

OPERATIONALIZING GOVTECH:  
ENHANCING DATA COLLECTION AND  
CITIZEN ENGAGEMENT

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MATERNAL AND CHILD CASH  
TRANSFERS MYANMAR CASE STUDY  
MAY 16, 2022

# APPROACH

- **WBG mainstreaming of Disruptive and Transformative Technologies** to achieve twin goals (2019 Development Committee Paper)
- **Right mix of ICTs can be challenging in emerging economies:** attempt to steer focus from cutting-edge disruptive innovations to using scarce resources (including management attention) to focus on basics of infrastructure – low tech, ease of entry

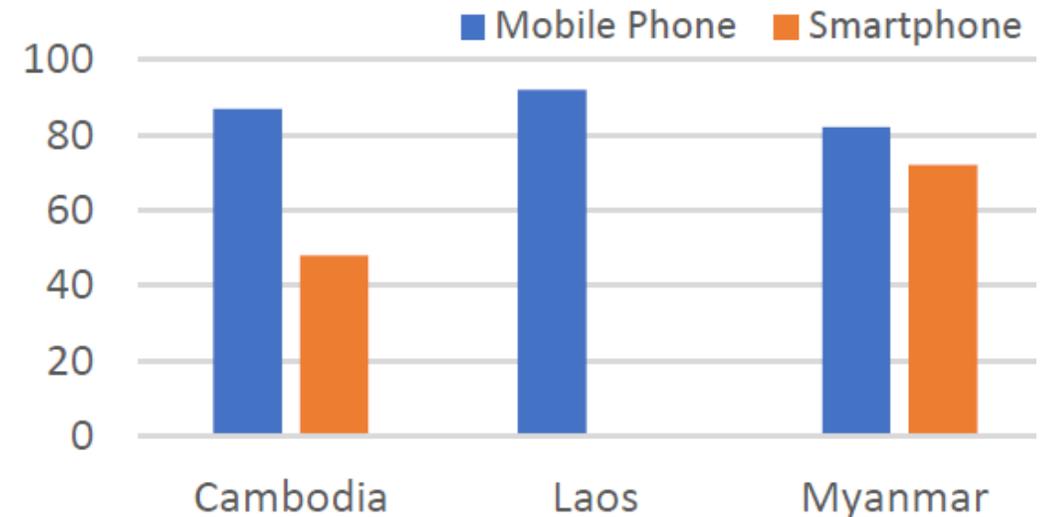
# APPROACH

- Subnational PER with a digital (first ever) chapter
  - Apply **people, process, technology** to evolving institutions
- Leverage **existing WB portfolio to mainstream** use of tech in the public sector
- Maximize the **likelihood of adoption**
  - Low tech, design choice, vendors and cost

# CONTEXT

- Weak digital infrastructure / legislation
- Low levels of public sector digitization and digital literacy
- GTMI (0.27, C)
- Fragile, remote areas, conflict, low-trust, poor service provision, languages
- Hierarchical and compliance driven administration
- Significant opportunities to "leapfrog"
- High cell phone penetration (*Figure 1*)

Figure 1: Mobile Phone Infrastructure in Cambodia, Laos, and Myanmar (2017)



Sources: Cambodia: ITU Measuring the Information Society Report 2017  
Laos: Lao PDR Social Indicator Survey II 2017 – LSIS II;  
Myanmar: Myanmar Living Conditions Survey 2017

# BACKGROUND

The Department of Social Welfare (DSW) has been implementing a national level Maternal and Child Cash Transfers (MCCT) program **targeting the improvement of nutritional outcomes of pregnant mothers and children under the age of two**. Cash transfers were a core element of the project design to promote hygiene practices, and nutrition and health-seeking practices as well as ante/post-natal check-ups and immunization.

To optimize data collection and management of MCCT beneficiaries.

1. **beneficiary registration** and progress monitoring conducted with the use of an open-source mobile application;
2. the use of a **customized dashboard** to support the data verification, review of beneficiary data, approval/rejection of registrations for payment eligibility. Dashboard to be used across the chain of DSW decision-makers at all levels of DSW's administration, from township to the headquarters in the capital.

