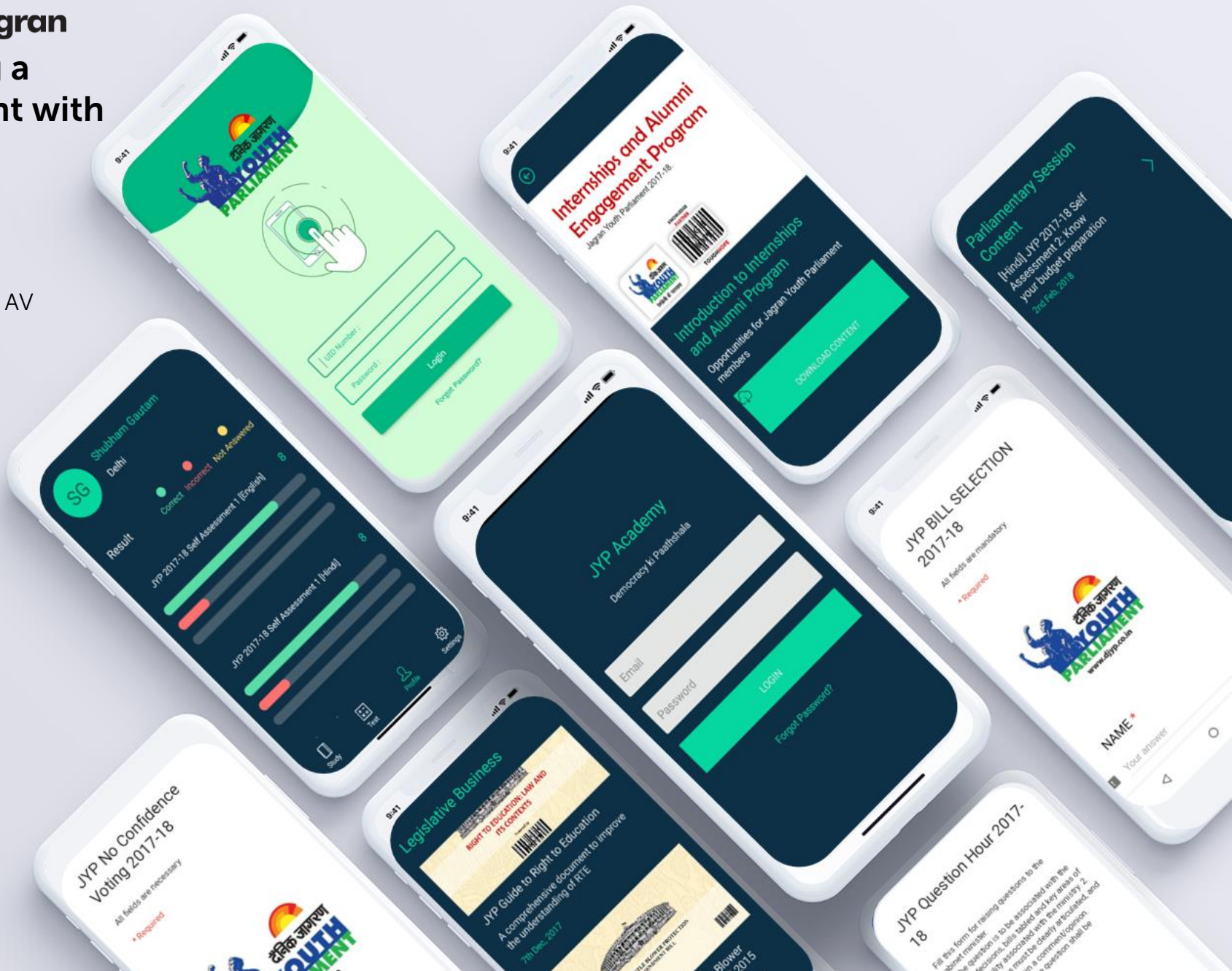




# Dainik Jagran Powering a Parliament with an App



Play Campaign AV





## **Jagran Youth Parliament : Our investment in the future of democracy**

For democracy to function meaningfully, it requires responsible and informed participation of its youth.

### **Creating content *For* the Youth, *By* the Youth**

The campaign helped in creating exclusive editorial content for Dainik Jagran – For the Youth By the Youth. In times when Youth Readership is a stress, we created a platform to connect Youth to Democracy through the newspaper.

### **Working with Young MPs**

5800 youth applied for the programme, of which we selected 478 for the Youth Parliament. These young parliamentarians met during the year and clocked 588 hours of discussion. They were trained, their performance monitored, and given a score on their Democratic Behavior.

### **Technology to manage engagement with Youth**

To manage continuous engagement with these MPs, we created a Selection tool called DBOAT and an App to manage the programme delivery.

# We developed DBOAT (Democratic Behavior Observation and Analysis) - a proprietary selection tool to manage the MP Selection Process

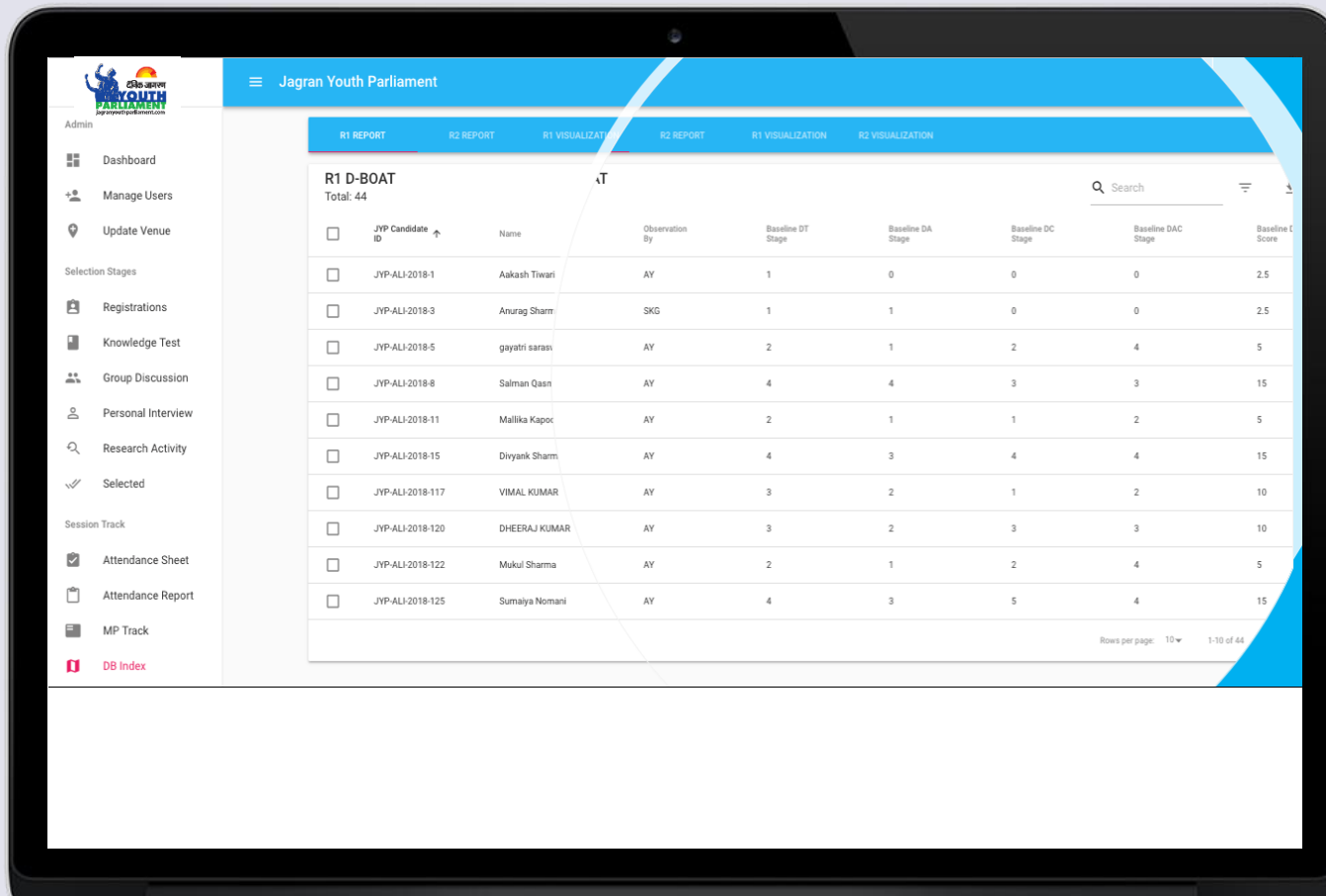
Candidate selection based on :

