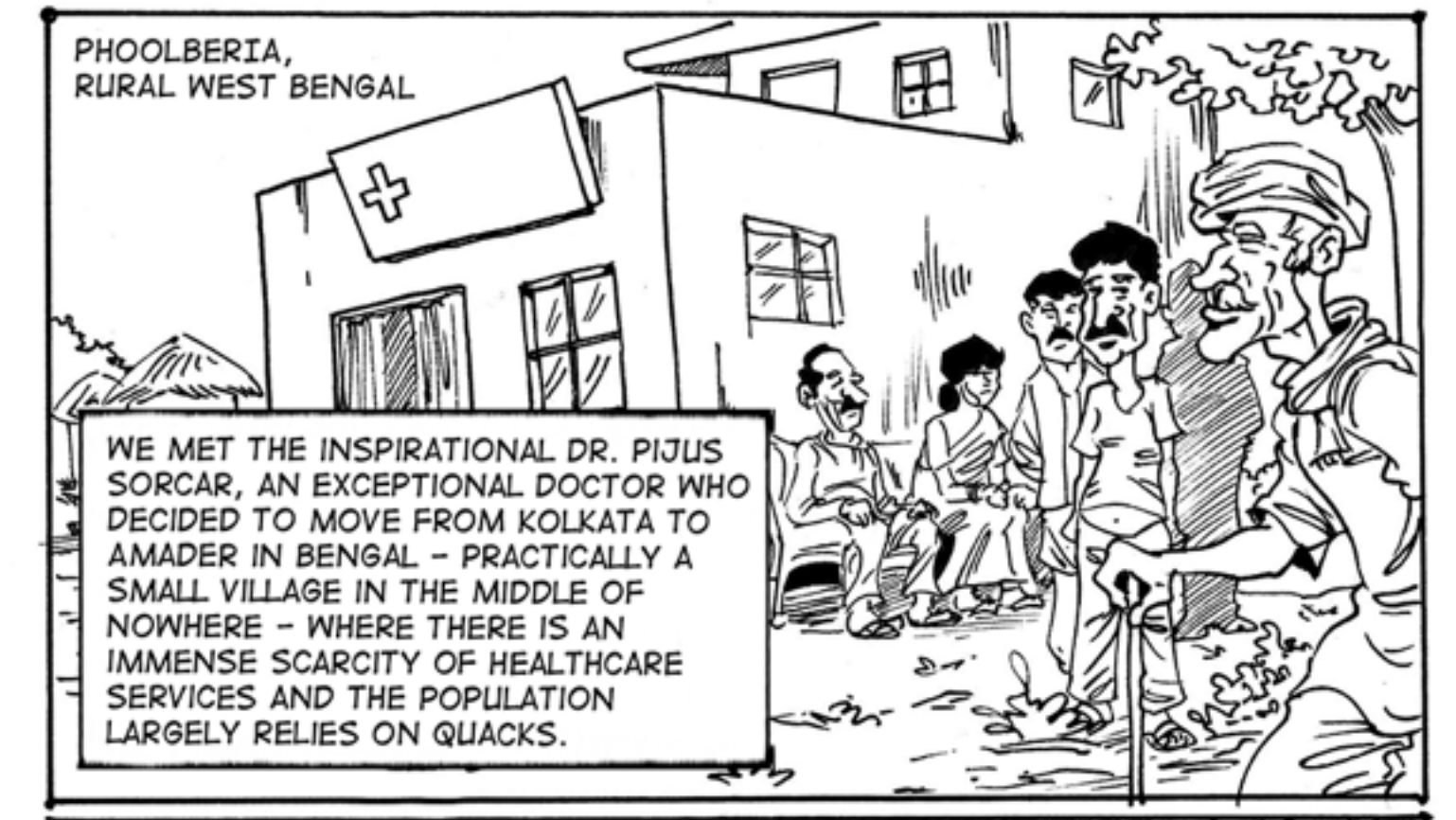