

engage

Nudging Citizen Behaviour through Gamification





What can we do to increase
citizen participation
in Urban India?



Volunteering

Why is Volunteering so rare ? What are the hurdles volunteers face ?



**Lack of
Awareness**



**Lack of
Interest**



**Busy
Schedule**



**Discoverability
of Opportunities**

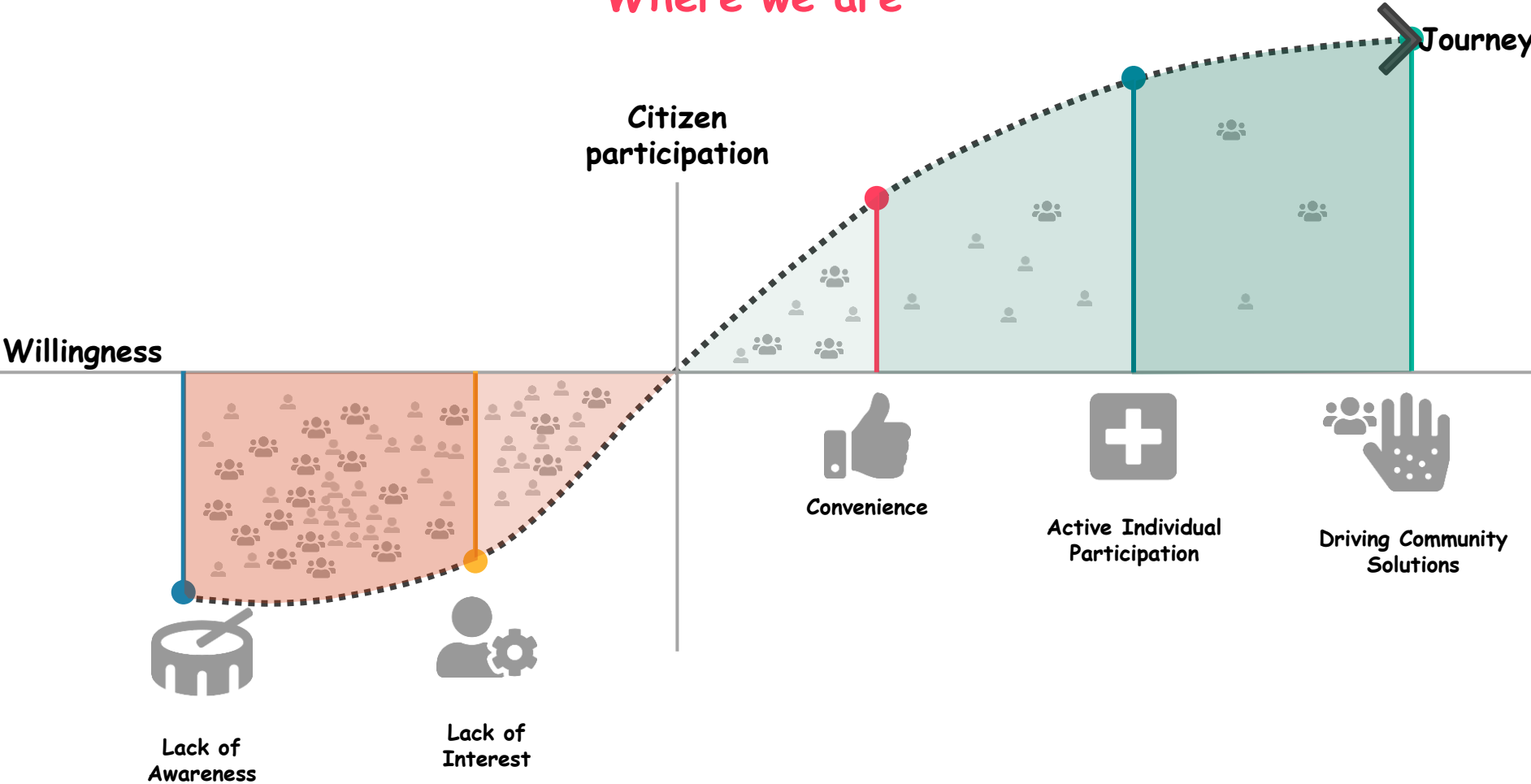


**Accessibility to
Opportunities**

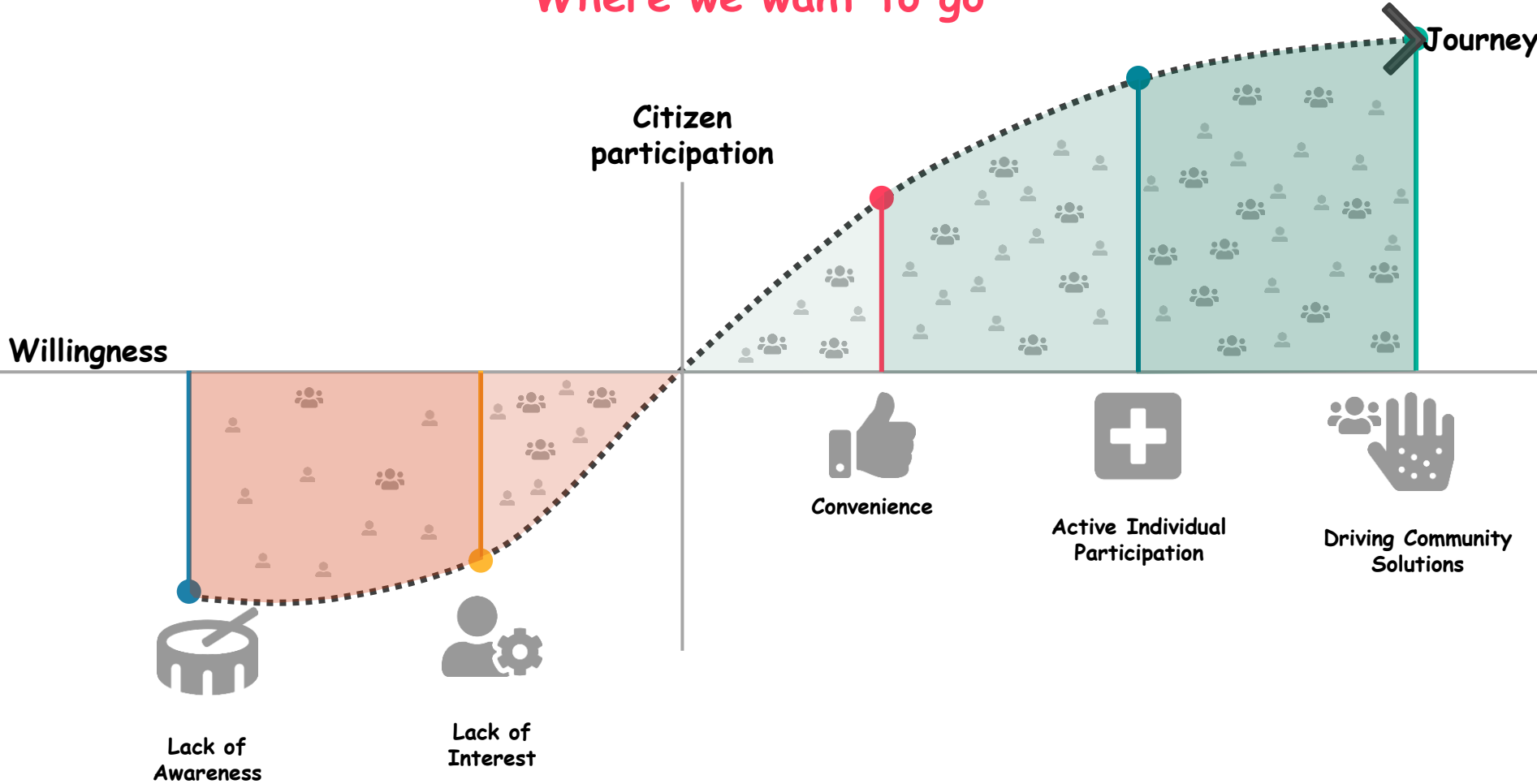


