

AWARDS SCHEME FOR EXEMPLARY IMPLEMENTATION OF e-GOVERNANCE INITIATIVES

NAME OF CATEGORY-‘OUTSTANDING PERFORMANCE IN CITIZEN CENTRIC SERVICE DELIVERY’

1. Coverage – Geographical and Demographic :-

(i) Comprehensiveness of reach of delivery centres

Catering to the entire Uttar Pradesh, which could, population-wise, be called 6th largest country in the world, WPL and Power Angels, in effect, serve a total population of more than 20 crores spread across nearly 2.43 Lakh Sq Km.

(ii) Number of delivery centres

There is one main center at Lucknow and sub centers in all the Districts.

(iii) Geographical

This facility is available to all women residing in geographical boundary of Uttar Pradesh covering more than 2.43 Lakh Sq Km.

(b) State- Number of District covered

75 Districts

Specific details:-

The main 1090 WPL centre is connected 24X7 to all the police stations, as well as the mahila police stations of the state, thereby taking the total number of delivery centers to around 1500. The main center is also connected with all the District Control Rooms for emergency services.



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(iv) Demographic spread (percentage of population covered)

Though it's a women specific service, but if a women is in trauma, her entire family suffers therefore this service effectively has impact on entire populace of Uttar Pradesh. Therefore it helps entire populace of Uttar Pradesh that is more than 20 Crores.

2. Situation Before the Initiative (Bottlenecks, Challenges, constraints etc with specific details as to what triggered the Organization to conceptualize this project):

A common, complaint gave way to a unique solution in the form of 1090 – WPL: A young girl recounted the harassment she was going through, threatening to commit suicide unless Uttar Pradesh Chief Minister (CM) Akhilesh Yadav, whom she was facing, did something about it. The CM looked grimly at the attending team of police personnel, and then straight at DIG Navniet Sekera, who was heading the team.

Sekera, fully cognizant of the entire gamut of administrative, legal, policing, and societal issues and obstacles encountered in tackling such issues from his 17-year experience of working in the police force made it a personal challenge to come up with a practicable solution. Sekera hails from UP and hence had no trouble grasping the ground realities. He knew that the solution had to lie in the social arena more than in the legal/criminal one.

1090 – Women Power Line (WPL) and Power Angels was Uttar Pradesh (UP) State Police's answer to a very inimical problem plaguing the Indian society: sexual harassment, and at its roots misogyny shrouded in the patriarchal mindset of our society.

Apart from being India's most populous state and also among the least developed ones, Uttar Pradesh is home to about 95.3 million women, of which more than 50% are illiterate. As social groups go, women form a minority among minorities: women are far more vulnerable than their male counterparts across all these groups – be it poor, illiterate, disabled, elderly, deprived etc.

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As a testimony to this flawed social structure we see: practices such as female foeticide, female infanticide, and child marriage continue to this day; girl children are the worst sufferers of neglect in terms of nutrition, education, and healthcare; within families, women are valued largely for their role as mother to a male child; they may commonly face verbal, emotional, mental and physical abuse and torture and in many cases even death for various reasons.

A product of this system is men's general belief in their entitlement and superiority over women, and the only way to assert this is by controlling them in every way – emotionally, financially, sexually. Sadly, such behavior has woven its way into our cultural blueprint with the result that sexual harassment is hardly ever noticed or questioned. If and when this happens, patriarchy lashes back by questioning the woman's judgement, character, intentions, etc. It robs women of their dignity and self-esteem by first robbing them of their voices. The social stigma is such a strong deterrent that hardly any woman even thinks of voicing the turmoil she has faced.

For an Indian woman, dealing with lewd gestures, catcalls, lascivious looks and remarks, getting groped or molested in public spaces or on public transport, is routine, both at home and outside. In fact, a lot of such harassment is rather derogatorily termed as 'eve-teasing'. So pervasive is the problem that until a few months ago, the law did not

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see these acts as crimes. It took a bestial gang rape that shook the conscience of the nation that eventually led to a law being enacted to tackle this.

1090 – WPL sought an attitudinal change even before the Indian judicial system turned a serious regard to the issue. It was their understanding that these so- called ‘smaller’ crimes and the helplessness in curbing them bolster their perpetrators and the culture of impunity surrounding them. And this helplessness stems from women’s lack of readiness to raise their voices – largely on account of an apathetic

attitude of authorities towards such crimes. This encourages heinous crimes such as acid attacks, rapes, etc. Legal reforms must find an echo in social reforms and they figured that one way to achieve this is by empowering women to talk by giving them a dedicated platform that is secure, supportive, discreet, and most importantly, empowered to act. 1090 – WPL became that platform.

3. Scope of Service/ Activities Covered (Extent of e-enablement in terms of number of services, extent to which steps in each service have been ICT-enabled #)

3.1 Extent of e-enablement in terms of number of services

For a smooth execution of what promised to become a large-scale project, the WPL considered it would be wise to implement the initiative in a phased manner. It was decided to go by the type of harassment they want to focus on first.

WPL-1090 aims to tackle the menace in a systematic manner.

Part I: Addressing harassment and sexist remarks where medium is mobile phone.

Part II: Addressing harassment caused to women on social networking sites or emails or any other way (Defamation/Blackmailing) where the Internet is the medium of harassment.

Part III: Addressing sexist bullying, physical- stalking and any kind of harassment at public places, public transport or work places.