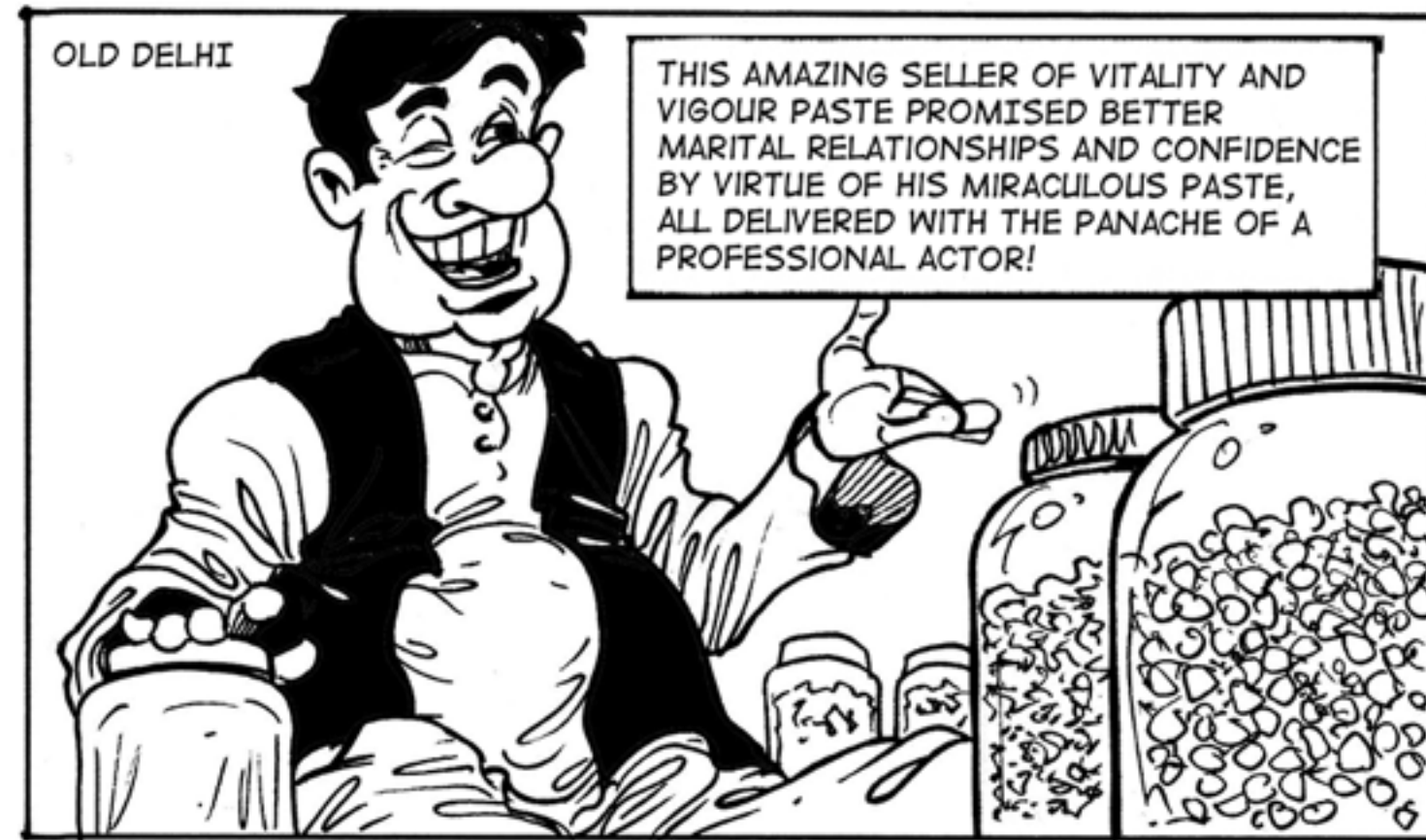