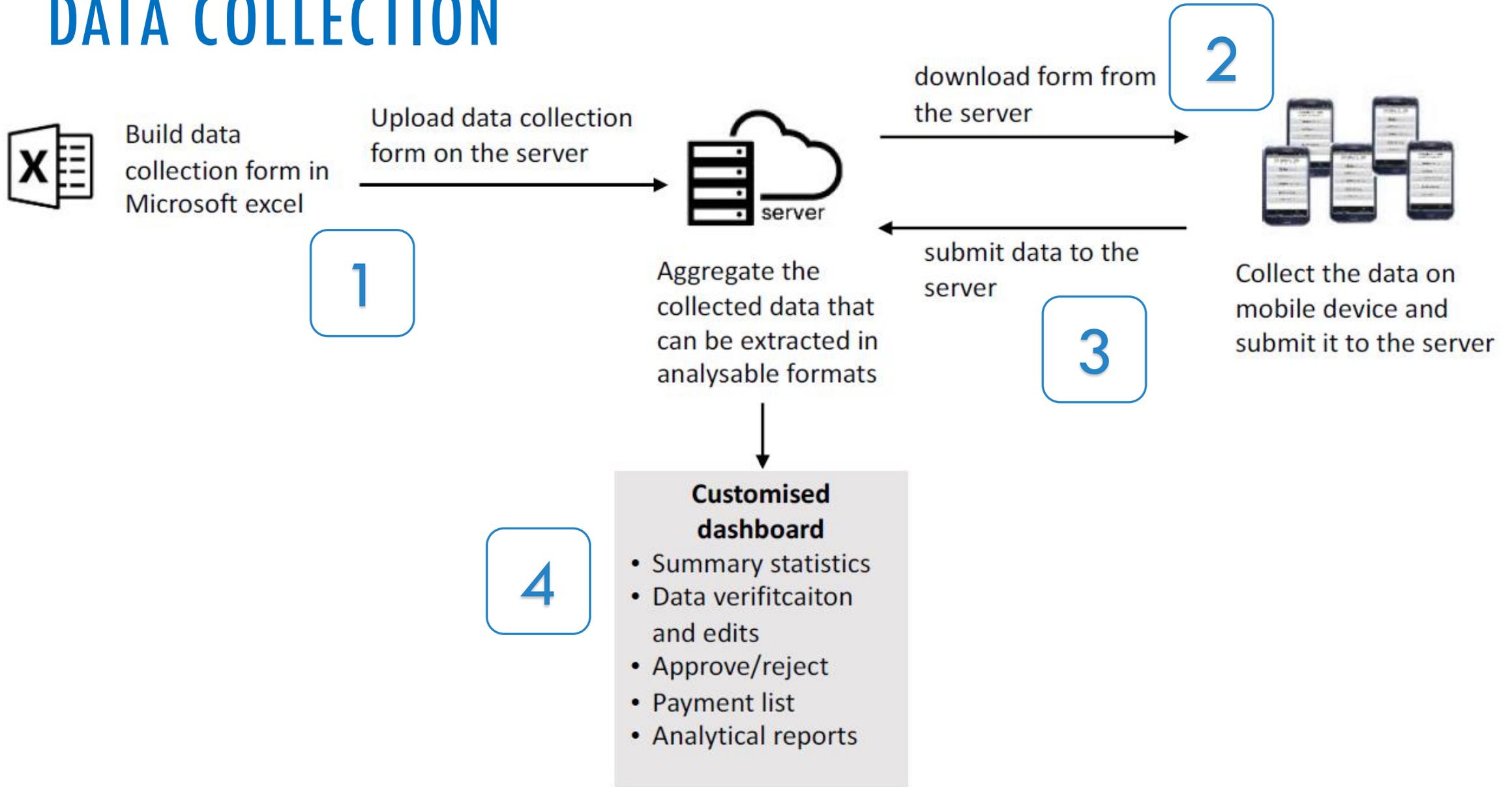
# THE VALUE-ADD

## Cost

- No need to undertake investments in hardware. Government staff were able to use their current smartphones throughout the intervention.
- open-source mobile application, Open Data Kit (ODK), to facilitate data collection
- dedicated in-house Information Technology (IT) consultants.

**Iterative and human-centered design.** The combination of dedicated IT consultants and an open-source platform formed an agile approach that allowed the team a very **high degree of responsiveness**. **Continuous iterations** to incorporate feedback directly from the users.