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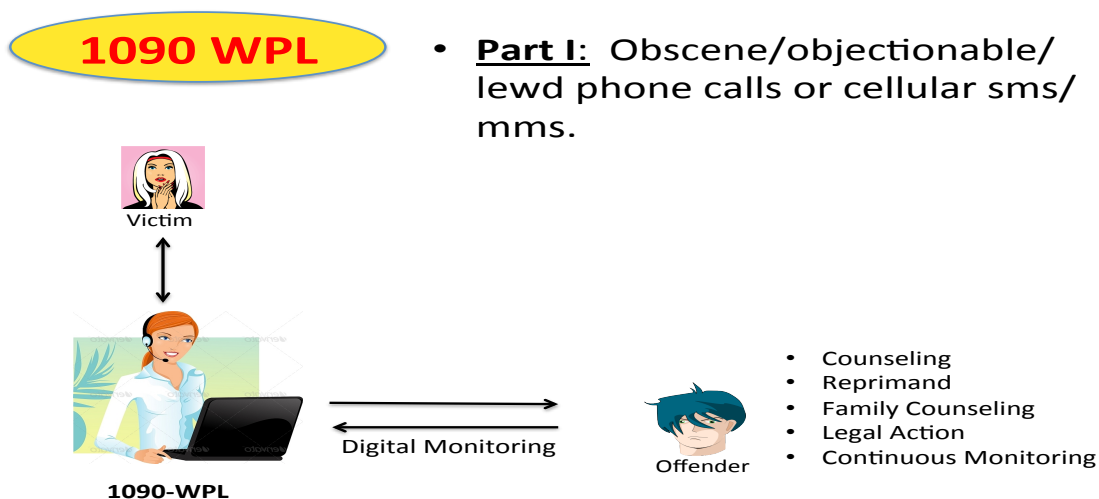
Part IV: Addressing all kinds of crime against women as defined in IPC and other minor acts. The focus will be on sexual crimes and domestic violence against girl child and woman.

Part V: Counseling and Support. The victims of sexual harassment do need support and counseling. More often victims fall trap into guilt, and its utmost necessary to bring her back to normal life. WPL provides free counseling by qualified psychological consultants.

Part VI: Power Angels. Making young girls a vigilant police officer i.e. A Power Angel in every classroom, colony, street, village or hamlet so they could reach where Govt. machinery more often fail to reach. These power angels who are special police officers as per law works as a bridge between State Police and common girls and women. Thousands of girls have already become Power Angels.

3.2 extent to which steps in each service have been ICT-enabled

Part I : Fully ICT enabled. The 1090 call centers works on internet telephony and cloud computing. All communication and data is captured digitally and stored and two different and distant places.

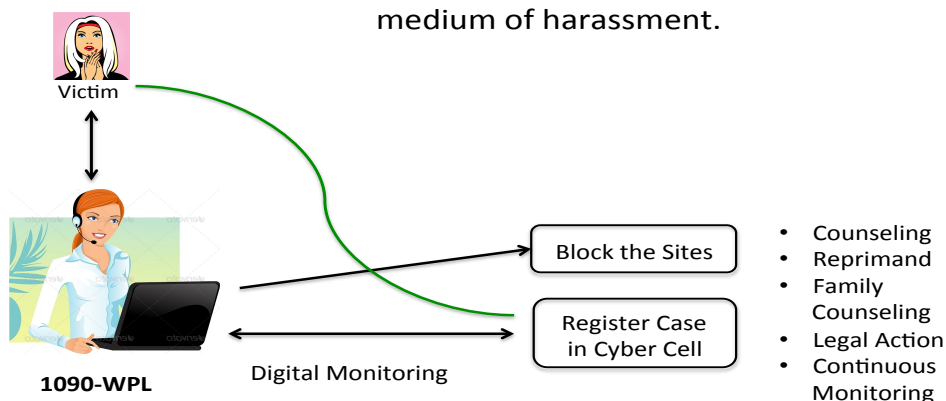


Part II: Amalgamation of ICT and web based social sites.

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1090 WPL

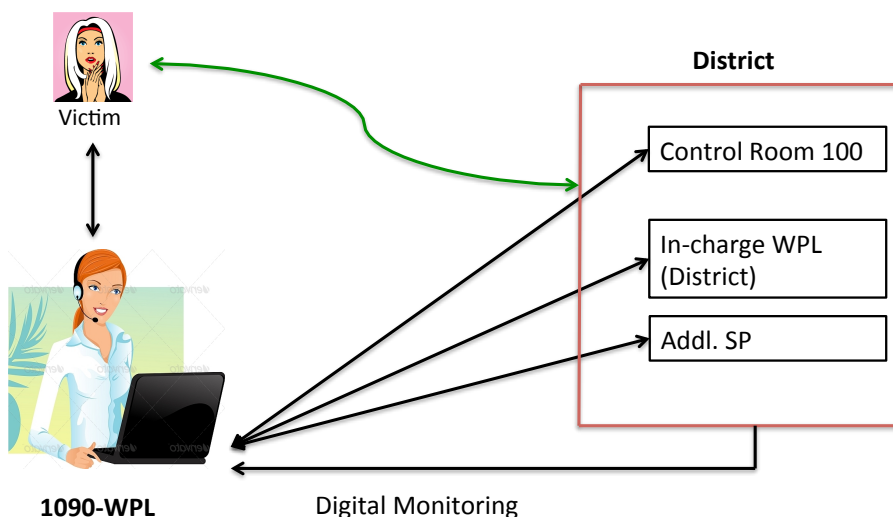
- **Part II:** On social networking sites or emails or any other way (*Defamation/ Blackmailing*) where internet is used as a medium of harassment.



Part III: A very smart use of ICT where a distant caller is put to talk to her local police control room in real time using multiple callers conferencing. It saves time and improves the response time. Because of internet telephony call transfer between workstations is very smooth.

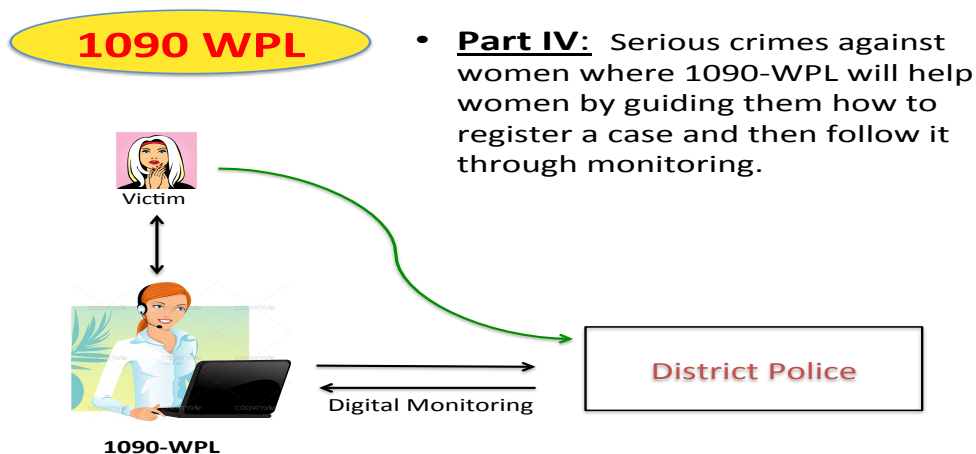
1090 WPL

- **Part III:** This phase will take problems of physical stalking and harassment at public places.



