

# ENGAGE

## *Induce environmentally and socially responsible behaviour*

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Project “ENGAGE” intends to **induce environmentally and socially responsible behaviour** for a broader desired sustainable administrative goal by motivating, engaging, acknowledging and rewarding good citizen behaviour through gamification.

The administrative systems in India, mostly, depend upon the penalizing mechanisms to monitor citizen behaviour while there is hardly any appreciation mechanism for more positive citizen participation. Lack of appreciation often acts as disincentive, particularly when there is **no accountability of the action - good or bad**, to the mostly anonymous citizen. While there is hardly any extra institutionalised acknowledgement of the extra conscious efforts taken, there mostly are penalisation mechanisms by which people often get away by paying fines but the behavioural shift hardly happens.

The project aims to address this absence of accountability, matching it to the need for betterment of social and environmental conditions by robust citizen engagement in alignment to the broader administrative goals for a better, liveable, sustainable society by nudging citizens towards opting for pro-environmental and pro-social behavioural choices. With a quadruple helix approach, the project incorporates a **general centralised framework encompassing multiple stakeholders** ranging from NGOs, CSR funds, philanthropic organisations to knowledge partners in other organisations and institutions. The team is also **open to explore all possible collaborations**.

The Phase I outcome is envisioned to be a **single window platform**, bringing relevant stakeholders onboard enveloped in a **civic volunteering approach**, wherein through various **use cases tested across multiple cities**, citizens will be routed to verified good behavioural action. The value generated is the push towards active citizen engagement while being **drivers of the positive change** from the citizens' side while the administration can leverage its biggest asset of human resource to achieve India's **global benchmark goals and SDGs**.

With a road map of ten years, implementable in phases, this project envisages to have a fully functional nationwide system for **engaging in good behavioural choices** and pave the path for the **social credit and security system in India**.