Democratic Awareness

Democratic Thinking

Democratic Communication

Democratic Action

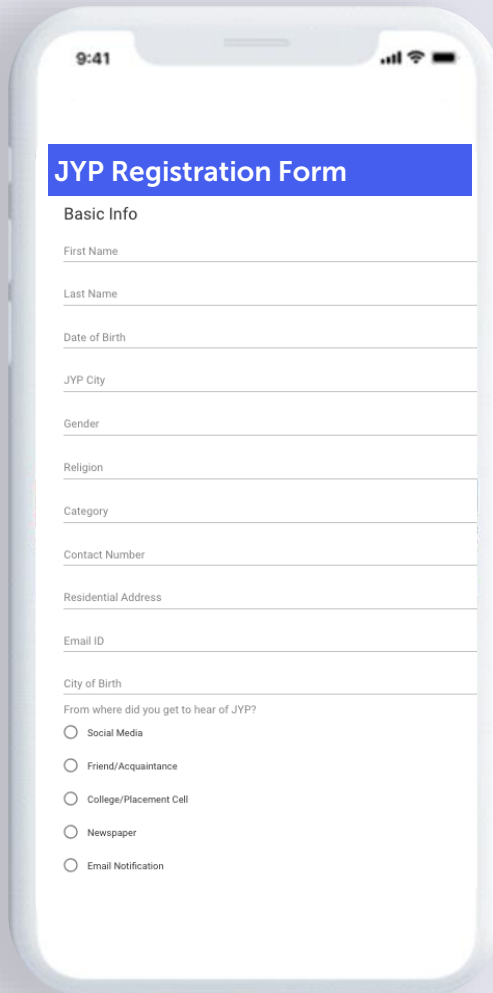


The screenshot displays the Jagran Youth Parliament DBOAT application. The interface includes a sidebar menu with options like Admin, Dashboard, Manage Users, Update Venue, Selection Stages, Registrations, Knowledge Test, Group Discussion, Personal Interview, Research Activity, Selected, Session Track, Attendance Sheet, Attendance Report, MP Track, and DB Index. The main content area shows the 'R1 D-BOAT' report for a total of 44 candidates. The table lists candidates with columns for JYP Candidate ID, Name, Observation By, Baseline DT Stage, Baseline DA Stage, Baseline DC Stage, Baseline DAC Stage, and Baseline Score. The table is paginated, showing 10 rows per page and 1-10 of 44.

JYP Candidate ID	Name	Observation By	Baseline DT Stage	Baseline DA Stage	Baseline DC Stage	Baseline DAC Stage	Baseline Score
JYP-ALI-2018-1	Aakash Tiwari	AY	1	0	0	0	2.5
JYP-ALI-2018-3	Anurag Sharma	SKG	1	1	0	0	2.5
JYP-ALI-2018-5	gayatri sahani	AY	2	1	2	4	5
JYP-ALI-2018-8	Salman Qasbi	AY	4	4	3	3	15
JYP-ALI-2018-11	Malika Kapoor	AY	2	1	1	2	5
JYP-ALI-2018-15	Divyank Sharma	AY	4	3	4	4	15
JYP-ALI-2018-117	VIMAL KUMAR	AY	3	2	1	2	10
JYP-ALI-2018-120	DHEERAJ KUMAR	AY	3	2	3	3	10
JYP-ALI-2018-122	Mukul Sharma	AY	2	1	2	4	5
JYP-ALI-2018-125	Sumaiya Nomani	AY	4	3	5	4	15

# DBOAT in action – Front-end visible to Candidate

## Apply online



9:41

### JYP Registration Form

Basic Info

First Name

Last Name

Date of Birth

JYP City

Gender

Religion

Category

Contact Number

Residential Address

Email ID

City of Birth

From where did you get to hear of JYP?

☐ Social Media

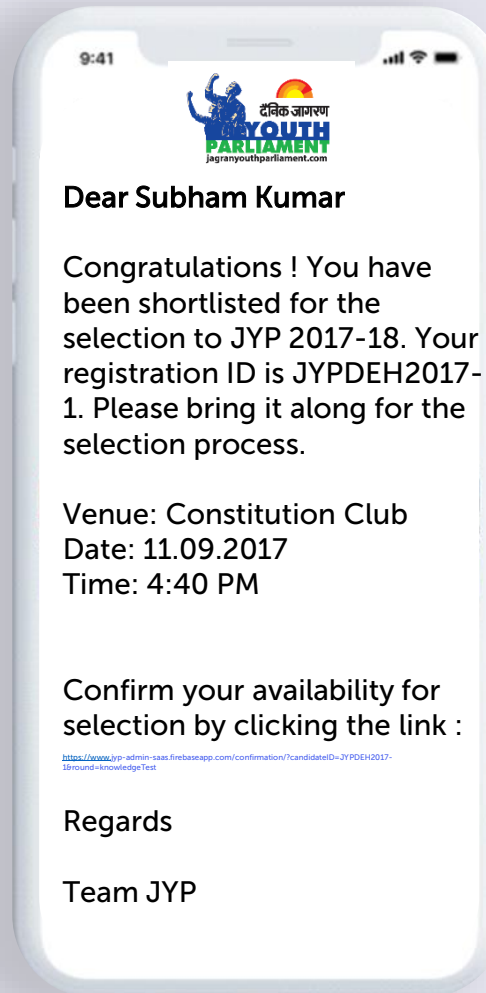
☐ Friend/Acquaintance

☐ College/Placement Cell


☐ Newspaper

☐ Email Notification

## Receive auto-email if shortlisted



9:41



**Dear Subham Kumar**

Congratulations ! You have been shortlisted for the selection to JYP 2017-18. Your registration ID is JYPDEH2017-1. Please bring it along for the selection process.