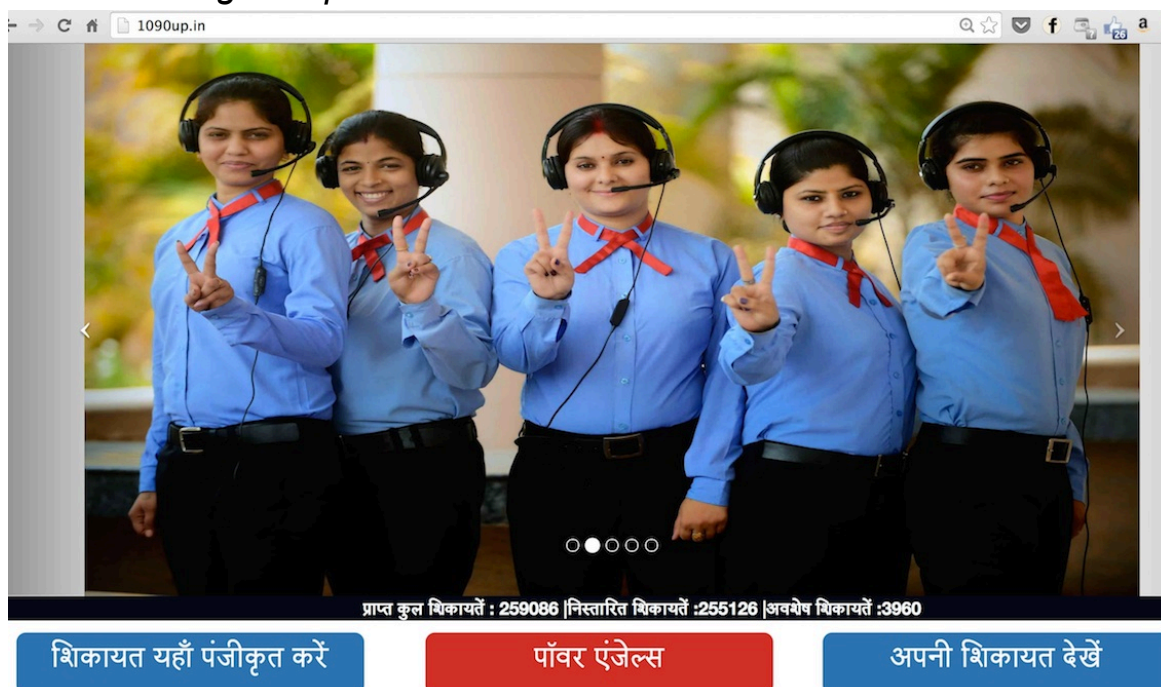
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Part IV: Its because of ICT only WPL is able to manage such a large amount of complaints and data which is coming from entire state.



Part V: Here again WPL uses ICT very smartly. It connects the victim with corresponding Counselor on conferencing call where counseling is done. Entire counseling is recorded for quality check.

Part VI: All power angels are selected from WPL website <http://1090up.in/> . It has an exhaustive list of more than 12,000 schools and colleges across the state. Its an uphill task to keep and maintain data of lakhs of applicants and stay connected with them on regular intervals through emails and sms. The smart use of ICT has made things simple for WPL.



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4. **Stakeholder Consultation** (Give details about type of stakeholders consulted, number of stakeholders consulted, stages at which stakeholder input was sought, any user satisfaction study done etc. #)

4.1 Type of stakeholders consulted

1. *User*
2. *Government*
3. *Executives*
4. *Women Groups & NGOs*
5. *Intellectuals*

Professors, Principals, Teachers, Politicians, Technocrats, Legal Experts Representatives of NGOs, Police Officers of various ranks and different age groups, Women from different strata of society, Girls from different economics classes and different age groups

4.2 Number of stakeholders consulted

A large number stakeholders were consulted before WPL was set up, then during implementation and finally in various up gradations. The problem was understood clearly because of many rounds of brain storming sessions with so many different perspectives. WPL has to understand the dynamics of this social menace and find solution within existing framework of legal system. The amount of problem was so large that it couldn't have been possible but for smart usage of ICT. The most prominent among the stakeholders were: Prof Himanshu Rai from IIM Lucknow, Prof Neeraj Dwevedi from IIM Lucknow, Mr Amod Kumar IAS, Madam Anita Prakash Principal IT College Lucknow, Mr. A.C. Sharma DGP UP, Mr Chandraparash , a senior citizen, Ms. Shreeparna Ganguli IPS, Rohit Gupta, CEO Technosys and large number of girls who shared their views.

4.3 Stages at which stakeholder input was sought

The first and foremost was before the launch of the WPL. It was very important to have clear understanding of social and legal dynamics and delivery to such a large pool of women with limited resources. WPL was connected with large number of users and its

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effective mechanism of feedback keeps it updated with wonderful inputs.

4.4 Details of user satisfaction study done

User satisfaction is most important feature of WPL-1090, this feature brings paradigm shift in delivery of service. It is mandatory to make at least three feedback calls to the user and if WPL receives all three positive feedbacks then only the complaint can be closed else it is treated as open and unresolved complaint. While resolving maximum impetus is given to user satisfaction. Further when WPL keeps calling even after the problem is resolved, it gives confidence to user that there is a system on which she can rely.