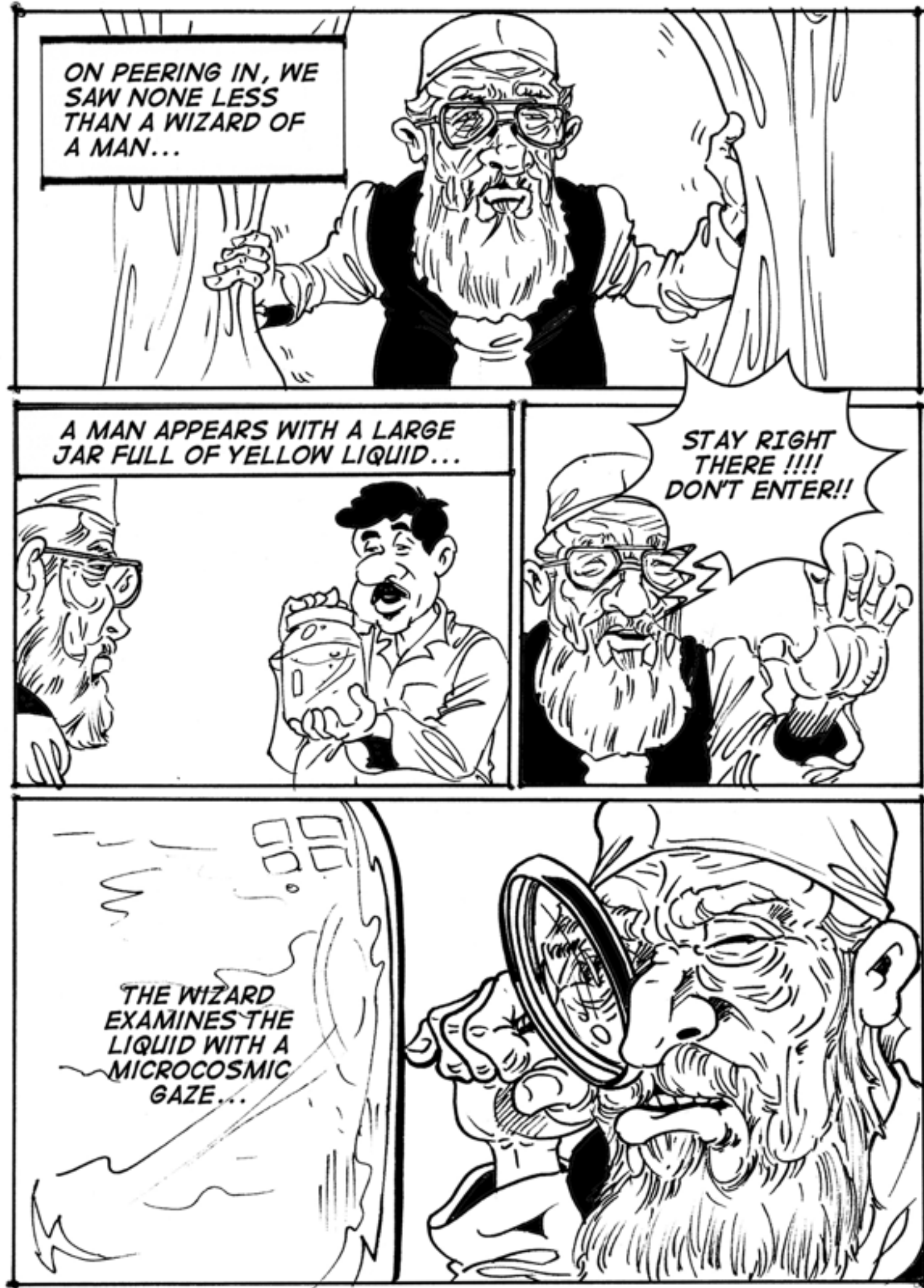