



## **PRESS RELEASE**

**For Immediate Release: August 2013**

### **[www.iForIndia.org](http://www.iForIndia.org) - Empowering the Democratic Process in a New Way**

**iForIndia.org** – A unique citizen engagement and government accountability movement which aims to empower Indians by providing them with an opportunity to rate the services provided by the government in their respective constituencies, is being launched today.

Through this initiative, Indian citizens can rate services such as roads, electricity, clean drinking water, law and order, security and issues such as corruption and statements in public among others, specific to their area. Since these issues are the responsibility of an MLA, MP, CM and ultimately the PM, these ratings are used to generate report cards for each of these elected officials.

The collective rating of a constituency generates a report card, which will be placed in the public domain and shared with the local elected officials. Report cards in the public domain will encourage like-minded people to come together to engage with the government in a positive discussion about accountability into governance, thus pushing the democratic process in the right direction.

The exercise will also be beneficial to the government and officials who want to truly make a positive impact on the lives of the citizens they govern. They can get constructive feedback on their performance and focus on issues where they can do a better job, thus helping them become more efficient. Using public feedback from iForIndia.org, officials will be able to make informed decisions and help rebuild trust in the government by addressing public dissatisfaction.

The service, which has been launched as a website in its initial phase, is easy to use with a user-friendly interface and provides citizens a confidential way to rate services using a password protected account. A strong focus on security includes a mobile number authentication and fraud check algorithms to ensure the identity of individuals rating their elected officials cannot be compromised and that the system remains defensible against fake users and multiple account holders.

Mob +91-99-679-26587 | +91-98-111-26587

[contact@iForIndia.org](mailto:contact@iForIndia.org) | [www.iForIndia.org](http://www.iForIndia.org)

Regd. Address: 229, Mukand Nagar, Ghaziabad – 201001, Uttar Pradesh



Founder, **Ankur Garg**, commented, "We strongly believe in the power of technology to bring about a positive change in society. Open access to the electorate's opinion on the government's performance around specific metrics will be beneficial to both the government and the citizens. This is a unique opportunity for a meaningful engagement between the common man and the elected officials and will hopefully prove to be a catalyst in the evolution of democracy in our country"

**Tarun Jain**, co-founder, adds "A well informed electorate is imperative to a well-functioning democracy. Informed citizens can make intelligent decision while going to polls and can hold politicians accountable for their performance and promises made at the time of elections. iForIndia.org is an attempt to bring that accountability in the public sphere by driving data based discussions of political issues. Additionally, the data can help the government come up with targeted policies and plans of action to more effectively address public concerns."

The founders of this initiative are young professionals with strong educational and professional credentials and envision the 'report cards' on the website as just the first step towards making it a one stop online destination for news, data, opinions and analysis of political issues.

**Ankur Garg** also shared the future plans for the website to increase its reach and impact. "While the website is launched in English, but we are making efforts to provide users the option to use the website in a number of regional languages in order to make this a truly mass movement. We will also be launching smartphone apps that will empower citizens to use the website anytime and anywhere."

As part of its planning, the portal relied on inputs from an advisory board, comprised of business and thought leaders representing a broad range of the political spectrum. The advisory board's role included providing advice about content, partnerships, and future positioning as well as vetting the site for functionality.

For further information / media queries contact:

**Shweta Powar**

[pr@iForIndia.org](mailto:pr@iForIndia.org)

Mob. 9820409554

Mob +91-99-679-26587 | +91-98-111-26587

[contact@iForIndia.org](mailto:contact@iForIndia.org) | [www.iForIndia.org](http://www.iForIndia.org)

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