Prof. Himanshu Rai, Chairman MDP, IIM Lucknow conducted a user satisfaction study separately and its results were encouraging. His study suggested some improvements which were done subsequently. Prof. Neeraj Dwevedi IIM Lucknow, and Nishant Saxena IIM Lucknow wrote a case study on WPL-1090 which is widely published and is taught at various B-schools. Very soon WPL is going to conduct unique audit, an audit done by editors of reputed newspapers and media channels. The name of the event is proposed to be Editors' Audit.

5. Strategy Adopted

(i) The details of base line study done,

The team first decided to launch a pilot study to understand the issue more clearly. Thus, the team tasked a few cops with talking to the victims of harassment and finding out about the possible identities of their perpetrators. The cops also talked to the latter and used a tone and language they deemed most appropriate to a particular respondent. What the team found out was that just such warning – shorn of any physical action – served to warn the perpetrator, who was far less likely to continue harassing the victim. They also figured out that what women went through by way of this harassment was extremely humiliating and disturbing, and likely to become a security threat if the caller became obsessed.

These observations were compiled and the team came up with a set of objectives to form the core philosophy of Women Power Line.

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These were: Five basic principles for victims:

- 1) Identity of the complainant will never be disclosed*
- 2) Call will necessarily be picked up by women police officers.*
- 3) They will never be called to any police station or any police office.*
- 4) WPL will remain in touch until the problem is resolved.*
- 5) One State One Number 1090*

Reasons: Disclosing identity is a major bottleneck. It was very important to build the confidence in them that they are and would remain safe if they make a complaint. In backward Uttar Pradesh where nearly 50% women are illiterate, it was a wise decision that women should comfortably interact with women and they are assured that they would never be called to a police station. WPL is not just about counseling; it is about solving problems. If the perpetrator refuses to give up bad behavior, there is a distinct possibility of his being put behind the bars.

Three basic premises for perpetrators:

- 1- 1090-WPL will act as a wake up call, will try to counsel them to break the habit of harassing others; may do so at times by involving parents or by means that do not involve legal systems.*
- 2- 1090-WPL will keep a track of perpetrators.*
- 3- Taking legal action against a perpetrator will be the last resort.*

(ii) Problems identified,

After dozens of brain storming sessions and interaction with thousands of girls and women, WPL Team could identify the problems. The major problem is social upbringing of a girl child who is trained to be tolerant. She is discouraged to speak up truth. She is expected to ignore so many wrong practices. As a girl child she keeps ignoring advances of offender and one day becomes victim of a crime and then she doesn't disclose it and keeps tolerating. This corroborates the fact that more than 90% rape/sexual crimes are committed within homes by family members or close relatives or neighbours. So time has come to break this cycle of harassment and the only way to break it is to speak up without fear. So who will be the listener? WPL fills this gap. The trained staff of WPL

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listens to unsaid stories of pain and agony with empathy and resolve their problems with commitment and finally seeks multiple feedbacks over a period of two months to reassure her that there is a system she can trust whole heartedly. That there is no need to tolerate nonsense anymore.

(iii) Roll out/implementation model, & Communication and dissemination strategy and approach used

The ingenuity of a concept such as Women Power Line (WPL) needs an appreciation of the environment in which its need was felt - it is an initiative developed by the police to dedicate some of its resources exclusively towards the tackling of a problem that it had failed to curb in any significant way. The aim was still to nab the perpetrator of such acts but the difference was in the manner of delivery. This difference, as it turns out, proves to be a groundbreaking one.

This is the brainchild of DIG Navniet Sekera, UP Police, which came in response to the state Chief Minister's desire to improve the situation regarding the safety of women in his state. Once the CM approved of the basic scheme, the concept enjoyed his full political backing, giving Mr. Sekera the confidence that they needed to tide over bureaucratic hurdles and infrastructural difficulties.

[A] Team building: *The first task in the process was to constitute a team of like-minded, passionate officers who would help accomplish tasks in the smoothest possible manner. Mr Sekera was given a free hand in this matter and he chose his members on the basis of the skill set they brought. The team members believed in the cause and worked with complete dedication to accomplish tasks set as quickly as possible.*

[B] Pilot Study: *The team first decided to launch a pilot study to understand the issue more clearly. Thus, the team tasked a few cops with talking to victims of harassment and finding out about the possible identities of their perpetrators. The cops also talked to the latter and used a tone and language they deemed most appropriate to a particular respondent. What the team found out was that just such warning – shorn of any physical action – served to warn the perpetrator, who was far less likely to continue harassing the victim. They also figured out that what women went through by way of this harassment was extremely humiliating and disturbing, and likely to become a security threat if the caller became obsessed. These observations were compiled and the team came up with a set of objectives to form the core philosophy of Women Power Line. These were:*

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In view of all the factors as have been mentioned, Standard operating procedure of WPL is thus:

1. *A woman suffering harassment calls up the special WPL number – 1090.*
2. *A WPL operator, who is a policewoman, registers her complaint using the information given by the complainant.*
3. *The complainant receives a receipt via SMS citing her complaint number when her complaint is successfully registered.*
4. *A WPL team member, again a cop, calls on the number of the perpetrator and verifies his identity, counsels him to quit bothering the complainant, effectively warning of further action by the police. The complainant is all the while notified of the developments via SMS.*

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- 5. WPL officer calls up the complainant for feedback. The first feedback is taken within 24 hours; the second feedback after a week; the third feedback after a month. If there has been no recurrence of harassment since, and the complainant is fully satisfied, the complaint is closed.*
- 6. If harassment has recurred or continued, the complaint is pursued further. In the second stage, the WPL officer traces the perpetrator's family members and seeks a session with them over a conference call, trying to put social pressure on the perpetrator.*
- 7. Finally, if the perpetrator does not quit, the police assumes the responsibility of filing a criminal complaint against him and pursues the case in the court of law, without bringing in the victim of harassment and may have the perpetrator's driving license, passport, character certificate issued by the state police, etc, confiscated.*

[C] Prioritization: *For a smooth execution of what promised to become a large-scale project, the WPL considered it would be wise to implement the initiative in a phased manner. It was decided to go by the type of harassment they want to focus on first.*

Phase-I *would tackle obscene, objectionable, lewd phone calls or cellular SMS/MMS.*

Phase-II *would act on harassment occurring on social networking sites or emails or in any other way (Defamation/Blackmailing) where Internet is used as a medium of harassment.*

Phase-III *would take up problems of physical stalking and eve teasing at public places or harassment at work places.*

Phase-IV *would take up all kinds of crimes against women as defined in Indian Penal Code or any other minor acts.*

[D] Resources:

Having secured the direct backing of the Chief Minister, the WPL team was slightly relieved with regard to resources and logistics, although

bureaucratic delays were still a concern.

i) Site: *The site for the call centre had to be chosen well. It had to be*

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spacious, well- connected, and in a safe location, for women officers would have to commute to it daily. The present centre is such one beautiful location.

