

# Digital India Awards 2016: Assessment Methodology for Digital Initiatives



Digital India Awards 2016 used a rigorous and scientific methodology to determine the 28 winners across 8 different categories of awards including Special Jury Awards.



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**T**he universal acceptance of the power of ICT in transforming and accelerating the development process, especially in developing economies, is indisputable.

Government of India has also been proactively engaged in the seamless delivery of information and services with the adoption of best ICT practices. In order to promote more innovative e-Governance initiatives by Government bodies, Digital India awards (earlier known as the Web Ratna Awards) were instituted under the ambit of National Portal of India. The award acknowledges exemplary initiatives of various government entities in the realm Digital India.

### AWARD CATEGORIES

Considering the vision of Digital India and acknowledging the fact that citizen are now accessing government information and services through media other than the web including, but not limited to, Smartphone Apps, the scope of the Web Ratna awards (2014) was broadened to include these initiatives in addition to the other categories. Digital India Awards 2016 have been constituted under the following eight categories:

- Exemplary Online Service
- Innovative Citizen Engagement
- Web Ratna - Ministry/ Department
- Web Ratna - State/ UT

- Web Ratna District
- Outstanding Digital initiative by Local body
- Best Mobile App
- Open Data Champion

### ONLINE NOMINATION

Online nominations had the following parameters:

#### General Parameters

- Contact details of the team leader and team members, details of the website like Title, URL, overview etc.
- The salient features like Usability, Interface, Outreach, Bilingual interface, Content personalization features, Presence of contact details, Feedback form/ Contact details, FAQ and Help.

#### Category Specific Parameters

**Most Innovative Citizen Engagement:** Relevance, target audience, modes of participation, extent of participation and outcomes.

**Exemplary Online Service:** Service maturity (informational, enhanced informational, transactional or connected), convenience, transparency, number of feedbacks received/ redressed, number of grievances received and addressed.

**Web Ratna - Ministry/ Department:** Details of major e-Governance initiatives covered, reach, stakeholders, subordinate departments/ offices that have their own websites, convenience in availing of information and/ or services, number of feedbacks received/ redressed etc.