Convenience

Where we are



Where we want to go

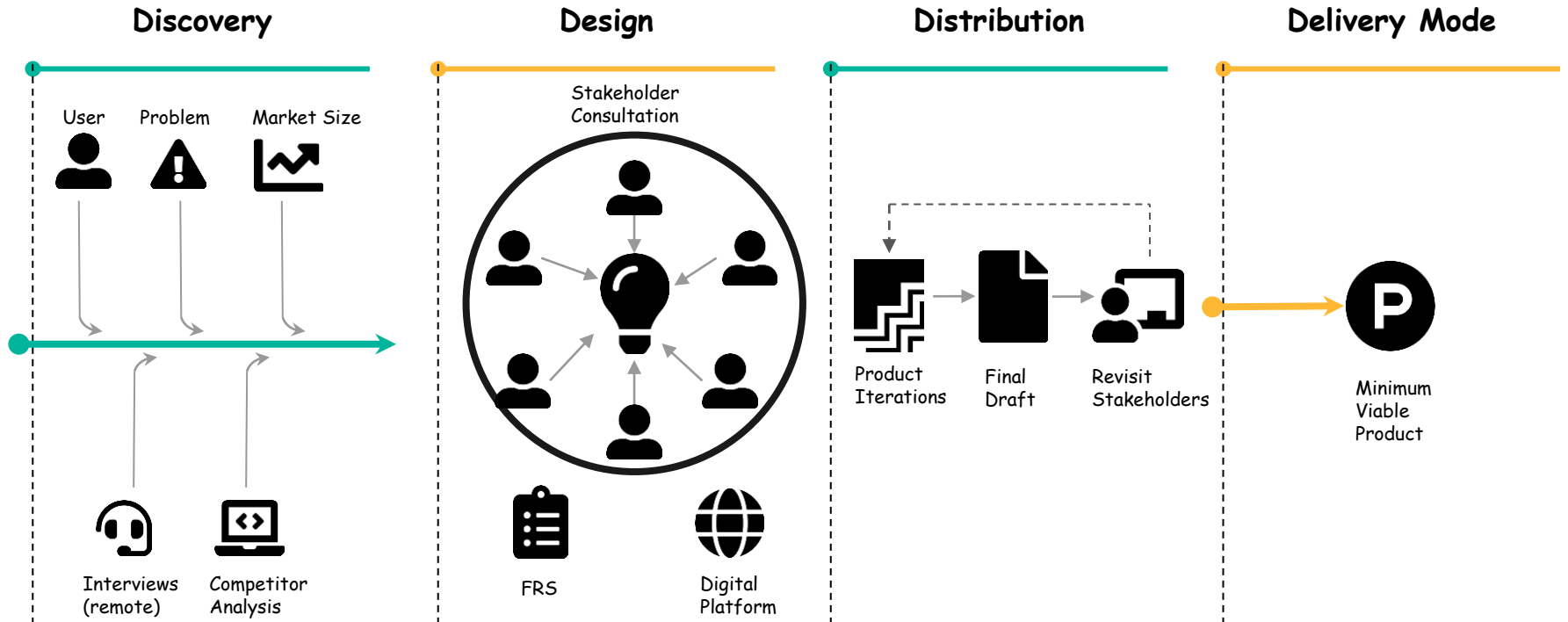


We believe a volunteering platform will overcome these hurdles

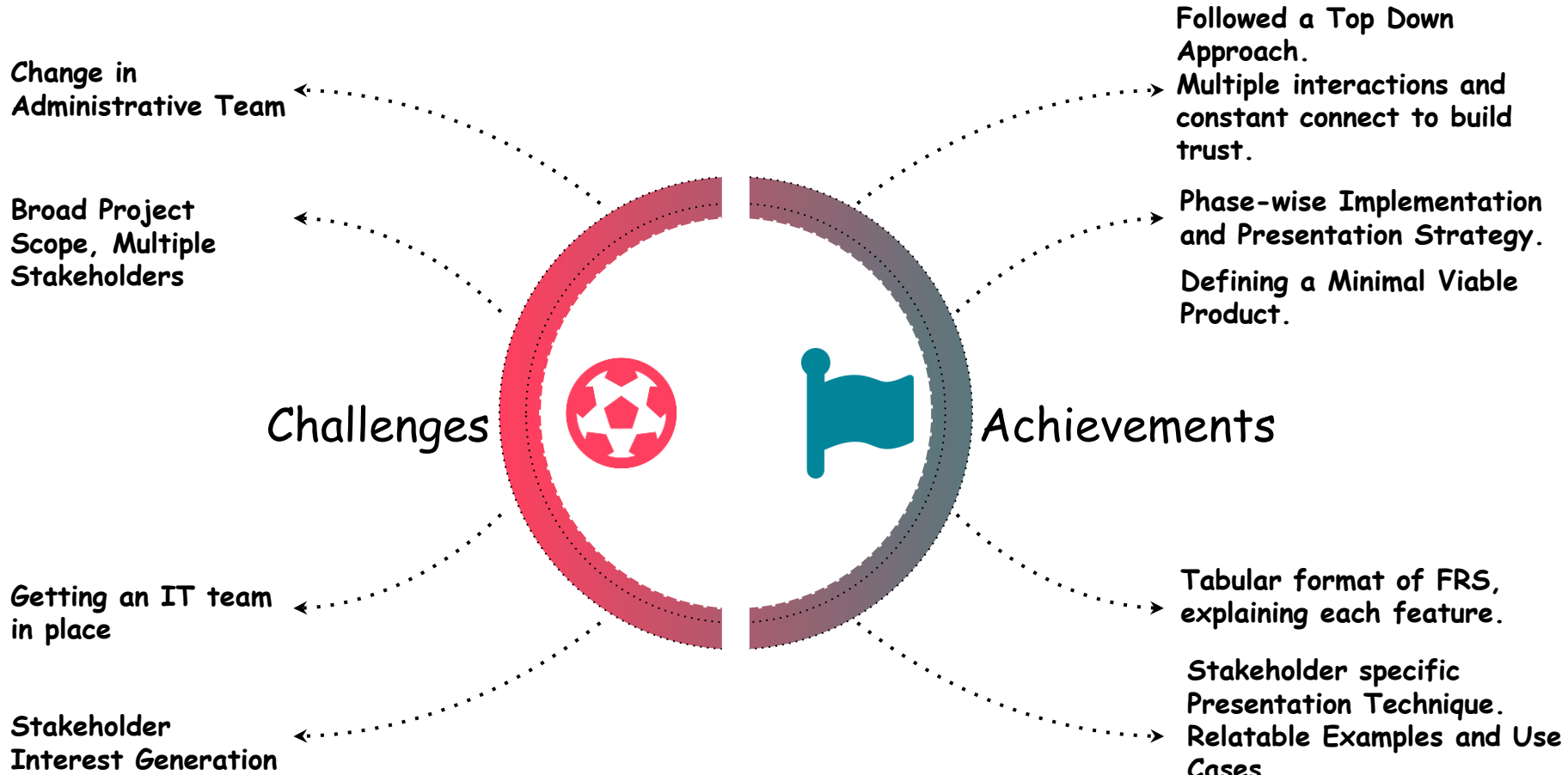