***ii) Logistics:** The site was large and centrally located but it lacked underground cables that would help support the technology to be used. Finally, it was arranged for by asking a contractor to urgently make it available.*

***iii) Software:** WPL had to have a state of the art, customized software, so as to make it exclusive and less prone to risky attacks. Great diligence was used in designing its software, which was to be operated by the call centre officers. It uses graphic user interface to simplify operation, uses simple language, and automatically analyses and slots data according to pre-set parameters.*

[E] Human resources: Uttar Pradesh Police force is 200,000 strong and therefore, picking 100-200 suitable men and women to form the WPL team was not a difficult task but it wasn't so easy either since the challenge was to find personnel that believed in the cause and were also strongly motivated.

[F] Selection and Training: This was perhaps one of the most challenging aspects of the project, since women police personnel, who usually hail from humble backgrounds, were to be instilled with confidence to interact with troubled women, to give them stable advice, to inspire faith in them, and get the most information out of them. This task was achieved by first conducting exhaustive interviews of women who had applied for the specific deployment.

Their confidence was given an extra boost by training them in spoken English, following which they experienced hands-on training at a call centre run. Many distinguished guests and faculties were also called in to motivate these young women.

[G] Facilities for WPL employees:

Dress Code: A special dress code was developed for Women Power Line employees. The thought behind this was to give them a different look to help them identify with the specific cause they were working for.

Work Timings: 1090-WPL is operational 24x7 and works in three shifts. From 0000 to 0800 hours it works on Interactive Voice response (IVRS) mode. Soon with introduction of Phase-II and Phase-III, it will become round-the-clock emergency number for women in distress also.

Commuting: The UP Police has provided two vehicles to ferry employees.

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This facility is exclusively available for 1090-WPL employees.

Work Hours: Normally, policemen in India work at least 12 hours every day without any weekly off. But 1090-WPL employees are expected to put in only 42 hours a week after which they immediately qualify for an off day.

[H] Call Center Technology Support: A private company was contracted for establishing the call centre at the location decided upon, on the basis of Software, Platform and Infrastructure (SPI) service, wherein they develop the software, install it on platforms and also maintain it as well as upgrade it as and when required.

Awareness Campaign: *For any public-oriented programme to be successful, awareness plays a very important role. People have to be informed about the facilities being made available to them. It was decided to work closely with women's colleges to stage sessions on their campuses.*

The WPL team presented meticulously created presentations, featured several gifted speakers, and even encouraged interactions between high-ranking women police officers and women students.

Women Power Line went big on its awareness campaigns by choosing a professional approach about it.

In order to look different from some helplines operating for women, Women Power Line decided to take a positive approach: display an image of a young woman smiling confidently as opposed to that of a woman looking disturbed. The team also worked with advertisement agencies to come up with a customized theme song used to identify with the project's mission.

Launch of 1090-WPL: *Women Power Line was launched with a grand ceremony organized at the Chief Minister, Mr Akhilesh Yadav's residence. Several ministers and almost all members of the bureaucracy were in attendance. The Chief Minister used the opportunity to share his vision about the project, which was appreciated by one and all.*

The Chief Minister Uttar Pradesh Akhilesh Yadav(Third from the left) inaugurating the 1090-Women Power Line

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The Chief Minister Uttar Pradesh Mr. Akhilesh Yadav inaugurating the 1090-Women Power Line

6. **Technology Platform used-**

(i) Description,

The system is based on a set of integrated Cloud Computing and Cloud telephony Frameworks and platforms with Hindi text to speech technologies and Voice over IP implementation.

(ii) Interoperability

The system can interoperate with other systems as the system has API (Application Programming Interface) interfaces.

(iii) Security concerns

The system is being migrated to secure http protocol. In addition the OTP (One Type Password), IP range tec. are part of the security mechanisms which make the platform very very secure.

(iv) Any issue with the technology used

None. The technology has proven to be very robust in around two years of usage.

(v) Service level Agreements(SLAs) (Give details about presence of SLA, whether documented, whether referred etc. #)

There has been no downtime till date. The system works in a

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failsafe manner in many resource-constraint situations.

7. **Citizen centricity and relevance** (Give details about impact on effort and time invested by user, Feedback Mechanism, Audit trails, Interactive Platform for service delivery, need gap fulfillment etc. #)

7.1 Details about impact on effort and time invested by user

WPL is extremely user friendly. All one needs to do is just make one call to 1090. This service is available from all operators on mobile as well as on landline phones. It works both GSM as well as CDMA platforms. All the calls land at main office of 1090. If a call is missed 1090 operators call back to that number and register the complaint. As soon as the complaint is registered an acknowledgement number is sent to user. This is her Ref-ID for future conversations. Even if she forgets her id, system automatically recognizes if she has used the system once.

7.2 Feedback Mechanism

WPL has wonderful feedback mechanism. As soon as the problem is resolved, the user is communicated with the progress. This is usually done within 24 hours of registration of complaint. Thereafter first feedback is taken from the user after one day, second feedback after a week from first feedback and final feedback is taken after a month from second feedback. In between if user is not satisfied she can always call 1090 and give her feedback. If all her three feedbacks are positive and user is fully satisfied then WPL operator asks for the closure of the complaints. If user agrees we close the complaint.

7.3 Audit trails

WPL conducts internal as well as external audits of quality of delivery. Internal audit is done by a women gazette officer. For external audits we keep inviting different people and organisations for their inputs.