Venue: Constitution Club  
Date: 11.09.2017  
Time: 4:40 PM

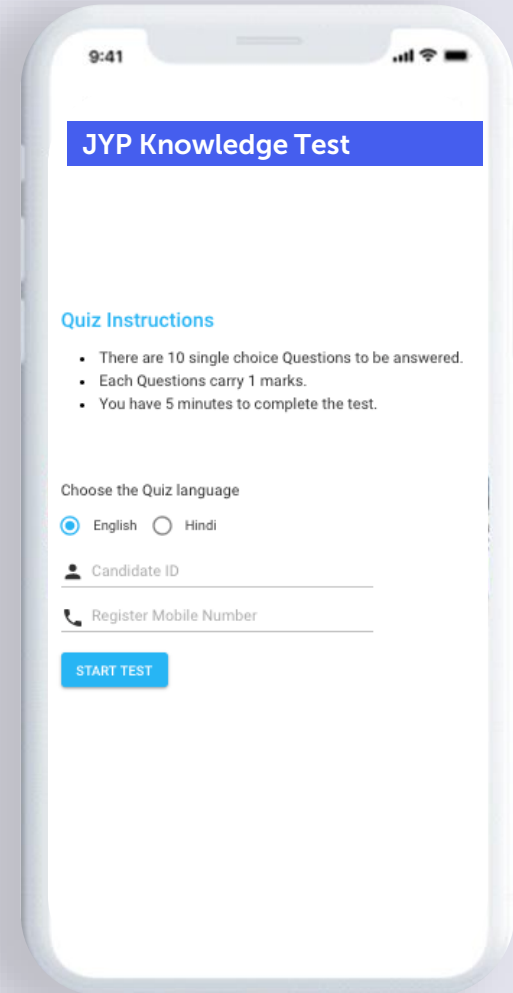
Confirm your availability for selection by clicking the link :

<https://www.jyp-admin-sas.firebaseio.com/confirmation/?candidateId=JYPDEH2017-1&round=knowledgeTest>

Regards

Team JYP

## Take Knowledge Test



9:41


### JYP Knowledge Test


**Quiz Instructions**

- There are 10 single choice Questions to be answered.
- Each Questions carry 1 marks.
- You have 5 minutes to complete the test.

Choose the Quiz language

☒ English ☐ Hindi

 Candidate ID

 Register Mobile Number

**START TEST**

# DBOAT in action – Front-end visible to Candidate

## Take the Democratic Awareness Survey

9:41

Time Remaining 09:51

1.Which of the following is not a function of a bureaucracy?

☐

Form policies and law that will govern the nation

☐

To help preparing the international treaties

☐

To help preparing budget of the nation

☐

Execution of law and policies

2. Statement a): Civil servants are employee of Government of India or of the state Statement b): All Employee of Government are civil servant.

☐

Both statements are wrong

☐

1 is correct but 2 is wrong

☐

Both are correct

☐

2 is correct and 1 is wrong

3. Which of the following is not a function of the election commission of India? \*

☐

Conduct of polls

SUBMIT

## Auto Group Assigning

9:41

Group ID  
JYP-GD-ALL-2018-21

Number of Candidates  
10

City  
ALLAHABAD

Panelist  
AY

Panel  
PANEL1

VIEW GROUP

Group ID  
JYP-GD-ALL-2018-19

Number of Candidates  
10

City  
ALLAHABAD

Panelist  
AY

Panel  
PANEL1

VIEW GROUP

Group ID  
JYP-GD-ALL-2018-28

Number of Candidates  
8

City  
ALLAHABAD

Panelist  
SKG

Panel  
PANEL2

VIEW GROUP

Group ID  
JYP-GD-ALL-2018-3

Number of Candidates  
10

City  
ALLAHABAD

Panelist  
AY

Panel  
PANEL1

VIEW GROUP

Group ID  
JYP-GD-ALL-2018-18

Number of Candidates  
10

City  
ALLAHABAD

Panelist  
SKG

Panel  
PANEL2

VIEW GROUP

Group ID  
JYP-GD-ALL-2018-17

Number of Candidates  
10

City  
ALLAHABAD


Panelist  
AY

Panel  
PANEL1

VIEW GROUP

## Receive notification for Personal Interview

9:41



Congratulations  
Shubam!

You have been shortlisted for the Personal Interview and Research Activity Round. The process shall start shortly. Kindly do not leave the venue.

Regards  
  
Team JYP



# Results of the survey to assess Democratic Awareness amongst youth : 3852 applicants were part of the survey

When was the Indian Constitution adopted?

35%

35% of Youth got the correct answer

Who was the chairperson of the drafting committee of the Indian constitution?

86%

86% of Youth got the correct answer

Who has the authority to suspend the fundamental rights of citizens under circumstances of emergency?

62%

62% of Youth got the correct answer

Which article is related to equality before law?

62%

62% of Youth got the correct answer

What is the total number of amendments made to the constitution of India till 31 dec 2016?

41%

41% of Youth got the correct answer

What is the name of the upper house of the indian parliament?

75%

75% of Youth got the correct answer

Who elects the Prime Minister of India?

21%

21% of Youth got the correct answer

What is the tenure of the members of Parliament?

67%

67% of Youth got the correct answer

How is the President of India elected?

75%

75% of Youth got the correct answer

What is india's rank on transparency international's corruption index of 2016?

38%

38% of Youth got the correct answer

What is the composition of union cabinet of India?