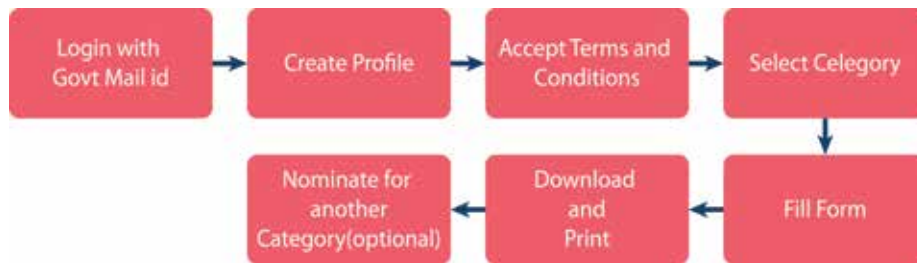


Figure 1: The nomination process was made completely online

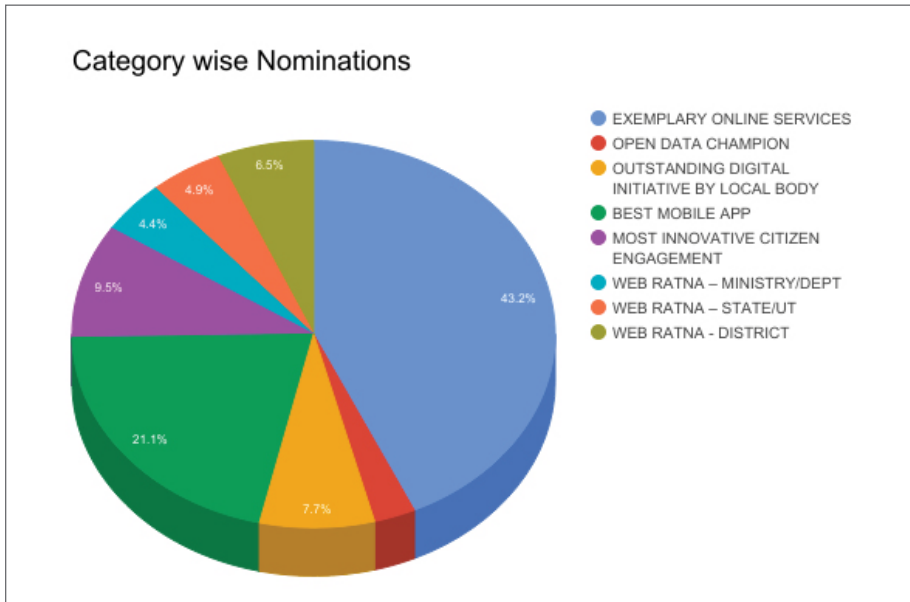


Figure 2: Nominations - Category Wise

**Web Ratna - State/ UT Government:**

Spectrum of coverage, number of State Departments with their own websites, number of transactions to complete a task, time taken per transaction, convenience to avail information/ services, no. of feedbacks received/ redressed etc.

**Web Ratna - District:**

Number of Online Services & Certificates, information for local residents/ tourists, convenience, transparency, cost effectiveness, efficiency, enhancement etc.

**Outstanding Digital initiative by Local body:**

Number of Departments associated, content, online service quality, service maturity, convenience to avail information/ service, number of grievances received/ addressed, etc.

**Best Mobile App:**

Relevance, ease of use, technical, App functionality, privacy concerns, social media integration, incorporation of analytics functionality, feedbacks and suggestions, etc.

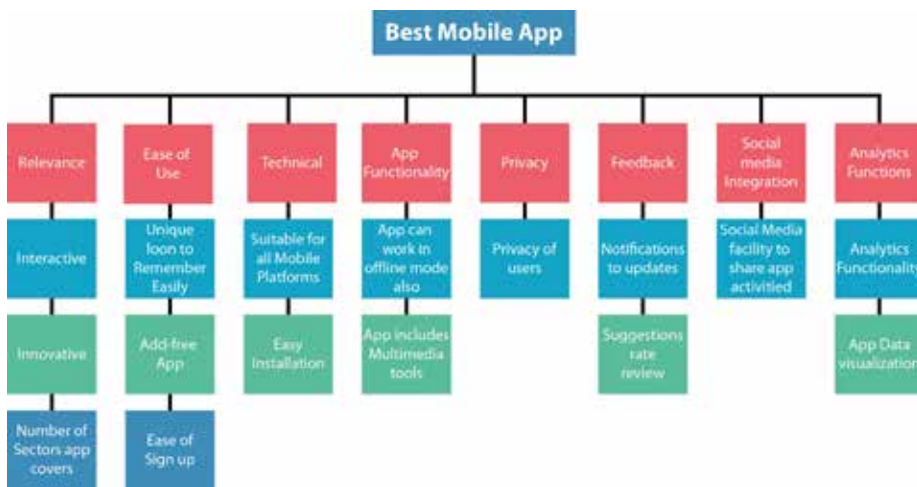


Figure 3: Criteria for Best Mobile App

**Open Data Champion:**

Presence on Data Portal of India (<http://data.gov.in>), compliance with the National Data Sharing and Accessibility Policy (NDSAP), description, usefulness, availability for statistical inferences, etc.

**EVALUATION PROCESS**

Extensive process for evaluation of filed nomination was followed which was conducted in two stages.

**Stage-1:** Entries were screened and evaluated by IIT Delhi based on a scientifically formulated methodology.

**Stage-2:** The distinguished Jury under the Chairmanship of Secretary, MeitY and experts from Academia and Industry, thereafter reviewed the shortlisted nominations and finalized the awardees in each category.

Three awards were presented in each category namely Platinum, Gold and Silver along with Jury choices in few categories. A total of 28 entries were selected to receive the Awards.

**INSTRUMENT DESIGN FOR EVALUATION**

A proficient team from the Indian Institute of technology (IIT), Delhi played an active role in screening the applications based on a scientifically devised process.

Each category was assigned with some specific features which an entry had to qualify to get shortlisted for the award. Criteria were defined for each category based on their specific and regular features. For example for the best mobile App the criteria can be seen in *figure 3*.