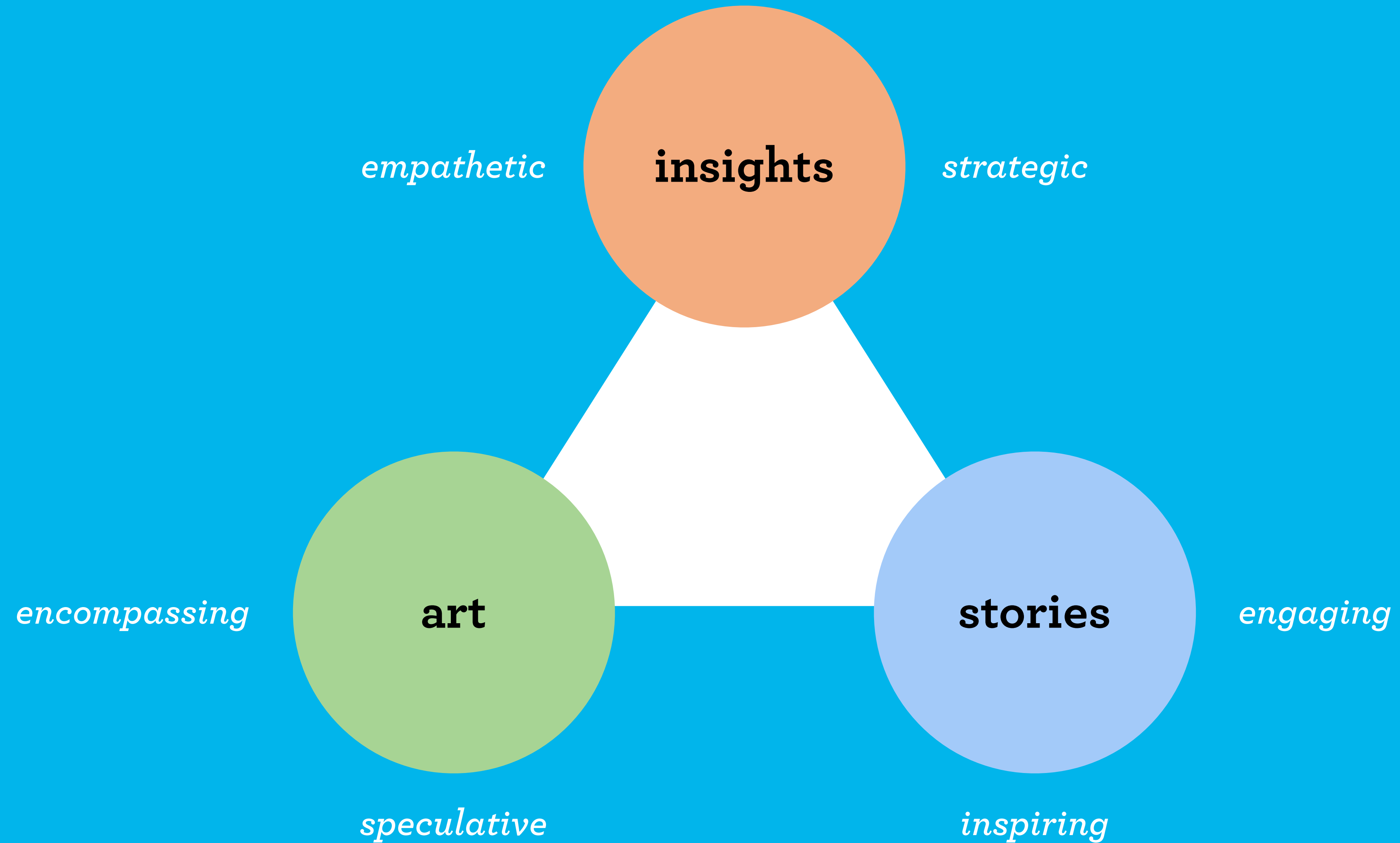
Trick or Treat