7.4 Interactive Platform for service delivery

WPL internet telephony & cloud computing platform is very user friendly. Even <http://1090up.in> webpage is interactive where user can register their complaints online is extremely user friendly. 1090 App too is designed easy to use and simple to understand.

7.5 Need gap fulfillment

With immense success of WPL there is deluge of calls at 1090 center. WPL soon will double its capacity to take on to this big challenge.

8 **User convenience** (Give specific details about the followings #)

(i) Service delivery channels (Web, email, SMS etc.)

1. By calling 1090
2. By registering complaint at <http://1090up.in>

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3. By sending email to wpl1090-up@nic.in
4. By sending sms to 9454401090

(ii) Completeness of information provided to the users,

WPL provides most information to user if she demands.

(iii) Accessibility (Time Window),

WPL is quickest to respond. Emergencies are handled as top priority. 1090 App when used by victim alerts nearby police stations by raising loud alarm and alarm continues till someone sees the alert. This alarm is sent to three nearest police stations. For general complaint WPL revert back to user within 24 hours.

(iv) Distance required to travel to Access Points

User can use 1090 facility from home, all she needs to have one ordinary mobile phone only. She may use nearby PCO also if she doesn't own mobile of her own.

(v) Facility for online/offline download and online submission of forms,

It is available.

(vi) status tracking

It is available. User can go to check status of her own complaint.

9. Efficiency Enhancement (Give specific details about the following #)

(i) Volume of transactions processed

WPL receives 3000-4000 calls a day out of which 500-700 converts into complaints. WPL makes about 1500-2000 calls a day as counseling and feedback calls.

(ii) Coping with transaction volume growth

Every time WPL increase the capacity volume increases proportionally. WPL uses smart algorithms so whenever there is large volume of calls it automatically postpones feedback sessions and start taking calls. WPL is in process of increasing capacity for the third time in less than 2 years of time.

(iii) Time taken to process transactions,

Emergency calls : are processed in real time, immediately
General Complaints : generally within 24 hours (92.14% transactions were processed within 24 hours)

(iv) Accuracy of output,

Very high accuracy

(v) Number of delays in service delivery

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Delay is taken very adversely. Entire process is paperless process and priorities are set by system itself. Therefore there remains little chance of delay in service delivery. The primary reason for service delivery is fake id used by most offenders, sometimes it takes more than a day to find out and locate real offender.

10. **Cost to User** (Give details about impact on Service charge paid, travel cost, indirect cost incurred by the user etc. #)

UK's channel4 said its like justice@one-cent
It could be cheapest service available in the country where all you need to make one ordinary call to 1090. There are no hidden expenses. If user registers complaint at webpage that is completely free of cost. 1090App to is completely free of cost.

11. **Citizen Charter** (Give details about present of citizen charter describing standard/ information on services and its adherence for service delivery etc.)

Out of 2,59,454 complaints received WPL has been able to resolve 2,55,545 successfully with three follow up feedbacks.
(With WPL in picture number of harassment complaints by women has increased almost 100 times.)

12. **Problem Resolution and Query Handling** (Give details about availability of help desk, query resolution mechanism, single window resolution, interactive interface etc. #)

The 1090-WPL call center uses Internet telephony as its backbone, and this makes it very simple to monitor and evaluate the systems and activities. The application software of 1090 is web based and therefore, it can be accessed from anywhere. Approximately 3000-4000 calls land at 1090-WPL everyday, hence, it is extremely important to have the relevant management information tools that give insights into the system. The metrics and tools used to monitor and evaluate the implementation of the strategy include the following:

The number of calls landing

The number of matured calls

The duration of matured calls

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The correlation between time-span of a call and calls converting into complaints.

Types of calls landing (Complaint, Feedback or Thanks-giving or calls belonging to Phase II or Phase III or Crime or Miscellaneous Calls)

Tool to measure load of call traffic

IVRS manager

Stresso-meter (based on the qualitative judgment of the call attendants)

Acknowledgement SMS

Data collection of complainants on

Age

Married or Unmarried

Student, Working Women or Housewife

Rural or Urban

District

Level of stress

Data Collection of perpetrators

Real Name

Age

Address

Whether holding Fake Mobile ID or not

Every call is recorded and thus it cannot be tampered with locally. A detailed log of every activity is maintained and Shift In-charge conducts random checks on the response of WPL-Operators. The supervisory officers can listen in on any call both

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in the online and offline mode, and this ensures that all operators follow the operating protocol to the hilt. Further, 1090-WPL has appointed one independent professional to monitor the call responses and flag deviations, if any.

Once the complaint has been logged, the standard operating procedure, explained before, is followed. On successful counseling, the feedback process begins. The first feedback is taken from the complainant one day after the complaint, the second after a week, and the third after a month. All three consecutive positive feedbacks are a must to close the complaint. If the counseling fails, the inquiry is transferred to the Crime Branch for further action. All the data is available in an easy to understand web-portal, which fires alerts through SMS and Emails to corresponding supervisory officers if the procedure is violated or delayed beyond prescribed limits.

13. **Privacy & Security Policy** (Give details about security technique deployed, use of digital signatures, encryption etc. #)

Only women police officers receive the complaints and only a limited part of complaint is transmitted to counseling center run by menfolk. The form that opens at counseling center doesn't carry name or mobile number of complainant. It carries only last three digits of her mobile number. So in a way men officers working at WPL too aren't aware of who the complainant is. Further if there is a need to see all info about a women complainant it asks for two password whereas one password must belong to a woman police officer. WPL adheres to strict NDA (Non Disclosure Agreement) policy.

14. **Innovation** (Give details on extent to which the service is unique compared to other similar services, impact on number of steps required, identification and removal of bottlenecks/irrelevant steps etc. #)

Imagine living a life as described in this excerpt from a complaint filed with WPL by a young woman: "There was a time in my life when I was gregarious, I could meet with people openly and talk freely. One 'man', whom I neither know (and perhaps have never met), is constantly calling me and sending obscene SMSes. I have each friend, each relative, practically everyone in the peripheries of doubt. I left my job and also gave up my dreams to go for higher studies; if a man has the guts to express such obscene thoughts via phone, I cannot fathom what harm he could do to me in person."

