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Case Study 1

Project Name: IVRS – Daily Monitoring System of Mid-Day Meal Scheme

Organisation: Mid-Day Meal Authority, Uttar Pradesh

Location: Uttar Pradesh

Project since: 2010

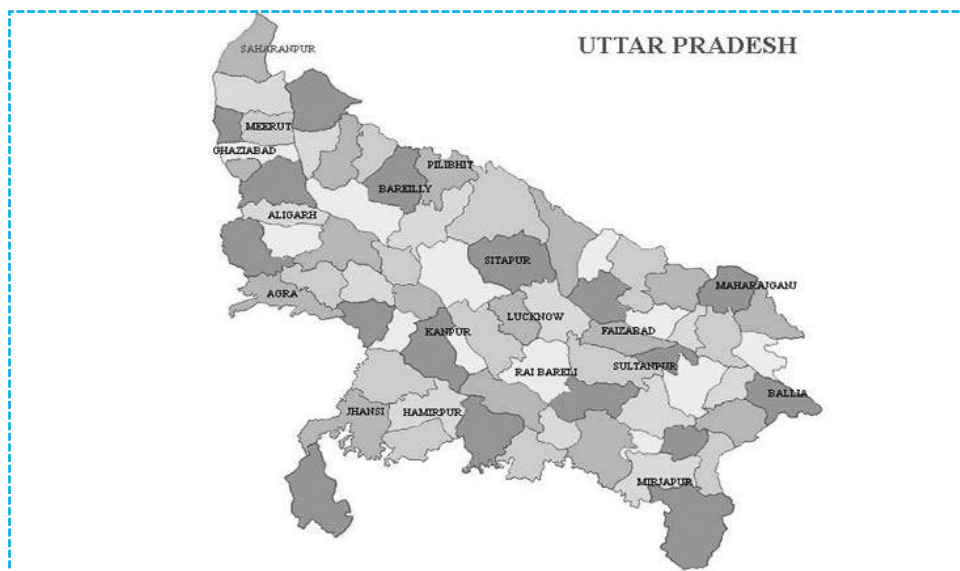
Project URL:
www.upmdm.in

Description:

The IVRS (Interactive Voice Response System) based Daily Monitoring System (DMS) of the Mid-Day Meal Scheme is an

initiative of the Mid-Day Meal Authority of Government of Uttar Pradesh. The IVRS based DMS system envisages an automated Management Information System (MIS) where data of children availing mid-day meal would be available on daily basis. In view of the developments in the field of internet based technologies and onrush of mobile telephony in the rural area, the system is conceived on the basis of an interface between computer and mobile phone.

The major challenges in getting real time data from almost 1.5 lac schools of the State were mainly two: getting data through 'pull' method and second, facilitating teachers for giving data without spending a single penny so that reimbursement/accounting/auditing exercise is not required. The system which came handy, in view of above, was IVRS based one. It gives school-



wise information access on real time basis through an out bound dialling solution wherein calls are placed to all the teachers from a virtual number using Primary Rate Interface (PRI) lines. The system generated compilation of the data of number of children who availed Mid-Day Meal (MDM) would be keyed-in by the teachers and will be displayed on web the same day. Moreover, transmission of real time data do not leave scope for data manipulation/distortion and availability of exception reports would improve efficacy and transparency of the system.

Activities like convincing the teachers about the benefits of the System and making them so aware as to own the System, development of the data-base and purging it, devising mechanism of call system and call escalation, on-line verification of the mobile numbers of almost 4.5 lac teachers, devising mechanism of updating of database in case of change of teachers' place of posting or mobile numbers, establishing call-centre for personalized attention to teachers query etc. have been major landmarks of the System.

Result: As regards milestones, the major objective was to make the DMS live since academic year beginning in July' 2010. The Project was assigned in Mar'2010 and since then vital activities were undertaken - codification of about 1.5 lac schools, trainers-training, preparation, design and printing of about 6, 00,000 operational manual and its distribution before onsite demo, onsite/on-line demo/teachers' training in

about 820 blocks and town areas of the State, collection of teachers' personal phone numbers (as neither phones nor SIM cards have been given by the Government to the teachers).

Project Strength, Weakness, Improvisation & Scalability

1. The project 'IVRS based Daily Monitoring System (DMS) of Mid-day Meal in Schools' in uses an automated mobile-based MIS where data of children availing mid-day meal is made available on daily basis. This is to check malpractices and ensure proper implementation for retention of school children as well as check dropouts.

2. The project has been implemented in entire State of Uttar Pradesh covering all 75 districts, covering approx. 1.5 lac schools which reveals the strength of project design, implementation and strength.

3. The key to the success of the Mid-Day Meal project is its simplicity. Nothing is at stake due to low investment. The costing has been managed well. Hence the scalability is wider possibility.

4. However, one area of improvisation is there is lot of data generated in the project, which needs to be used in further project sustenance, strengthening and addressing gaps in the mid-day meal provisions.

5. The project has also called for caution as it was one-of-a kind and also the first of its kind with no previous models to bank on.