Wellcome Trust

Trick or Treat is a project of discovery and synthesis of diverse practice and practitioners of alternate healthcare systems in India. The project pitches the use of digital art and multimedia forms to create arresting public engagement experiences.

OUT OF CONTROL

BEAUTY, SELF IMAGE & HEALTH

SOCIAL PRESSURES

ALARMED BUT HELPLESS

COMPARATIVE HEALTH MEASURE

BAD HABITS ARE TOUGH TO GIVE UP

PHYSICAL ACTIVITY AT WORK AS A SUBSTITUTE FOR EXERCISE

SUB-OPTIMAL DISEASE RELATED HEALTH PROCEDURES

KEEPING ABREAST OF NEW TECHNOLOGIES IS TOUGH

REDUCED POWER TO INFLUENCE FAMILY HEALTH
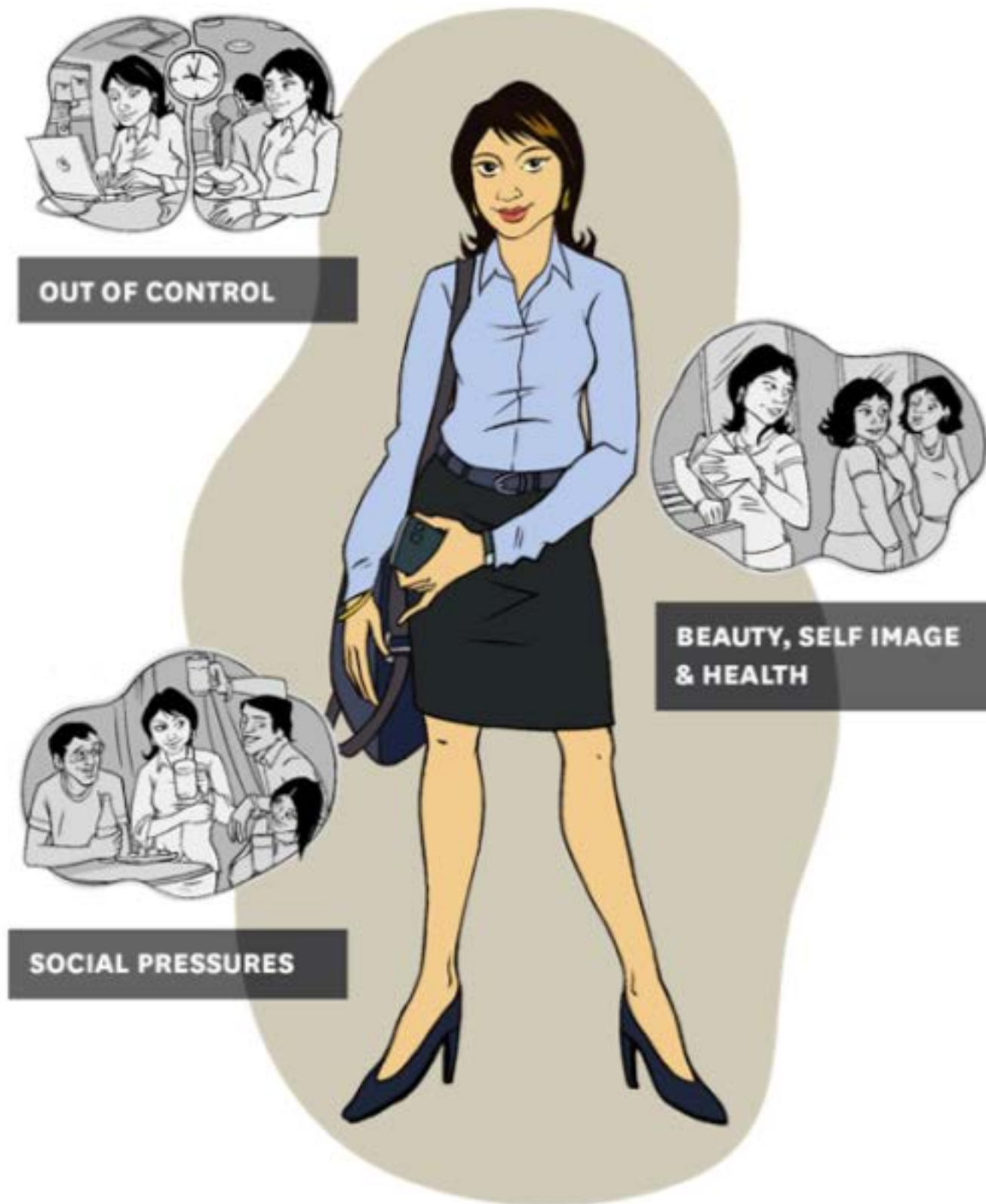
Embedded Technology For Health and Well-Being

Quicksand worked with the product innovation team at Samsung Electronics to uncover latent opportunities within the growing trend of wellness and active lifestyle. One of the main focuses was on consumer technology and how could we provide users more control and ability to self-diagnose and monitor lifestyle diseases.

Triad of meaningful storytelling

empathetic   **insights**   *strategic*

encompassing   **art**   **stories**   *engaging*

speculative   *inspiring*

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Applications of Digital Platforms

research tool

research output

community engagement

public opinion

Thank You!

QUICKSAND

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@helloQS

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