

United Nations Development Programme

“Localization of Migrant / General Information Package (GIP)”

UNDP and its Project objective

UNDP (United Nations Development Programme) is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. With operations in more than 160 countries, UNDP provides expert advice, training, and grant support to developing countries, with increasing emphasis on assistance to the least developed countries. Their focus has always been poverty reduction, HIV/AIDS, democratic governance, energy and environment, and crisis prevention and recovery.

In Orissa, the thrust of UNDP's intervention is aimed at the realization of sustainable human development and one of the key areas is awareness about HIV / AIDS. HIV/AIDS is a big issue in today's society and UNDP works to prevent further spreading and reduce its impact.

UNDP has always been in the forefront as regards the usage of ICT in its people contact programmes especially for its communication strategies. In the past, UNDP has used pioneering concepts in the realm of ICT while disseminating information through its IT Kiosks in various parts of the country and the state. In order to achieve the objective of spreading awareness about HIV / AIDS in Orissa, UNDP intended to use state of the art ICT concepts and technologies for its communication packages through its kiosks. Also the project aimed at giving a localized flavor to its HIV and Health related communication packages in Orissa.

Project Requirement

Basic requirement of UNDP for the project were as follows:

- UNDP's mandate to empower stakeholders at the grass root level leverages on the strength of low cost, focused information dissemination at the village level.
- A low cost but innovative, easily deployable and replicable communication tool has to be fortified with content for dissemination of information
- The content would deliver text, visuals and audio, to be summoned in a pre-determined delivery sequence
- Content would be vernacular and verbose (Rural context)
- The communication tool would engage the respondent in an interactive mode (GUI) with attractive visual & audio content
- Content should be compatible with standard ICT hardware – PC based.
- Audio to augment better understanding for underprivileged people

Kalingasoft's approach

In initial stages, UNDP and Kalingasoft identified a list of activities / sub-activities critical for successful completion of the project. These were :

- Brief understanding of the contents to be made available through the presentation

- Knowledge transfer from UNDP, ICT team to Kalingasoft team
- Self study and analysis of the raw content
- Recommendations (At the proposal stage)
 - Multi-lingual content proposed (Oriya: Mandatory; Telegu: Recommended) – English to be used as reference for project evaluators and operations staff (Software/Hardware)
 - Icon based communication preferred over textual representation
 - Characters or brand icons will be created to personalize the communication
 - Use of regional music and dialect will add ethnic flavour to the audio content
- Understanding the strengths and barriers in communication at the field level
 - Discussion with UNDP team & volunteers
 - Collection of all necessary information regarding past experience with ICT initiatives, change mapping, if any, after the earlier initiatives, user biases, gender issues in accessing the information
- Discussion with users at village level
 - Identifying target audiences at the village level
 - Recording preferences to assist content creation
 - Assessing levels of acceptance of technology
- Ideating the concept for production
 - Storyboard / Flowchart of content
 - Designing of icons, characters & audio signatures
 - Designing visual templates for different segments
 - Draft script
 - Scratch audio jingles

The project required developing an application with following modules:

- | | |
|---------------------|---------------|
| ● Introduction | ● Education |
| ● Migrant | ● Agriculture |
| ● HIV | ● Insurance |
| ● Health | ● Finance |
| ● Women Empowerment | ● Livelihood |
| ● Employment | ● Housing |

Out of above mentioned 12 modules 7 were translated in Oriya viz. Content of Migrant, HIV, Health, Agriculture, Women Empowerment, Livelihood and Education.

Though the project involved working on all 12 modules as mentioned above, but focus modules of the project were: Health, HIV and Migration.