Many Indian women constantly live in the shadow of such fear, their

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activities and aspirations curtailed by devious sexist bullying and harassment. There must be some recourse to such behavior by misguided, ill-informed, ill-cultured youth often hapless in their own upbringing and the present state of their lives, seeking validation through the very worst aspects of a patriarchal society. Criminalising them would mean criminalizing about half of the men in our society – so rampant is the problem. This is a social problem that responds best to a solution that has a similar genesis. If even one such woman can be helped to lead a life she wants to live, the programme would be a success. WPL has done much more. It has helped 125,988 such young women among the 136,790 that availed of its services.

Even with strong policing and a principally strong albeit overburdened judicial system – both of which have more teeth as compared to WPL, these have not been able to produce such a great success rate in such a short span of time. The reasons for this range from patriarchal attitudes of the police and the judiciary itself, to the system lapses and delays, not to mention social disapproval.

In all of India, only a woman in the state of Uttar Pradesh has the unique opportunity to believe that there is someone she can go to with a complaint of sexual harassment where she will be heard instead of being brushed off, and suitable action against the offender will be taken. All this is thanks to WPL.

This belief goes on to bolster the confidence of young women in more ways than one: WPL team considers Power Angels their family. Power Angels are young girls and women who help spread the WPL motto by engaging with other citizens,

acting as a support system to women undergoing such harassment, encouraging to speak out, reach out to WPL. These Power Angels not only fulfill a function but also end up earning a lot of respect from their community; it boosts their self-esteem, helps them develop into more aware and responsible citizens. Simply associating with WPL has made these young women into citizens who are fearless in raising their voice and more open about discussing such issues with their families and communities. It is a very valuable step in the direction of guiding a 'sisterhood' of women, who largely tend to be so conditioned in the ways of patriarchy as to lose their affinity to protect their own kind by empathizing with them. These are the seeds of social change.

Another major benefit accrued here is the huge improvement in the quality of interaction between the public and the police. Traditionally, there has been a great trust deficit between the two parties and it continues to this day. WPL – 1090 has come as a breath of fresh air and has revived a dialogue between the public and police by enhancing their faith in a system

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that has long been perceived as a stronghold of brash, arrogant, apathetic manifestation of power. That is not all. With the WPL initiative bringing in obvious results, it has worked as an eye-opener for the entire police force; who earlier did not respond to such problems with the attention required because the general impression was of these issues being far less in magnitude and seriousness.

15. **e-Inclusion** (Give details about impact on number of trips required, availability of local language interface, online submission of forms, accessibility for disabled people, length and breadth of services made available online etc.)

WPL is one of the key project of Uttar Pradesh Government and it has spent quite a handsome money to run its awareness campaign. There have been dozens of awareness campaign run with different media houses to make girls & women aware about their rights and about WPL where they can easily call and get solution to their problems. One of the recent program of UP Govt was 'Kanya Shiksha and Suraksha'.

- Some of the plans:
VC of all DMs/SSPs, DIGs, IGs and Commissioners by PS Home and DGP explaining concept of 1090: Women Power Line
- Involve all the departments concerning women issues.
- Workshops and Seminars in every district by DMs/SSPs
- Neon Signs of '1090' at prominent places in every district and important towns.
- Billboards of 1090:WPL in every 10 Plus school
- Billboards of 1090: WPL in all the Villages of Uttar Pradesh
- Using Village level Employees:
 - Asha bahuye
 - ANM (Auxiliary Nursing Midwife)
 - Women Shiksha Mitra
 - Women Teachers
 - Village Development Officers
 - Lekhpal & Beat Constables
- Using Government premises
 - DM Office
 - SSP/SP Office
 - SDM/DSP office
 - PHCs
- Print and Electronic Media
- Extensive and regular coverage of women power line

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- Documentaries and Talk Shows
- Doordarshan and Local cable network
- Handbills
- Cinema Halls and Multiplexes
- Social Media
- Extensive use of Social Media
- By Facebook page
- By Webpage
- By Webinars

In Uttar Pradesh there are four popular different lingos.

1. Khadi Boli of western UP
2. Bhojpuri of eastern UP
3. Awadhi of central UP
4. Bundelkhandi of South UP

WPL has call takers from all the regions so whenever one operator faces language problem she can easily transfer the call to the user of that area. This transfer is done smoothly online.

16. **Sustainability** (Give details about sustainability w.r.t. technology (technology use, user privacy, security of information shared-Digital Signature/Encryption etc. #), Organization (hiring trained staff, training etc. #), financial (Scope for revenue generation etc. #))

WPL is a simple solution to a complex problem. The key to the initiative's sustainability lies in its system orientation. The WPL team while implementing the project has accounted for the problems that it might face; operationally speaking, the team has done its best to tighten the screws and ensure smooth functioning. Investment in technology has been done with an eye to the future, a very clear line of functioning has been articulated to all personnel involved and they have been trained with the same in mind.

It has accounted for the expansion of its services in future and has also proposed a model which says that the extra cost of implementation and functioning be borne by the Government in

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partnership with private companies as a part of their Corporate Social Responsibility initiatives. Most of the cost is infrastructural and the upside to this is that once an investment is done, it stands in good stead for a reasonable amount of time.

As for sustainability in terms of social relevance and application, the initiative can only grow from strength to strength as awareness spreads further. In fact, if a total cost-benefit analysis is done in such issues, the fact that prevention of crimes is far more beneficial and cost-effective than pursuing criminal cases in a court of law is beyond debate.

The WPL model is modern, rooted in technology and supported by a strong belief in the power of communication, reformation, and a human approach towards bridging the gender divide by tackling crimes head on. It can be very easily replicated and two Indian states viz Gujarat and Chhattisgarh have already realized this and have sent their teams to consult with WPL team.



The data that WPL team is generating through total computerization and internet telephony stands to aid agencies involved in sociological and criminological studies in a big way. Achieving such a large collection of data is considered a Herculean task. Its success is making ripples and it is the subject of several case studies that are underway while a monograph on WPL is also about to be published.

