

Field stories from Delhi Cantonment



The adoption numbers under the eChhawani programme are one of the highest among all DIGIT-enabled projects across India. As of June 2022, almost 90% of revenue collected from citizens across all Cantt Boards was collected through self-service mode, i.e, citizens made the payment themselves through online channels, rather than going to the Cantt Board office or helpdesks.

In my effort to understand what contributed to such high adoption numbers, I spoke to multiple employees at the Delhi Cantt Board, the Directorate General Defence Estates as well as citizens.

This photo blog is a compilation of the adoption and Information, Education and Communication (IEC) strategies that were undertaken in the different cantonment boards. The strategies have been divided into three broad categories:

1. Citizen-centric strategies and incentives
2. Awareness strategies
3. Governance strategies

Citizen-centric strategies and incentives

Handholding citizens: Right after the launch, door-to-door campaigns allowed Cantt board employees to provide eChhawani tutorials to citizens in person. Each visit would typically involve a Cantt Board employee guiding the citizens with stepwise instructions on how to pay property tax, water bill or book a community hall.



Online payment made cheaper: Online payment has been incentivised across all Cantt boards by offering citizens a 2% rebate.

दिल्ली छावनी परिषद

75 Azadi Ka Amrit Mahotsav

150 YEARS OF CELEBRATING THE RAJYOTA

चुनिंदा भुगतानों पर पाएं 2% की छूट।

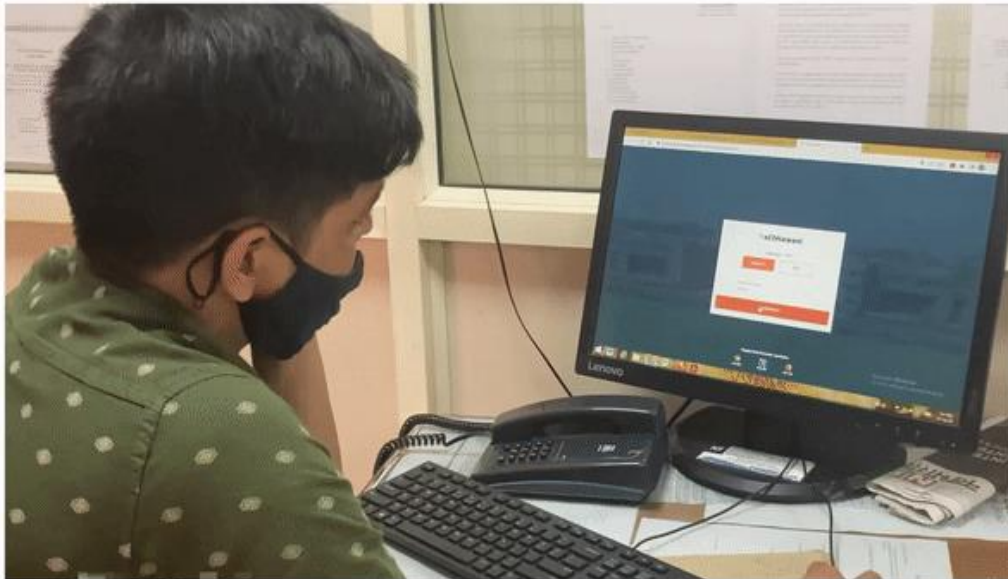
CARD SWIPE & PAY INTERNET BANKING MOBILE PAYMENT

सामुदायिक हॉल बुकिंग

अभी लॉगिन करें: www.echhawani.gov.in/citizen/



Training Citizens: Cantt employees held training sessions with members of the traders' association on how to pay trade license fee on the eChhawani portal. The motive behind such workshops was to create expert eChhawani users among citizens who can then help others around them in accessing government services.



Helpdesk: A year and half since the launch, Delhi Cantt board employees claim that most citizens in their area can make online payments themselves. For those who face issues, the Cantt Board has a helpdesk that guides citizens on how to use the website. The helpdesk in charge guides citizens and resolves their queries in real time.

Awareness strategies



Street Plays: School students across Cantt Boards performed street plays in public spaces to increase awareness about the eChhawani portal. These pictures are from the Shahjahanpur Cantonment area in Uttar Pradesh.

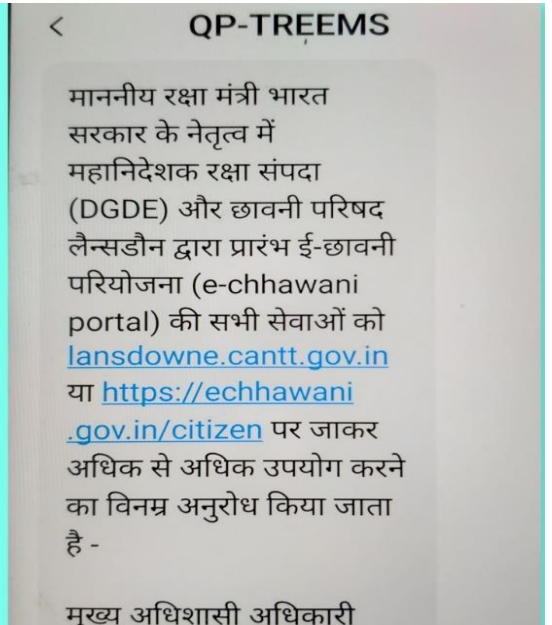
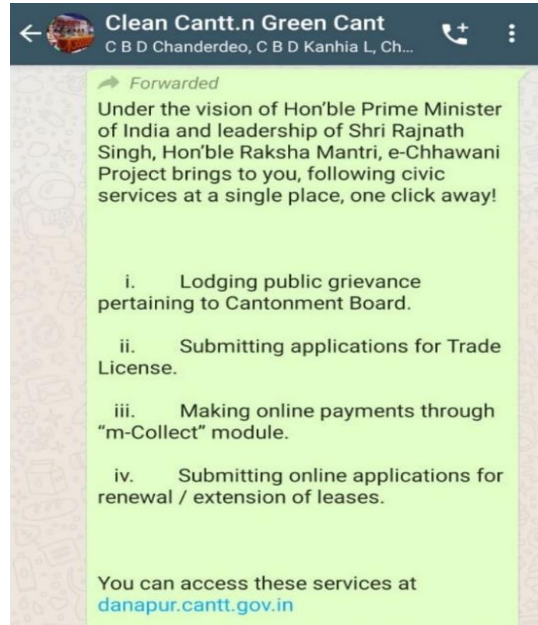


Announcements: Loudspeakers attached to garbage collection trucks in the Delhi Cantt area were used to spread the word on the launch of the eChhawani portal.

Traditional marketing: Hoardings explaining the benefits of the eChhawani portal at public places has helped take the message to the citizens.



Roping in RWAs: Cantt boards leverage the influence of Residents Welfare Associations (RWAs) by using their Whats App groups as a channel of communication with the citizens.



Governance strategies

Strong Governance: Every fortnight, the Defence Secretary and his team do an hourly follow-up with all the Cantt boards, assessing the adoption levels of eChhawani.



Incentivising adoption: Top performing Cantt Boards were awarded by the Defence Minister at the one-year anniversary celebrations of the eChhawani launch. These awards have acted as an incentive for the Cantt Boards to drive faster adoption of the portal.