# DATA COLLECTION



# MOBILE APP

Beneficiary Registration Form

အခြေခံအချက်အလက်များ

\* လူမှုဝန်ထမ်း ID အမှတ်  
၀၀၀၀ (၈) လုံးပါ ID အမှတ်။ ဥပမာ- 01002123  
12345678

\* မှတ်ပုံတင်သည့် နေ့စွဲ  
မှတ်ပုံတင်သည့်နေ့ကို ရွက်ရမည်။

Select date

15 May 2021

< BACK NEXT >

Beneficiary Registration Form

\* မှတ်ပုံတင်သည့် တည်နေရာကို ရှိပီအက်(စ်)ဖြင့် မှတ်သားပါ။  
မိမိ၏ နေရာကို ရှိပီအက်(စ်)ဖြင့် မှတ်သားပြီး တည်နေရာကို မှတ်သားနိုင်ပါသည်။  
မိမိ၏ တည်နေရာကို မှတ်သားခြင်းသည် အောက်ဖော်ပြပါ အချက်အလက်များကို အခြေခံ၍ တွက်ချက်ပေးနိုင်ပါသည်။

Change Location

Latitude: N 16°49'44"  
Longitude: E 96°9'27"  
Altitude: -10.75m  
Accuracy: 15.77m

< BACK NEXT >

Beneficiary Registration Form

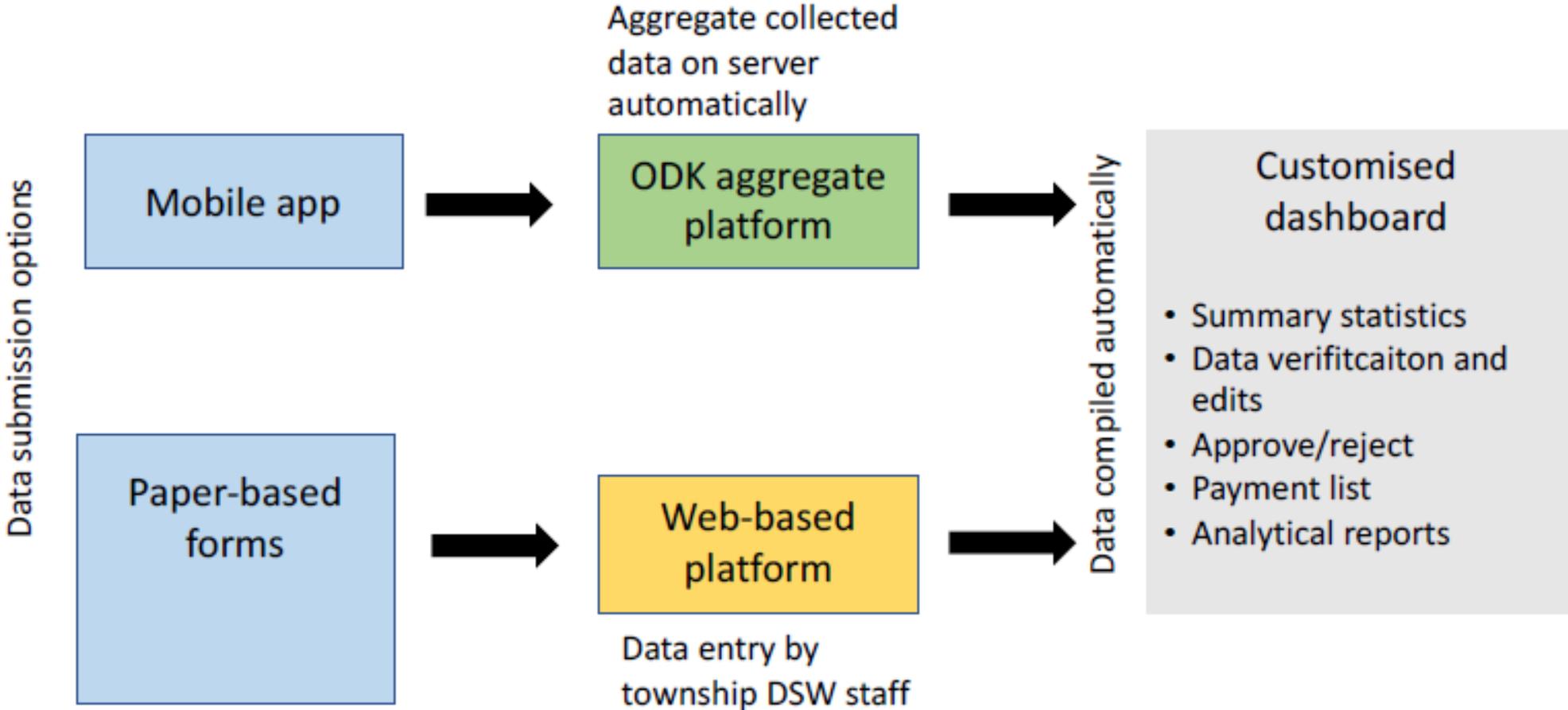
\* ကလေးကို အဓိက ပြုစု စောင့်ရှောက်သူမှာ မည်သူနည်း ?  
အောက်ပါတို့မှ ရွေးချယ်ပါ။