For each criteria, a set of questions was prepared. The questions were mapped with website/ App features either based on yes or no (0 or 1) score, or based on Likert scale (0-5).

Questions for criteria 'Ease of Use' for 'Best Mobile App' are given in *Table-1*. Similarly, questions were prepared for each of the other criteria for this category.

**Weights Assignment**

The multi-criteria approach Analytic Hierarchy Process (AHP) was used to assign the weights to each of these

Sl.	Ease of Use	
1	Is the app available in multiple/regional language	0/1
2	The app labels are easy to understand	0/1
3	App is easily available in app download library or app stores	0/1
4	App Icon is unique and users can remember the icon	0/1
5	Video/ Screenshots are available that highlights the Apps features and benefits	0/1
6	Whether the App is Ad -free Application	0/1
7	Whether App is free downloadable	0/1
8	If App is paid application whether a free version is provided along with full version	0/1
9	App Sign up/ Log in process is simple	0/1
<b>Total (c)</b>		<b>9</b>

**Table 1: Questionnaire for rating the criteria Ease of use for category Best Mobile App**

Intensity of Importance	Definition
1	Equal Importance
3	Weak Importance of one over other
5	Strong Importance
7	Demonstrated Importance
9	Absolute Importance
2,4,6,8	Immediate Values
Reciprocals of the above	If activity-i has one of the above numbers assigned to it when compared with activity-j, then j has the reciprocal value when compared with i
1.1-1.9	When elements are close and nearly indistinguishable

**Table 2: Decision matrix for best mobile app**

criteria. AHP was developed by Thomas L Saaty in 1980. AHP is a rational framework for structuring a decision problem, representing and quantifying its elements, relating those elements to overall goals and evaluating alternative solutions.

**Analytic Hierarchy Process (AHP)– Inputs**

- Relative importance of criteria
- Through pair-wise comparison matrix
- Expert opinion to assign the weights for each question W1, W2, W3....Wn in respective questionnaires.

To arrive at the weights first a pair-wise comparison matrix was created. In this, the various criteria were compared in pairs for importance on a 9 point scale as given in **Table-2**.

Based on the comparison matrix in **Table-3**, the weights were arrived after

Relevance	19.7%
Ease of Use	14.6%
Technical	20.2%
App Functionality	15.4%
Privacy Policy	4.8%
Feedback	5.1%
Social Media integration	5.1%
Analytics Functionality	15.4%

**Table 4: Final weights for Best mobile App**

	Relevance	Ease of Use	Technical	App Functionality	Privacy	Feedback	Social Media	App Analytics
Relevance	1	1.00	1.00	1.00	5.00	7.00	5.00	1.00
Ease of Use	1.00	1	0.33	1.00	3.00	5.00	5.00	1.00
Technical	1.00	3.00	1	1.00	3.00	5.00	3.00	1.00
App Functionality	1.00	1.00	1.00	1	3.00	3.00	3.00	1.00
Privacy	0.20	0.33	0.33	0.33	1	1.00	1.00	0.33
Feedback	0.14	0.20	0.20	0.33	1.00	1	1.00	0.33
Social Media	0.20	0.20	0.33	0.33	1.00	1.00	1	0.33
App Analytics	1.00	1.00	1.00	1.00	3.00	3.00	3.00	1

**Table 3: Pairwise Comparison matrix for Best Mobile App**

normalising and performing a consistency check. The final weights for the criteria for best mobile app are given in **Table-4**. Security audit and certification were mandatory for any entry to be considered for evaluation.

**Data Collection**

The data was collected for each nomination based on questionnaire instrument of that category (**Table-1**). Double blind assessment was followed for ascertaining impartial outcomes. Third evaluation was done if needed.

**Results**

- Each entry was rated against each criteria c1, c2, c3...Cn.
- Final score was calculated as following:
- Weighted score = C1W1 + C2W2+ ...+CnWn

Nominee entry with highest weighted total sum was declared as winner under each category.

**SUMMARY**

The methodology used for selecting the winners of **Digital India Awards 2017** was extensive, scientific and quantifiable, ensuring above par decisions and fair analysis. This model can be adopted for evaluation for similar requirements in Government.

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