73%

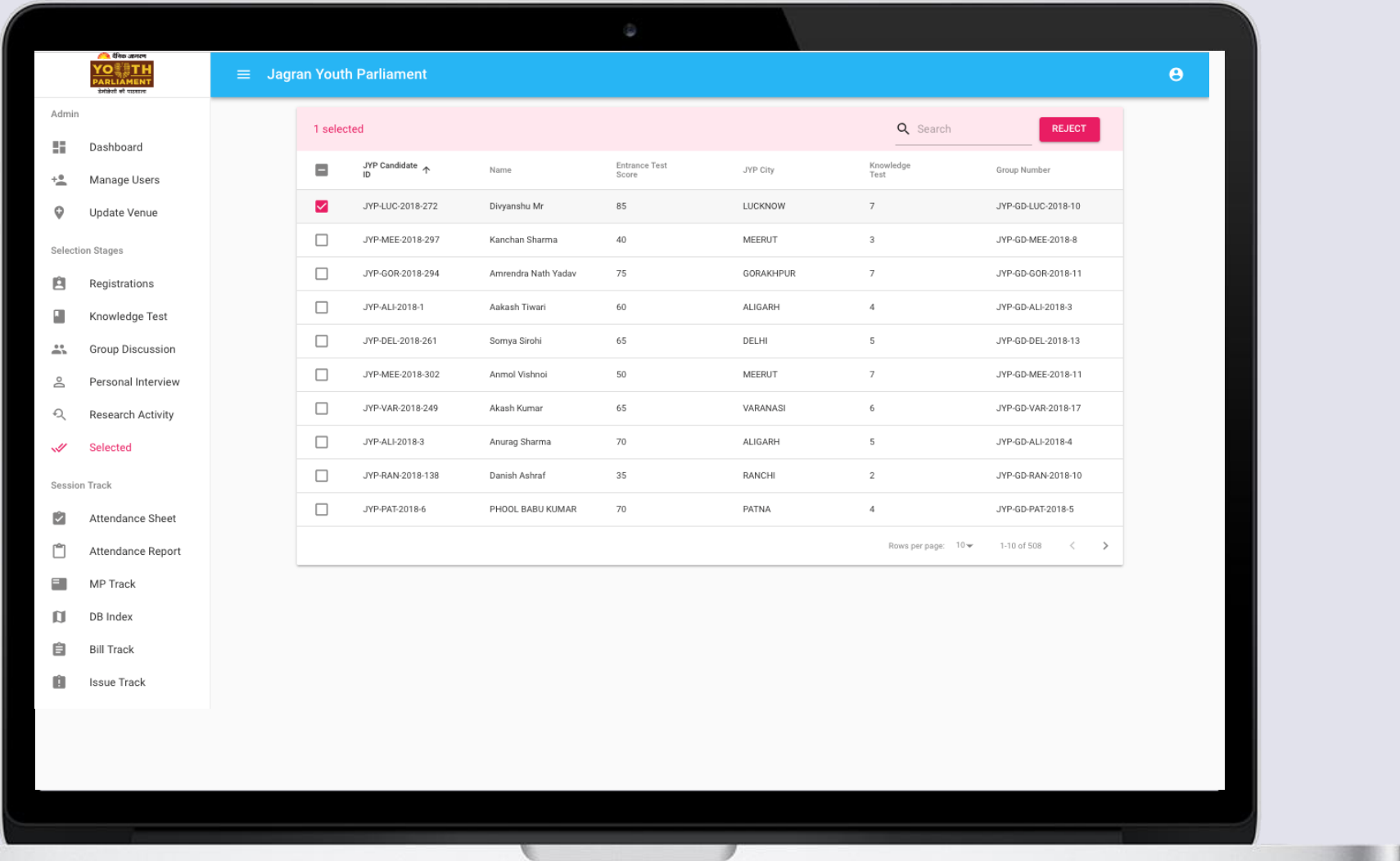
67% of Youth got the correct answer

Who appoints the chief election commissioner of India?

77%

75% of Youth got the correct answer

# DBOAT in action – Backend for Admin



# DBOAT in action – Backend for Admin

Admin

Dashboard

Manage Users

Update Venue

Selection Stages

Registrations

Knowledge Test

Group Discussion

Personal Interview

Research Activity

Selected

Session Track

Attendance Sheet

Attendance Report

MP Track

DB Index

Bill Track

Issue Track

Jagran Youth Parliament

1 selected

Search

RESET

JYP Candidate ID	Name	Entrance Test Score	JYP City	Knowledge Test	Group Number	
<input checked="" type="checkbox"/>	JYP-LUC-2018-272	Dhyaneshu Mr	85	LUCKNOW	7	JYP-GD-LUC-2018-10
<input type="checkbox"/>	JYP-MEE-2018-297	Kanchan Sharma	40	MEERUT	3	JYP-GD-MEE-2018-8
<input type="checkbox"/>	JYP-GOR-2018-294	Alexandra Nath Yadav	75	GORAKHPUR	7	JYP-GD-GOR-2018-11
<input type="checkbox"/>	JYP-ALI-2018-1	Aakash Tiwari	60	ALIGARH	4	JYP-GD-ALI-2018-9
<input type="checkbox"/>	JYP-DEL-2018-261	Somya Sinha	65	DELHI	5	JYP-GD-DEL-2018-13
<input type="checkbox"/>	JYP-MEE-2018-302	Arunal Vatsani	50	MEERUT	7	JYP-GD-MEE-2018-11
<input type="checkbox"/>	JYP-VAR-2018-249	Akash Kumar	65	VARANASI	6	JYP-GD-VAR-2018-17
<input type="checkbox"/>	JYP-ALI-2018-3	Anurag Sharma	70	ALIGARH	5	JYP-GD-ALI-2018-4
<input type="checkbox"/>	JYP-RAN-2018-138	Danish Ashraf	35	RANCHI	2	JYP-GD-RAN-2018-10
<input type="checkbox"/>	JYP-PAT-2018-6	PHOOL BABU KUMAR	70	PATNA	4	JYP-GD-PAT-2018-5