- မိခင်
- ဖခင်
- အစ်မ/ညီမ
- အစ်ကို/မောင်
- မိခင်ဘက်မှ အဖွား
- မိခင်ဘက်မှ အဘိုး
- ဖခင်ဘက်မှ အဖွား
- ဖခင်ဘက်မှ အဘိုး
- မိခင်ဘက်မှ အဒေါ်
- မိခင်ဘက်မှ ဦးလေး
- ဖခင်ဘက်မှ အဒေါ်
- ဖခင်ဘက်မှ ဦးလေး
- အိမ်နီးချင်း

< BACK NEXT >

# DATA COLLECTION

*COVID, capacity and network challenges*



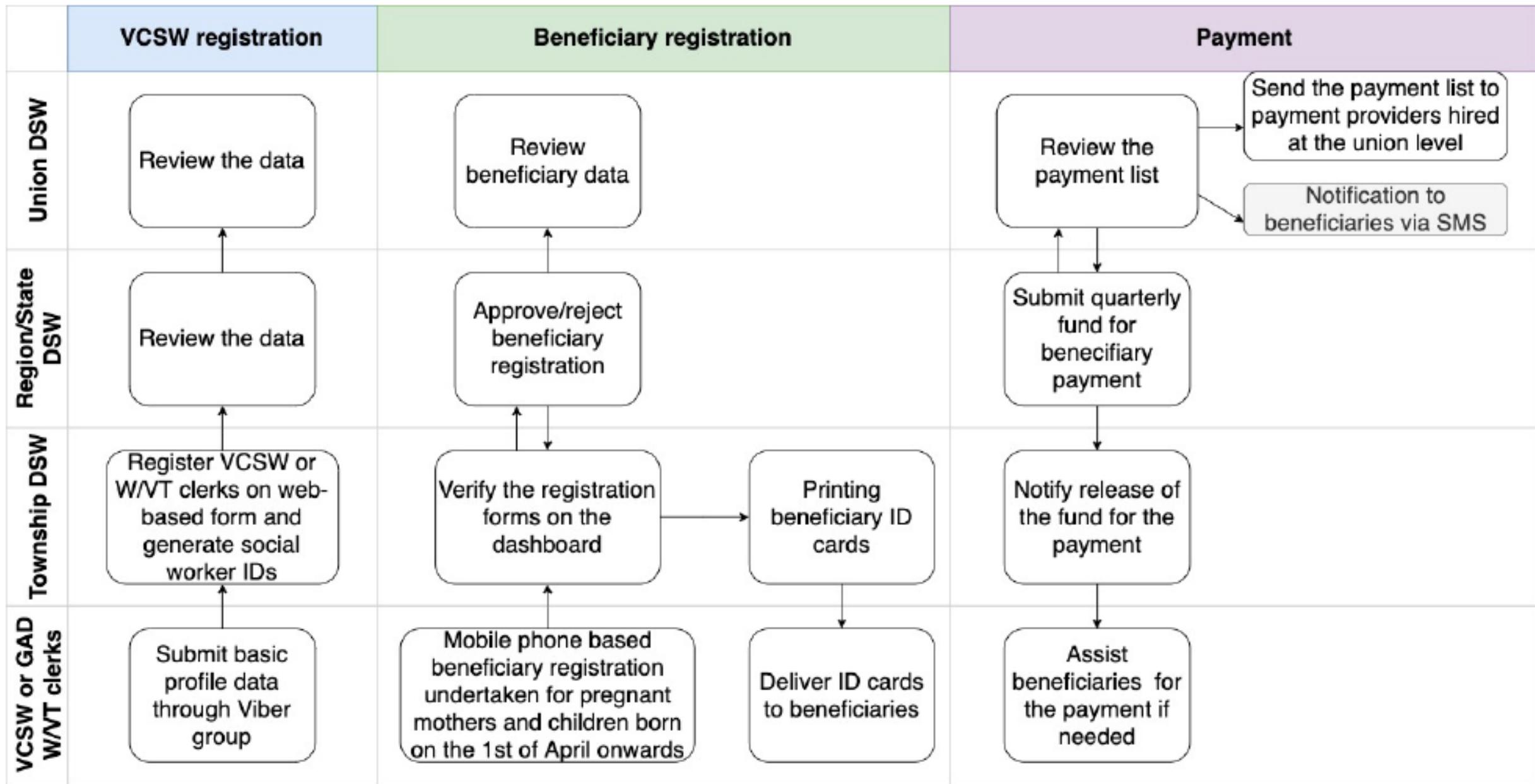
# CHANGE MANAGEMENT

## *Focus on the process*

**Bank team and DSW jointly undertook the mapping of stakeholders**, ICTs components of the whole project chain and defined the scope of intervention. This included beneficiary registration, communication sessions, and development of beneficiary forms on the mobile application and of a simple dashboard.

**Field visits** conducted with meetings with the Chief Minister, Secretary of local government/ the Deputy Director-General of the General Administration Department (GAD), Township Administrations (TA), Village Tract Administrators (VTA) and Rural Health Centre (RHC) staff **to undertake the mapping of processes, roles, and responsibilities of each level of administration concerning the data collection, management, and reporting processes.**

**Pilot in Shadaw township**, a remote township in Kayah state with the support of the community volunteers and township DSW staff.



# BENEFICIARY IDENTIFICATION

## *Unique identifier challenges*

- Unique IDs generated using standardized codes