To create this market place we followed a process



We faced some challenges but didn't let these defeat us



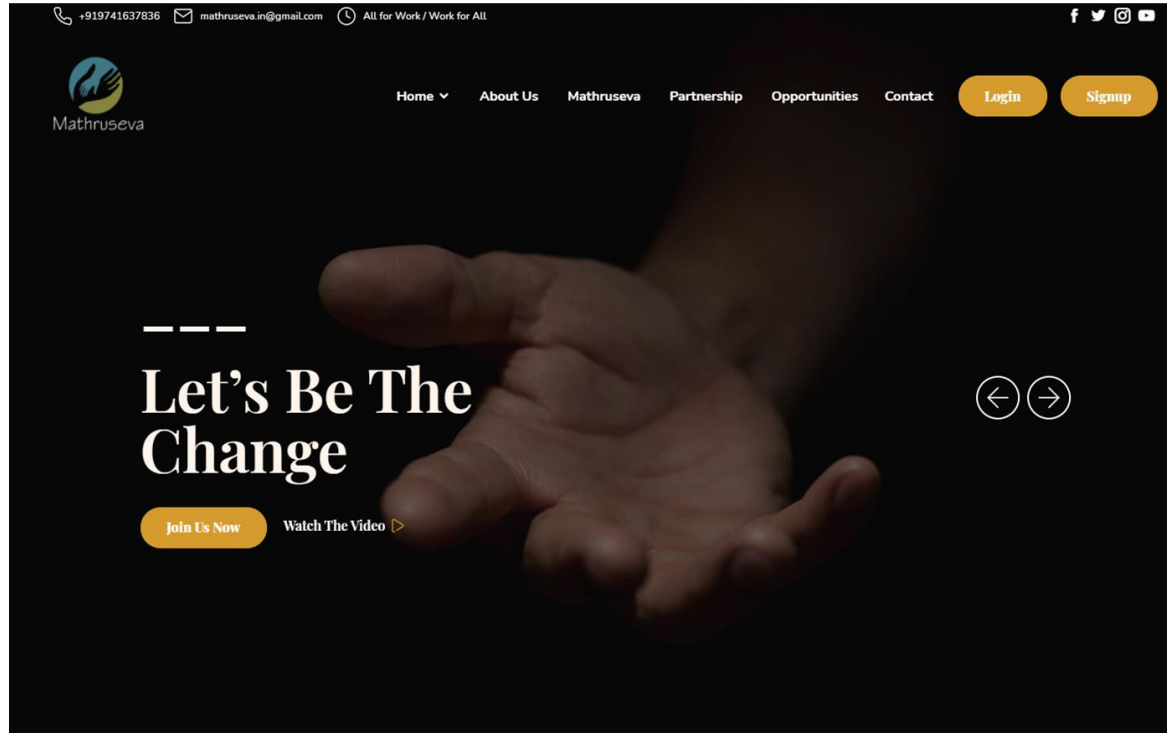
Our vision is to make volunteering a way of life, a social norm;