Rows per page: 10 1-10 of 508

R1 REPORT

R2 REPORT

R1 VISUALIZATION

R2 VISUALIZATION

Update Candidate DB Index for R1 D-BOAT

Monsoon Session Observation

Winter Session Observation

Budget Session Observation

Baseline.DT Stage

Baseline.DA Stage

Baseline.DC Stage

Baseline.DAC Stage

Endline.DT Stage

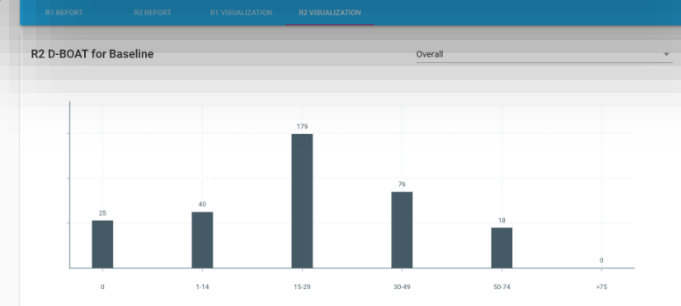
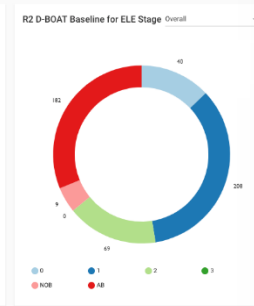
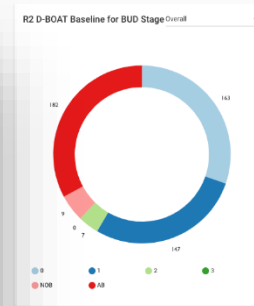
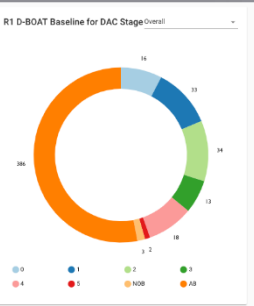
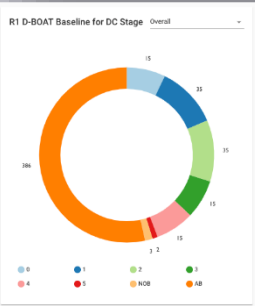
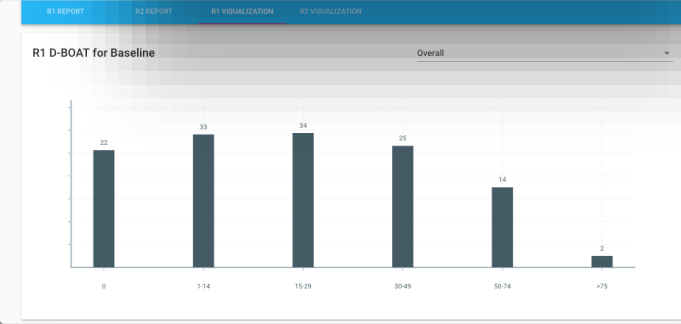
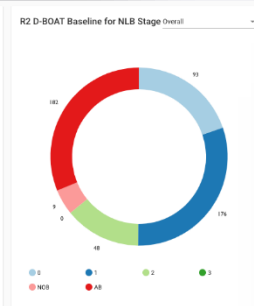
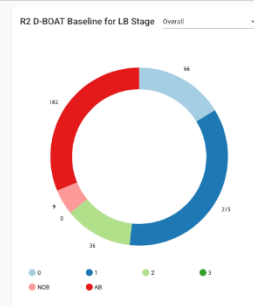
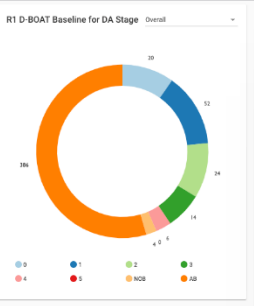
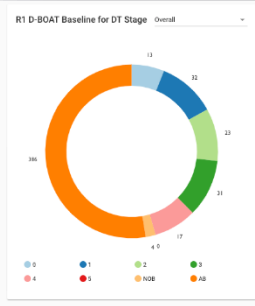
Endline.DA Stage

Endline.DC Stage

Endline.DAC Stage

CLOSE

SUBMIT





# The Parliament in action: Live and in the newspaper



## सशक्त लोकतंत्र की निर्माणशाला

युवा सांसदों ने बनाई सरकार, बांटे गए मंत्रालय

भारत गणराज्य के युवा सांसदों ने लोकसभा में बैठक कर सरकार बनाई। उन्होंने मंत्रालय बांटे और विधेयक पारित किए।

**केंद्रीय मंत्रालय**

- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा

**मंत्रालय**

- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा

## सशक्त लोकतंत्र की निर्माणशाला

शिक्षा विधेयक पर तर्क के साथ सदन में तीखी बहस

जम्मू व कश्मीर विधानसभा में शिक्षा विधेयक पर तर्क के साथ सदन में तीखी बहस हुई।

**विधेयक**

- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा

## सशक्त लोकतंत्र की निर्माणशाला

युवा संसद में शिक्षा और ट्रांसजेंडर विधेयक किए गए पारित

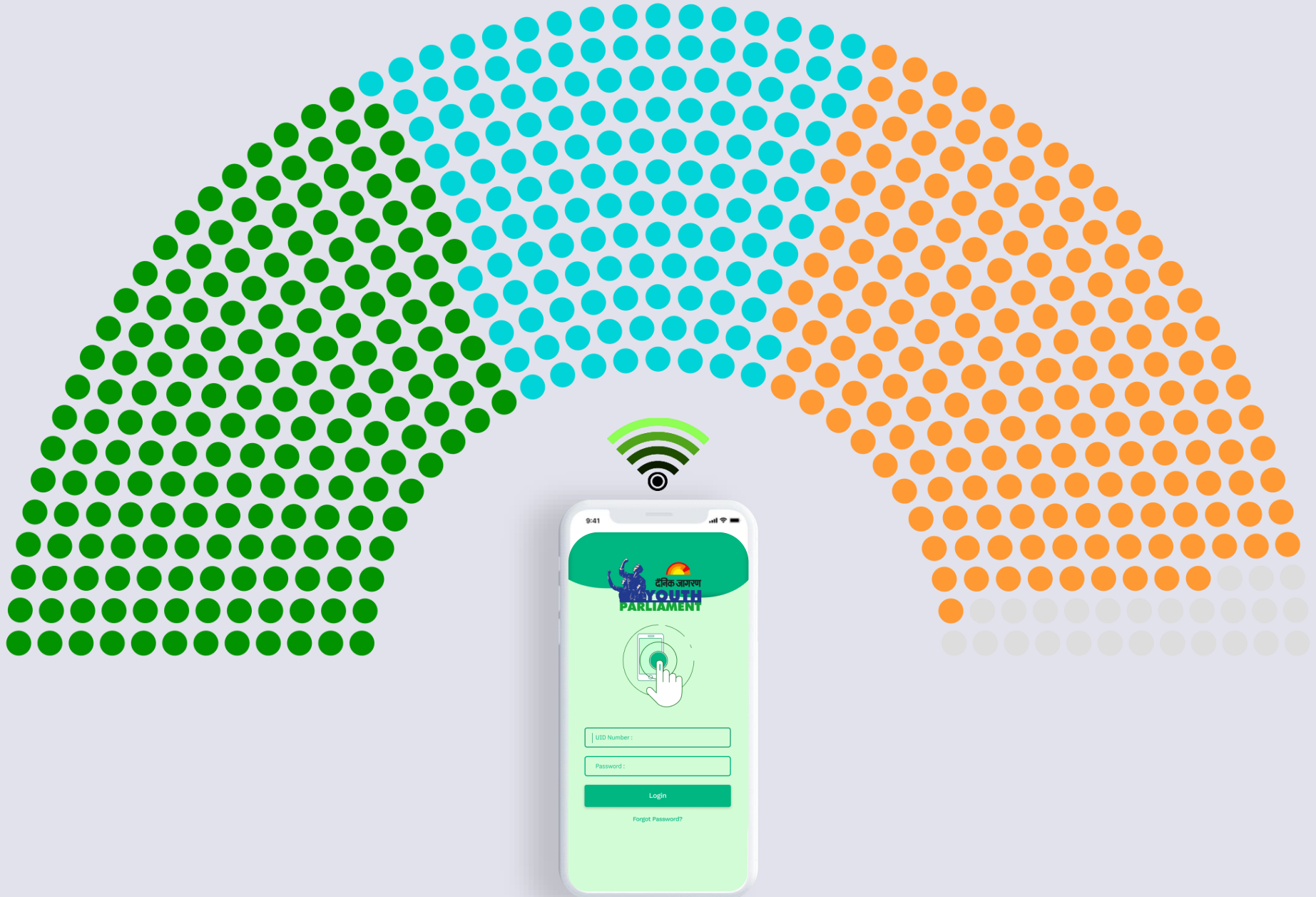
युवा संसद में शिक्षा और ट्रांसजेंडर विधेयक किए गए पारित।

**विधेयक**

- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा
- मुख्य मंत्री: श्री. अ. वि. शर्मा
- उप मुख्य मंत्री: श्री. अ. वि. शर्मा