  - [two-digit MCCT project code]/[two digit region/state code]/[two digit township code]/[six digit beneficiary code]
- Printed in DSW offices

QUESTION	VALUE
Portal ID	130626
Beneficiary Type	Pregnant Woman
Beneficiary ID	01/17/05/003267
Beneficiary ID Barcode	 01/17/05/003267
Form Portal ID	136330
Date of Registration	04-08-2020
Region/State	Ayeyarwady - MMR017
District	Darhain - MMR0170501

### Beneficiary Card



The image shows a preview of a beneficiary card. It features a blue header with the title 'Beneficiary Card'. Below the header is a white box containing a photograph of a pregnant woman, her name (redacted), and her details: 'Beneficiary Type: Pregnant Woman', 'Age: 21 years', 'Name of father: ဦးကျော်', and 'Beneficiary ID: 01/17/05/003267'. At the bottom of the white box is a barcode for the beneficiary ID. Below the white box is a large blue 'Print Card' button.



State A  
● Logged In

Navigation

- Dashboard
- VCSW Management
  - Add New VCSW**
  - View All VCSW
- Forms Management
- Extra Forms >
- Beneficiaries >
- Payment Lists >
- Change Password
- Logout

HOME > VCSW Management

## Add New VCSW

### Add New VCSW Profile

Name \*

Type of Account \*

Gender \*

Date of Birth \*

NRC

Father's Name

Address \*

Mobile \*

# DASHBOARD VIEW



Union A  
● Logged In

Navigation

- Dashboard
- SW Management >
- Forms Management >
- Beneficiaries >
  - View All Beneficiaries
- Payment Lists >
- Change Password
- Logout