Deliverables

Deliverables identified for the project were:

Name	Description
Concept and Story Board	Detailed section and sub-section wise concept ideation and story flow.
Dummy Layouts	2-3 template options
Finalized Layout	The entire graphics / HTML package
Script & sound design	Audio Jingles, Background Music
Completed Package	Fully completed solution including graphics, text and sound effects

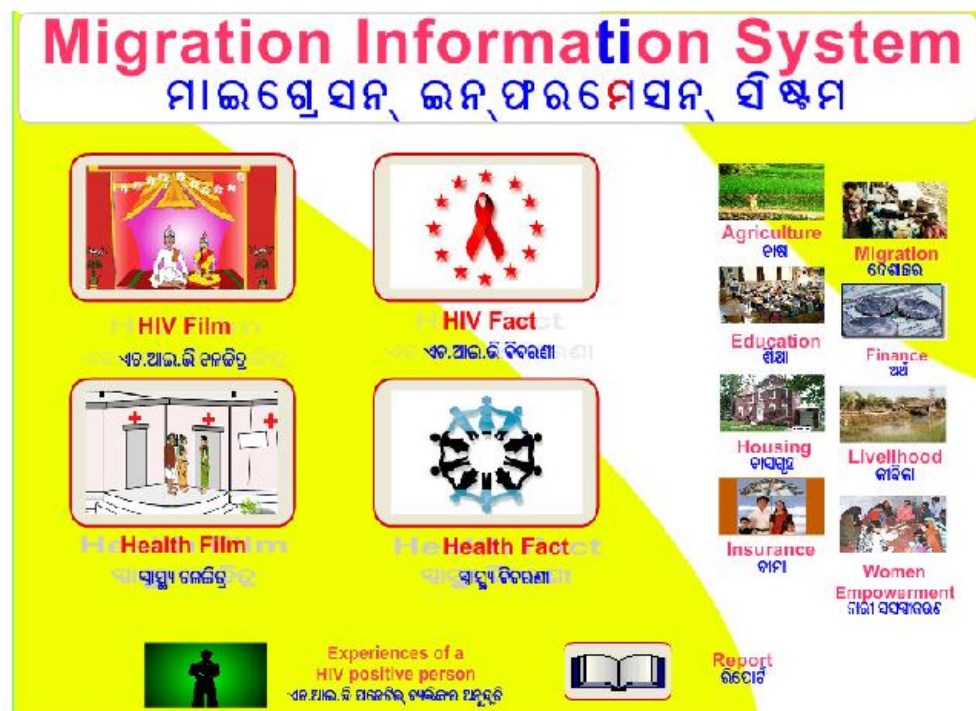
Final application details with screen shots

Home Page:

The homepage displays list of all modules which are provided for the end user. By clicking on any of the links, the user can visit the corresponding page and download related documents (pdf format) & video (flash & mpg formats)



As part of the project, Kalingasoft worked on concept and story board for 2 movies (one for HIV and another for Health). The following screen displays all options available for the user to view movies, know facts about health and HIV. Also, there is flash video which is used as a first hand experience sharing by a HIV positive person.



As seen in above image, the application included animated movies on HIV/AIDS, health related issues, facts about HIV and health problems. Also, an audio file was uploaded which shares experiences of an HIV positive person on first hand basis.

Overall, various topics discussed for HIV awareness through all means were:

1. What is HIV
2. Feeling about HIV-AIDS
3. How does AIDS spread?
4. How AIDS does not spread?
5. Symptoms of AIDS
6. HIV Testing
7. HIV and Positive Living
8. Prevent HIV
9. How to use condoms
10. AIDS and nutrition
11. AIDS and opportunistic disease
12. Sexually Transmitted Infections
13. Voluntary, Confidential, Counseling and Testing Center (VCCTC) List in Orissa.

Admin Login:

Another feature of the application administrator login and his ability to view number of times all modules have been visited till now.

UNDP - Microsoft Internet Explorer

Address: http://10.0.0.229:104/Query_Option.asp

UNDP India

From Date	<input type="text"/>	To Date	<input type="text"/>
Modules	HIV	Links	Please Select

Submit

- Please Select
- AIDs and Nutrition
- AIDs and Opportunistic disease
- Feelings about HIV/AIDS
- HIV and Positive Living
- HIV Testing
- How it does not Spread
- How it is Spread
- How to use condoms
- Prevent HIV
- Sexually Transmitted Disease
- Symptoms of AIDS
- VCTC Location
- What is HIV
- Physical Changes
- RTI and STI
- Traditional Health and Healing Practices
- Tuberculosis

Done Internet