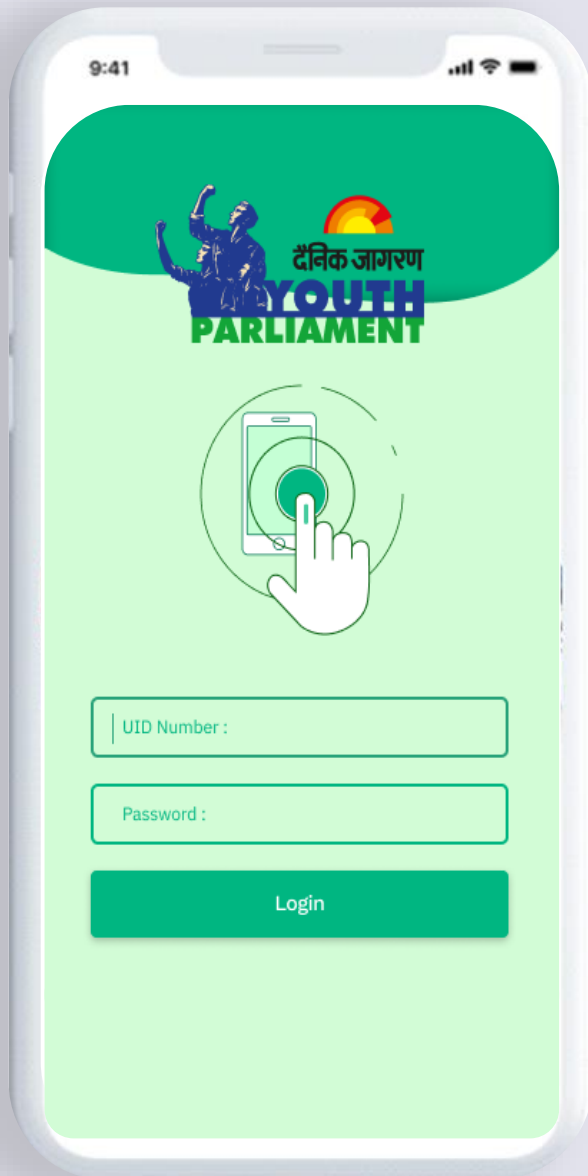


# An app to manage the functioning of the Parliament



# The JYP Mobile App :

## The engagement engine for Jagran Youth Parliament



Enhancing  
learning  
experience for  
participants

Maintaining  
process  
quality

Monitoring  
quality of  
content  
generated  
during sessions

Productivity  
tracking

Live tracking of  
Democratic  
Behavior Index  
(DBI)

Creating  
Accountability  
and  
Transparency



# Selection of Office bearers and Ministers

9:41

JYP Election Voting  
2017-18

All fields are mandatory.

\* Required

NAME \*

Your answer

UID \*

9:41

1) MY VOTE FOR MINISTRY OF FINANCE GOES TO ... \*

Choose

2) MY VOTE FOR Ministry of Home and External Affairs GOES TO ... \*

Choose

3) MY VOTE FOR Ministry of Health and Family Welfare GOES TO ... \*

Choose

4) MY VOTE FOR Ministry of Education GOES TO ... \*

Choose

5) MY VOTE FOR Ministry of Agriculture GOES TO ... \*

Choose

6) MY VOTE FOR Ministry of Social Justice and Empowerment GOES TO ... \*

Choose

7) MY VOTE FOR Deputy Speaker of JYP GOES TO ... \*

Choose

8) MY VOTE FOR Speaker of JYP GOES TO ... \*

Choose

SUBMIT

This is the first step once the Parliament is formed. The entire process of nomination and voting is done via the JYP Academy App with the voting counts projected on a big screen in the Parliament.

# Proposing Bills and Issues for Discussion in Parliament

The image displays three sequential screens of a mobile application for proposing bills and issues in Parliament. Each screen is shown on a smartphone with a status bar at the top indicating the time as 9:41 and signal strength.

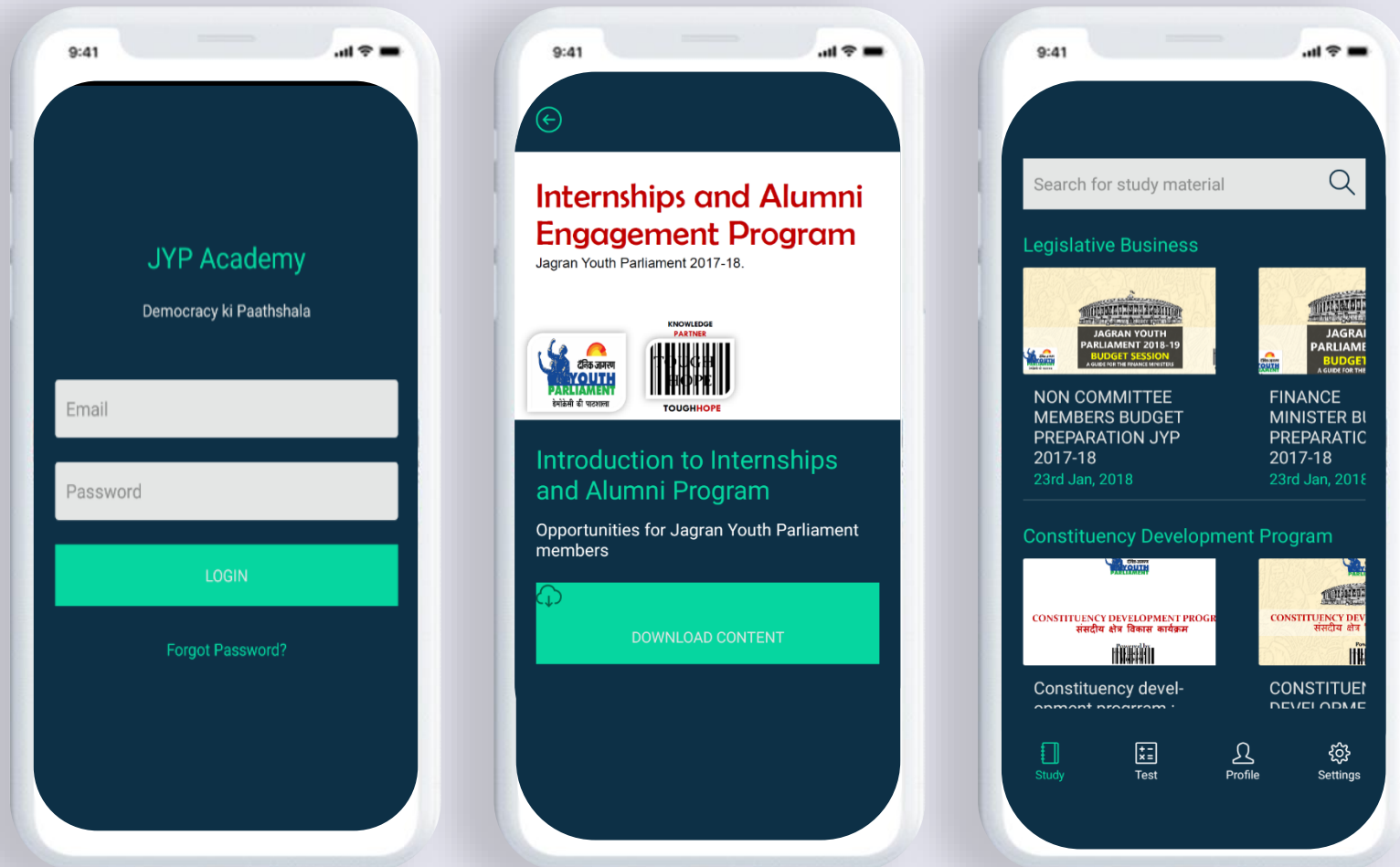
**Screen 1: JYP BILL SELECTION 2017-18**  
The screen displays the title "JYP BILL SELECTION 2017-18" and a note "All fields are mandatory." Below this is a red asterisk and the word "Required". A logo for "दैनिक जागरण YOUTH PARLIAMENT" with the website "www.djyp.co.in" is shown. At the bottom, there is a text input field labeled "NAME \*" with a red asterisk and a "Your answer" placeholder.