HOME > Beneficiaries Management

## View All Beneficiaries

Download

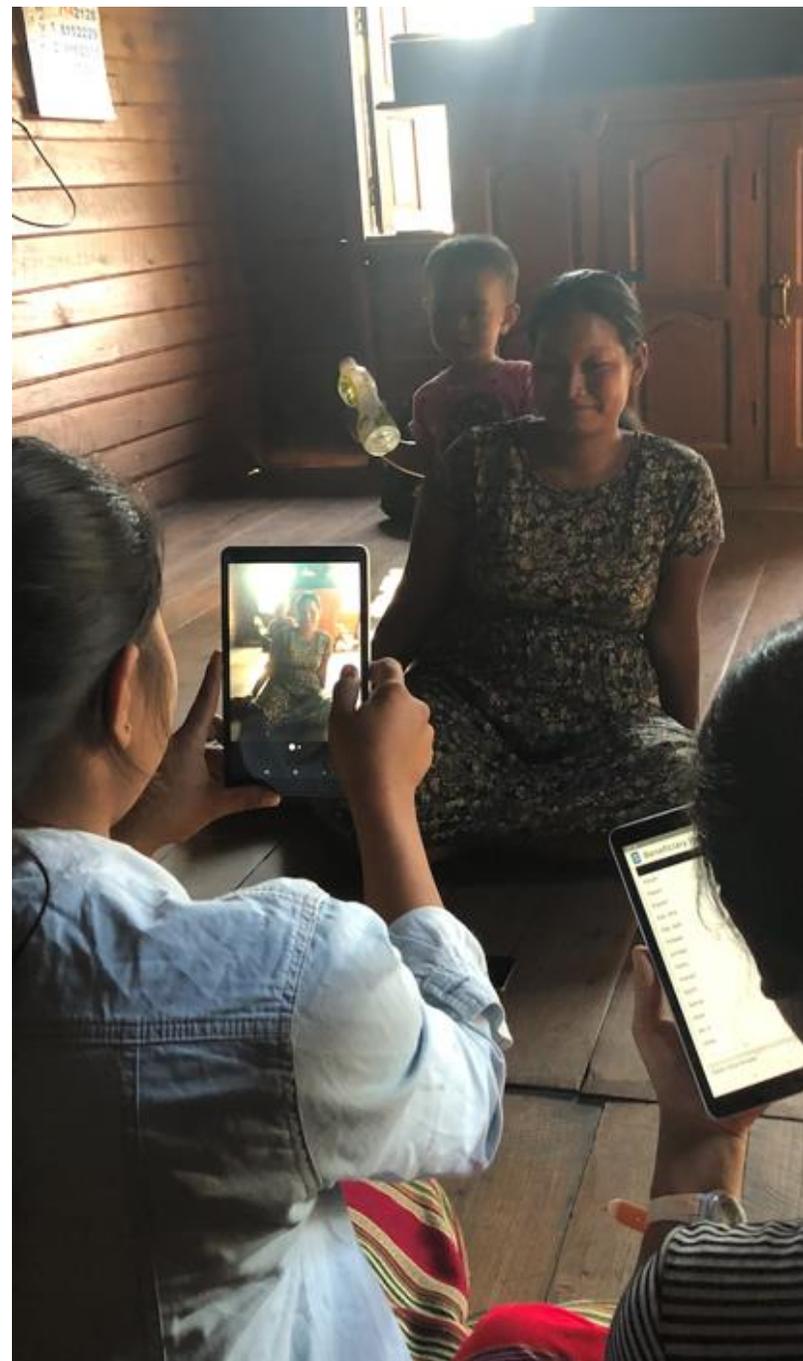
Search:

ID	BENEFICIARY ID	BARCODE	BENEFICIARY TYPE	BENEFICIARY NAME	BENEFICIARY DETAILS
10	01/02/04/000011	 01/02/04/000011	Child	Cname	<a href="#">Click to View Details</a>
9	01/02/04/000010	 01/02/04/000010	Pregnant Woman	Pname	<a href="#">Click to View Details</a>
8	01/02/04/000008	 01/02/04/000008	Child	Jdj	<a href="#">Click to View Details</a>
7	01/02/04/000007	 01/02/04/000007	Pregnant Mother		<a href="#">Click to View Details</a>
6	01/02/04/000006	 01/02/04/000006	Pregnant Mother		<a href="#">Click to View Details</a>
5	01/02/04/000005	 01/02/04/000005	Child	Hdjbd	<a href="#">Click to View Details</a>



WORLD BANK GROUP







# View Form Details

## Form Approval

Please select the status

Please select...