Therefore, **effortless, accessible, and gratifying**
for all Indians.

Our mission is to empower every Indian to be a changemaker driving change to their communities, then their cities and eventually to the country.

Here is our product,



Let's reassess hurdles of a volunteer,



Lack of Awareness



Social Media Integration



Lack of Interest



Reward Mechanism



Busy Schedule



Flexibility to Participate



Discoverability of Opportunities



Catalogue of Opportunities



Accessibility to Opportunities



Hyperlocal Solution

Our Product Critique with Risk Mitigation

Multiple Externalities

Dependence on citizen's willingness to participate, and institutional partnerships.



Strong Communication and Rewarding Mechanism

Relationship Maintenance with stakeholders, Regular Outreach, and innovative Rewarding Mechanism

Grievance Redressal

Need to ensure the Safety of the Volunteer while On Field.



Shared Responsibility and Indemnity

Hosting organisations and volunteers to share responsibility, User Rating System, and Online Grievance Acceptance feature.

Implementation of Rewarding System

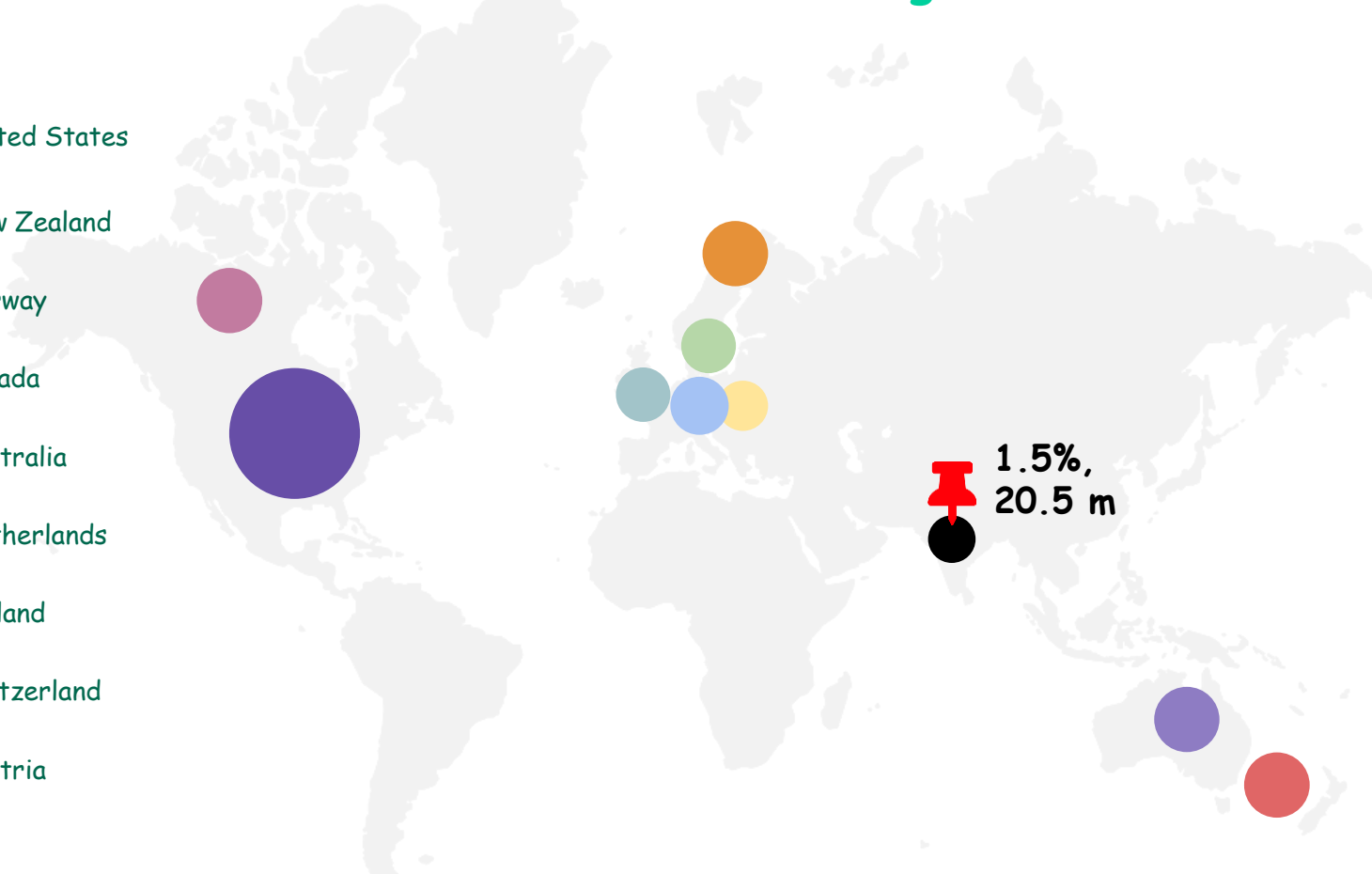
Dependence on Government, Private Organisations to offer redeemable incentives












Proof of Concept

Rewarding partnerships would be only possible at a certain scale when the concept is widely accepted, and proven.

How does the world see volunteering?



	48%	157 m	United States
	42%	2 m	New Zealand
	39%	2 m	Norway
	38%	14 m	Canada
	38%	9.5 m	Australia
	37%	6 m	Netherlands
	35%	1.7 m	Ireland
	34%	2.8 m	Switzerland
	30%	2.6 m	Austria

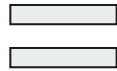


**1.5%,
20.5 m**