In fact, given all the factors discussed above, WPL could easily be

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implemented on the national level, with call centres connected centrally and a huge database can be maintained in this manner.

As more and more women step out of traditional molds into financial independence and claim public spaces, it has been seen that crimes against women are on the rise – the trend has been seen not only in the Indian subcontinent but also in the Middle East, in countries of Latin America, even Brazil, etc. The WPL model's Unique Selling Proposition is that it looks at crime from the lens of social conditioning and not just criminality. Therefore, every society facing such issues can apply the concept in a manner relevant to its practices and ethos.

17. **Number of users and services** (Give details about frequency of services used in last 6 months, number of visitors, number of unique visitors, number of users etc. #)

In the last six months WPL has received 80,183 complaints. WPL is hard pressed to increase number of lines to meet the public response and expectations.



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Member of parliament Smt. Dimple Yadav congratulating WPL Team and inaugurating awareness campaign QMS (Quarter Million Smiles) on the occasion of WPL reaching the figure of 2.5 Lakhs successfully resolved complaints.

18. Result Achieved/ Value Delivered to the beneficiary of the project-(share the results, matrices, key learning's, feedback and stakeholders statements that show a positive difference is being made etc):

(i) To organization

1) If you believe in it, it can be done: Women Power Line – 1090 came about when some passionate lawmakers and law enforcers decided that this yet another case of harassment was not treated as so.

2) Once you start on your path, things start falling in place: To build something up from nothing at all needs courage, conviction... and street smarts! WPL idea gathered steam on the wings of goodwill it generated in many quarters, especially the 'Power Angels' who are acting as flag bearers of change.

3) Once you speak out about an issue and are authentic about it, it finds resonance: This applies not only to the WPL team but also to all those citizens and media stakeholders supporting the initiative. People are much more responsive to talking about their problems when they have a solution in sight to put their faith in.

4) Attitudinal change takes understanding, sympathy, and perseverance: Women Power Line – 1090 works to change the system by working within the system. The concept understands and is sympathetic to the ground realities about the Indian society. Long-term social change is not about razing current institutions to the ground but about making them realize the irrelevance of some of their own outmoded practices and showing them a way to let go of them.

(ii)

(iii) To citizen

1) 'No means no' but you still have to say it: WPL-1090 has proved that Indian women are raring to get ahead and participate in the nation's development but are being held back by regressive attitudes prevalent in the society

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and that all they lack is not a voice, but someone to listen to it and act on it.

2) Face to face interactions make for a big impact: It has been seen that the number of complaints the WPL received from a particular area recorded a sudden jump immediately after awareness campaigns were conducted in that area. This meant that interaction is key to the success of such public-oriented initiatives.

3) Structural changes have to be supported by social discourse: A brainchild of a cop and an initiative owned by a state police service, WPL started out with the understanding that curbing sexual harassment that was less likely to see light of the day in a court of law was an issue about changing social attitudes.

4) Success begets expectations: The success of WPL has fired up the imagination of many involved in such fields – there is a ray of hope in a country mired in a myriad social conflicts and stymied by severe lack of infrastructure and resources.

WPL's recommendations for the future:

1) Larger backdrop: Services such as Women Power Line would do very well to involve more people, entire families in fact, spreading awareness about the menace of sexual harassment and bullying.

2) Workplaces: Workplaces having women employees could be made 1090- compliant through a certification process involving gender-sensitization training for staff and instituting a redressal system and making some employees WPL power angels.

(iv) Other stakeholders

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19. Extent to which the Objective of the Project is fulfilled-(benefit to the target audience i.e.G2G, G2C, G2B, G2E or any other, size and category of population/stakeholder benefited etc):

The objective of the project is fulfilled beyond our initial expectations. WPL has already increased its capacity twice and today it is 4 times the initial capacity. But looking at the demand WPL may have to increase it further to manifold. The number of complaints is on a rising side and it will remain so for yet another year when it will start showing down the slope in terms of number of complaints registered. WPL is hopeful to bring a complete revolution in terms of women safety and security is concerned. The number of resolved complaints is about quarter million but for sure the happiness it has brought to more than a million people. It's a great success story.

20. Adaptability Analysis

(i) Measures to ensure adaptability and scalability

The model is based on internet telephony & cloud computing and that makes it very easy for adaptation and scalability. All we need high speed internet connection and system can be replicated in few seconds.

(ii) Measures to ensure replicability

Government of Uttar Pradesh has announced to set up 1090 Centres in every district that will work as one point crisis resolution centres for women in distress.

(iii) Restrictions, if any, in replication and or scalability

No restrictions

(iv) Risk Analysis

21. Comparative Analysis of earlier Vs new system with respect to the BPR, Change Management, Outcome/benefit, change in legal system, rules and regulations

WPL is one of the finest examples of Business Process reengineering and change management. The new process is very simple and eliminated all kinds of hesitations from

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women point of view.

- a. Identity of the complainant will never be disclosed*
- b. Call will necessarily be picked up by women police officers.*
- c. They will never be called to any police station or any police office.*
- d. WPL will remain in touch until the problem is resolved.*
- e. One State One Number 1090*

These five premises have re-engineered the existing process completely. It has beautifully settled all the concerns of women. That's one reason girls and women have shown tremendous faith in the system.

Soon there will be Power Angels, special police officers in every street or village who would be a resource person for complete social change. The scenario will change for good and WPL & PA is fully confident to bring self-respect and dignity to one and all women of Uttar Pradesh.

22. Other distinctive features/ accomplishments of the project:

1. Power Angels, special police officers selected out of common girls, will change the scenario forever. Soon UP will have about 90 thousands Power Angels.
2. Rigorous feedback mechanism.
3. World-class corporate culture, transparency and ethics are religion of all WPL employees.
4. Proper care is taken of the employees.

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Aamir Khan keenly observing the functioning of WPL-1090

“I congratulate the Chief Minister of Uttar Pradesh for such an incredible scheme for women empowerment. I wish that it should be replicated by all the states.”

-- Aamir Khan,