**Screen 2: Name of the bill \***  
The screen shows a text input field for the "Name of the bill \*" with a red asterisk. Below it is a "Your answer" placeholder. A second text input field is labeled "Mention the chapter, Section, sub-section, clause, sub-clause where amendment is sought. \*" with a red asterisk. Below this is a "Your answer" placeholder. A third text input field is labeled "Write the original text \*" with a red asterisk. Below it is a "Your answer" placeholder. At the bottom, there is a dropdown menu labeled "Choose one of the option \*" with a red asterisk and a "Choose" placeholder.

**Screen 3: ISSUE : Insolvency and Bankruptcy Code \***  
The screen displays the title "ISSUE : Insolvency and Bankruptcy Code \*" with a red asterisk. Below the title are three radio button options: "YES", "NO", and "NOTA". Two text input fields are shown, each with a "Your answer" placeholder. The first field is labeled "1. Progressive implementation of the code by appointing more number of experts." and the second field is labeled "2. According to the situations prevailing in the economy specific sectors should be taken into consideration and according to that scrutiny shall be done." At the bottom, there is a blue "SUBMIT" button.

MPs put out bills and issues they propose for discussion. The house votes via the App, and then the selected bills are discussed and amended. Amendments are documented and put on the system.

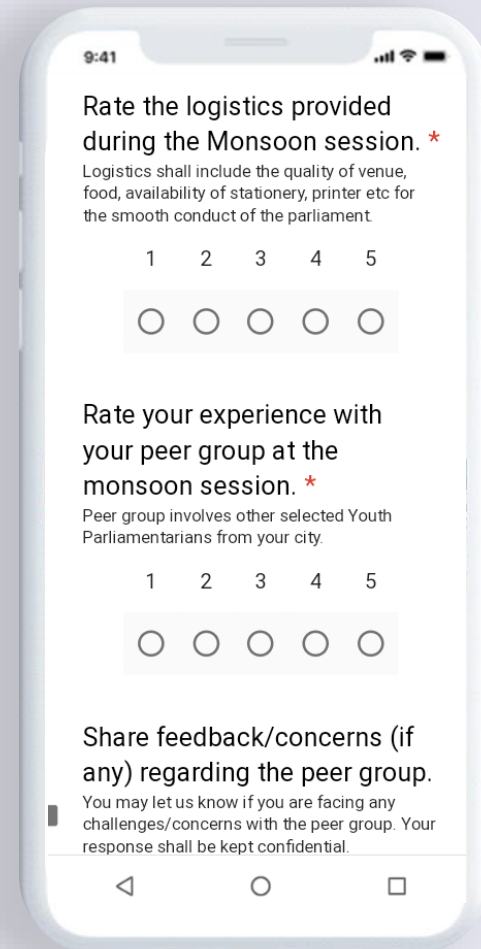
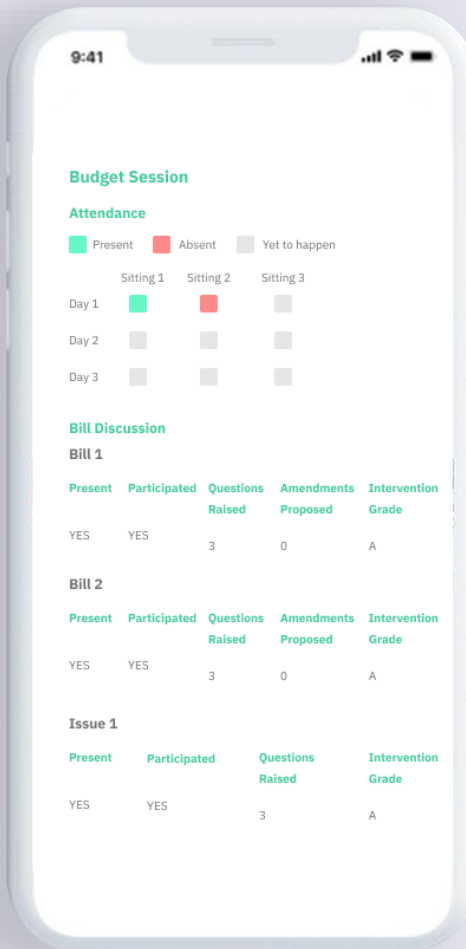
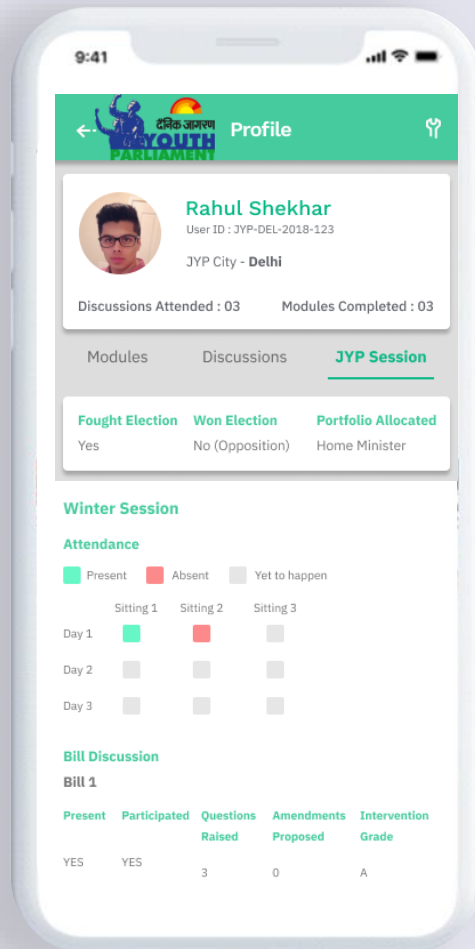
# Knowledge Sharing



The App is used for sharing content on live knowledge sessions on History of Democracy, Indian Constitution, Parliamentary Procedures, various bills and issues – all this to promote sustained self-learning.