Please specify the reason

Submit

## View Form Details

Download

Search:

QUESTION	VALUE
Portal ID	33
Social Worker ID	11111111
Date of Registration	22-01-2020
Region/State	Kayah
District	Loikaw
Township	Demoso
Village Tract	Demoso

## Map Location



Kyethi / Shan (South)	140150038	2020-07-02 13:48:46	Mobile App	 Pregnant Woman	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Kyethi / Shan (South)	140150038	2020-07-02 13:48:45	Mobile App	 Pregnant Woman	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Kyethi / Shan (South)	140150038	2020-07-02 13:48:45	Mobile App	 Pregnant Woman	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Lemyethna / Ayeyarwady	170100041	2020-07-02 13:48:34	Mobile App	 Child	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Kyonpyaw / Ayeyarwady	170050001	2020-07-02 13:48:34	Mobile App	 Pregnant Woman	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Lemyethna / Ayeyarwady	170100041	2020-07-02 13:48:26	Mobile App	 Pregnant Woman	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Kyethi / Shan (South)	140150038	2020-07-02 13:48:26	Mobile App	 Pregnant Woman	State processed. Form review complete	 Approved	 Approved	<a href="#">Click to View Details</a>
Tangyan / Shan (North)	150040011	2020-07-02 13:48:01	Mobile App	 Child	State processed. Form review complete	 Rejected	 Rejected	<a href="#">Click to View Details</a>
Tangyan / Shan (North)	150040011	2020-07-02 13:48:00	Mobile App	 Child	State processed. Form review complete	 Rejected	 Rejected	<a href="#">Click to View Details</a>
Monghsu / Shan (South)	140170008	2020-07-02 13:48:00	Mobile App	 Child	State processed. Form review complete	 Approved	 Rejected	<a href="#">Click to View Details</a>



Union

● Logged In

Navigation

Dashboard

VCSW

Forms

Extra Forms

Beneficiaries

Payment Lists

Change

Logout

HOME > Dashboard

Dashboard

### Quick Stats

126919  
TOTAL FORMS

✉ Official forms: 126919  
✉ Test forms: 4092

31279  
APPROVED

✔ Approved by Township: 99514  
✔ Approved by State: 31279

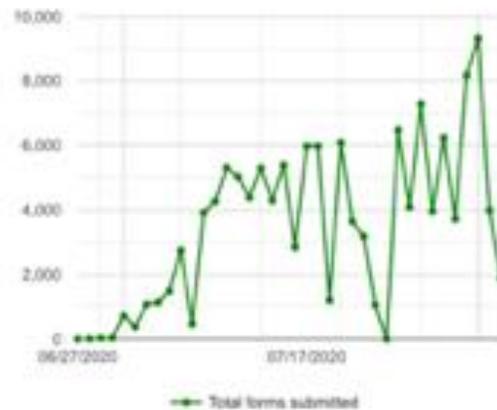
9173  
REJECTED

✘ Rejected by Township: 20451  
✘ Rejected by State: 9173

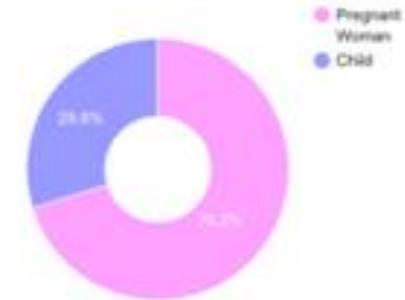
86467  
PENDING

⚠ Pending at Township: 6954  
⚠ Pending at State: 79513

### Daily Form Submissions



### Beneficiary Segregation (Enrolled)



	First Batch Registration (July-August 2020)		Second Batch Registration (October-December 2020)		Total as of January 2021
	Ayeyarwady Region	Shan State	Ayeyarwady Region	Shan State	
No. of townships	26	52	26	53	53
No. of Ward/Village Tracts	1,944	1,222	1,950	1,268	3,218
No. of villages	10,576	7,729	10,307	8,303	21,296
No. of registered and trained W/VT clerks	2,208	1,611	2,241	1,776	4,017
No. of registered and trained VCSWs			37	380	417
<b>No. of beneficiary registration form submitted</b>	<b>90,966</b>	<b>58,847</b>	<b>76,056</b>	<b>62,811</b>	<b>292,641</b>
Mobile app	83,895	55,150	74,346	60,091	277,008
Web based	7,071	3,690	1,710	2,720	15,633
<b>No. of beneficiary enrolled</b>	<b>78,519</b>	<b>47,983</b>	<b>68,628</b>	<b>55,167</b>	<b>250,297</b>