What if .. ?

Globally,

970 million
volunteers



125

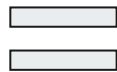
million
Full time workers

2.4%

of Global Economy

377 million people in Urban India,

37 million
volunteers



4.76

million
Full time workers

(10%) Conversion

The numbers are compelling,

And we ought to invest in Our People, Our Collective Future.

This is only the beginning,

5 Year Goals

10 cities, 25 lakh active users.

Launch Mathruseva as **Nationwide Volunteering Platform**

Nationwide Database of Volunteering

Quantified Social and Environmental Impact

3 Month Goal

Troubleshooting,
Refining Platform,
Outreach

6 Month Goal

Launch, Stakeholder
Onboarding
(Transactions)

1 Year Goal

Add CSRs, G2B, B2B
solutions on platform,
Gamification features

3 Year Goal

3 Cities, Commercial
Incentives, Mature
Rewarding System

We need your support and guidance to achieve our true goal



**A Letter of Support from Bengaluru
Smart City Limited** to scale up this
product



Support to incubate team Engage product
into a **civic tech start-up.**

DON'T

WAIT

Let's be the change

Special Thanks



Sri. Rajendra Cholan P, MD BenSCL
Ms. Susheelamma, JMD BenSCL
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Mr. Tejas, Tulip Intern
Mr. Sunil, Tulip Intern



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Product Development Guidance

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Mr. Sanjiv Kumar Jha, Principal Solution Architect - Smart Infra at Amazon Web Services (AWS)

Thank You.

Mentors:

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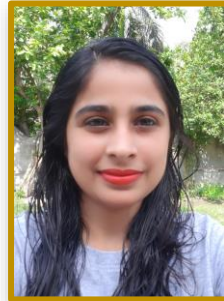
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