# Individual Profiles and Feedback



Each MP has a personal profile on the App, enabling them to:

- See attendance data, level of participation, personal behavior during the session
- See data on collective performance and behavior as a group [City Report]
- Review and rate performance of office bearers

# Individual Performance Scores

JAGRAN YOUTH PARLIAMENT 2017-18

MEMBER PARTICIPATION SUMMARY

NAME

JYP CITY

SITTING-WISE ATTENDANCE IN %




SIGNIFICANT INTERVENTIONS MADE

DEVDEEP MALVIYA

ALLAHABAD

100

44




DEMOCRATIC BEHAVIOUR OBSERVATION SCORECARD					
	DEMOCRATIC THINKING [20 MARKS]	DEMOCRATIC AWARENESS [40 MARKS]	DEMOCRATIC COMMUNICATION [30 MARKS]	DEMOCRATIC ACTION [10 MARKS]	OVERALL SCORE [100 MARKS]
DESCRIPTION	JUSTICE, FREEDOM AND PROSPERITY FOR ALL, TRUST IN PEACEFUL COEXISTENCE AND RESPECT FOR LAW AND ITS PROCESSES	AWARENESS OF GOVERNANCE, INSTITUTIONS, CURRENT AFFAIRS, VALUES	OPENNESS TO LISTEN TO OTHERS, ABILITY TO EXPRESS WITHOUT AGGRESSION	WILLINGNESS TO ACT POSITIVELY AS A CITIZEN, RESOLVING CONFLICTS PEACEFULLY	
BASELINE SCORE [MONSOON SESSION]	2.5	5	5	1	13.5
ENDLINE SCORE [BUDGET SESSION]	10	10	15	3	38
DB MOVEMENT [ENDLINE - BASELINE]	7.5	5	10	2	25.5
% DB MOVEMENT	+ 37.5 %	+ 12.5 %	+ 33 %	+ 20 %	+ 25.5 %

PERFORMANCE IN KNOWLEDGE TESTS			
	KNOWLEDGE TEST 1	KNOWLEDGE TEST 2	KNOWLEDGE TEST 2
DESCRIPTION	BASIC KNOWLEDGE OF CONSTITUTION, DEMOCRACY AND ITS INSTITUTIONS	KNOWLEDGE ABOUT BILLS AND ISSUES DISCUSSED IN MONSOON SESSION	BASIC KNOWLEDGE ABOUT UNION BUDGET, ECONOMY AND FINANCE
TIME	AT THE TIME OF SELECTION	POST-MONSOON SESSION	BEFORE BUDGET SESSION
SCORE IN %	30	30	47

9:41

Profile



Rahul Shekhar

User ID : JYP-DEL-2018-123

JYP City - Delhi

Discussions Attended : 03

Modules Completed : 03

Modules

Discussions

JYP Session

Fought Election

Won Election

Portfolio Allocated

Yes

No (Opposition)

Home Minister

JAGRAN YOUTH PARLIAMENT 2017-18

MEMBER PARTICIPATION SUMMARY

NAME

JYP CITY

SITTING-WISE ATTENDANCE IN %




SIGNIFICANT INTERVENTIONS MADE

DEVDEEP MALVIYA

ALLAHABAD

100

44



DEMOCRATIC BEHAVIOUR OBSERVATION SCORECARD					
	DEMOCRATIC THINKING [20 MARKS]	DEMOCRATIC AWARENESS [40 MARKS]	DEMOCRATIC COMMUNICATION [30 MARKS]	DEMOCRATIC ACTION [10 MARKS]	OVERALL SCORE [100 MARKS]
DESCRIPTION	JUSTICE, FREEDOM AND PROSPERITY FOR ALL, TRUST IN PEACEFUL COEXISTENCE AND RESPECT FOR LAW AND ITS PROCESSES	AWARENESS OF GOVERNANCE, INSTITUTIONS, CURRENT AFFAIRS, VALUES	OPENNESS TO LISTEN TO OTHERS, ABILITY TO EXPRESS WITHOUT AGGRESSION	WILLINGNESS TO ACT POSITIVELY AS A CITIZEN, RESOLVING CONFLICTS PEACEFULLY	
BASELINE SCORE [MONSOON SESSION]	2.5	5	5	1	13.5
ENDLINE SCORE [BUDGET SESSION]	10	10	15	3	38
DB MOVEMENT [ENDLINE - BASELINE]	7.5	5	10	2	25.5
% DB MOVEMENT	+ 37.5 %	+ 12.5 %	+ 33 %	+ 20 %	+ 25.5 %

PERFORMANCE IN KNOWLEDGE TESTS			
	KNOWLEDGE TEST 1	KNOWLEDGE TEST 2	KNOWLEDGE TEST 2
DESCRIPTION	BASIC KNOWLEDGE OF CONSTITUTION, DEMOCRACY AND ITS INSTITUTIONS	KNOWLEDGE ABOUT BILLS AND ISSUES DISCUSSED IN MONSOON SESSION	BASIC KNOWLEDGE ABOUT UNION BUDGET, ECONOMY AND FINANCE
TIME	AT THE TIME OF SELECTION	POST-MONSOON SESSION	BEFORE BUDGET SESSION
SCORE IN %	30	30	47

Test, attendance, and performance scores are live on the App – all culminate to create the Democratic Behavior Index. The Baseline DB Index Scores can be compared with the Endline Democratic Behavior Index to give an indication of the impact the programme has made on the individual.

# User Statistics



**The JYP website  
registered 33000  
visits**



**Over 5,000 hours  
were spent on the  
JYP App by the  
Youth MPs**

# Programme Impact : Personal – Local - National

## Personal Impact : *Democracy Education of the Youth*

Youth MPs are learning Parliamentary System, the Constitution and Active & responsible citizenship  
The internships will further their learning



## Local Impact : *City Agenda*

Task Forces of Youth MPs have been set up to impact local governance and planning by creating a strong research-based solution.  
Some Youth MPs are doing projects with defined outcomes on a small scale

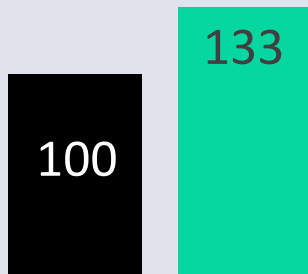


## National Impact : *Editorial Led*

Dainik Jagran editorial takes the impact to the National Parliament, concerned ministers and MPs.

The discussion on local issues are carried forward editorially within the local areas

Democratic Behavior Index (DBI) of the 478 MPs showed a 33% increase from the Baseline to Endline Score



■ Baseline July 2017 ■ Endline Mar 2018

## Gains for the Brand

Exclusive Editorial **content generated by the Youth for the Youth**

We were able to straddle both – Being **relevant to the Youth** & also **upholding our responsibility towards Democracy**

Dainik Jagran had the **highest Awareness, Satisfaction and Likeability scores** in the category



# Dainik Jagran Powering a Parliament with an App



Play Campaign AV