# TAKEAWAYS

## Technology

- Low-tech doesn't mean low value
- Digital doesn't need to be complicated/expensive. Simple solutions even with minimal guidance/ training in remote and fragile contexts can yield results and build momentum
- Data hosting/management a bottleneck to pilot roll-outs

# TAKEAWAYS

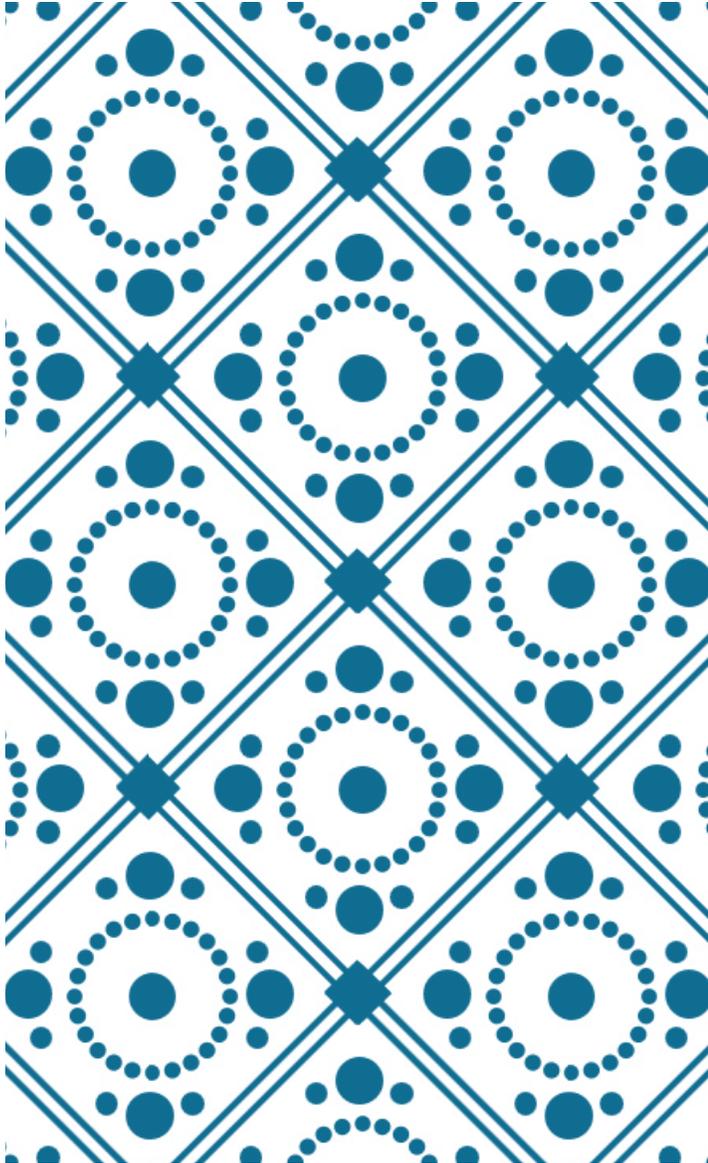
## Operational

- **WB projects as strong leverage** for mainstreaming/experimenting GovTech in the public sector.
- **Incremental doesn't mean uncomprehensive.** Comprehensive and incremental. Even small digital workflows require a look at the wider process.
- **Digital tools and analog interventions.** Look for entries in existing processes.

# TAKEAWAYS

## Change management

- **Close involvement of users/consultants in design.** Cost considerations and focus on adoption from the onset build stronger interest/ownership from the counterpart.
- Focus on clear **top-down guidance**/instructions is key for wider adoption.
- **IT expertise.** A small number of in-house IT consultants preferable in design and pilot stage but may be increasingly less equipped to manage a project increasing in scope.



THANK YOU

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