# Annex 2: Abstract submission template (to be uploaded to the submission portal)

**ABSTRACT SUBMISSION TEMPLATE**

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| Presenter’s full name (title, name, surname) | Mr. Umakant Singh |
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| Title of the abstract | Citizen Engagement- Using Mobile SMS for Citizen’s Feedback on Government Services in Myanmar |
| Conference session | □ Stream A. Responsive National Evaluation Systems  ☑ Stream B. Inclusive National Evaluation Systems  □ Stream C. Future Driven Systems and Approaches |
| Name(s), title(s) and institutional affiliation(s) of all other authors/contributors (if applicable) |  |
| Preferred format: | □ Formal presentation (maximum 10 minutes)  □ Participation in a panel discussion where the experience can be shared  ☑ Participation in an interactive session where the example can be shared, without a formal presentation  □ Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| I will need to apply for bursary support, if selected. | ☑ Yes  □ No |
| Language to be used for presentation | ☑ English □ French □ Spanish □ Chinese |

**Abstract Text (max. 500 words)**

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| In an increasingly globalized world, governments face the challenge of designing evaluation systems that respect cultural and contextual diversity while ensuring effective feedback mechanisms. This study explored the innovative use of Short Message Service (SMS) as a tool for gathering citizen feedback on government services in Myanmar, particularly in regions with diverse populations and varying levels of technological access.  The study focused on the practicality and efficiency of SMS-based feedback systems, highlighting their potential to bridge the gap between citizens and governments in areas where internet penetration is low but mobile phone usage is high. SMS offers a straightforward, accessible, and cost-effective method for collecting real-time data from a broad demographic, including marginalized communities that might be excluded from more advanced digital platforms.  Key objectives included assessing the adaptability of SMS feedback systems to different national contexts, examining the cultural nuances that influence citizen engagement, and identifying best practices for integrating SMS feedback into broader evaluation frameworks. Through case studies and empirical analysis, the study evaluated how governments can customize their feedback mechanisms to accommodate local languages, literacy levels, and social norms, thereby enhancing the inclusiveness and representativeness of the data collected.  Over the course of 18 months (August 2018 – February 2020), over 40 telecommunications campaigns were conducted, reaching over 40,000 individual beneficiaries across Myanmar. Several government departments engaged in the process, including the Department for Rural Development (DRD), Ministry of Education (MoE), Ministry of Electricity and Energy (MOEE), Department of Construction, Bago Municipal government, Magwe Regional government, as well as members of parliament.  The findings indicated that SMS feedback systems can significantly improve citizen participation and satisfaction with government services when appropriately tailored to the national and cultural context. They also reveal the importance of designing feedback processes that are user-friendly, secure, and transparent to build trust and encourage honest responses.  SMS has proved a successful channel for conducting large-scale campaigns among service users in the general public. The use of a short-code system made this process fast and efficient, although some limitations in Myanmar’s telecommunications sector (such as the challenges of having a single short-code across operators, or to have two-way messaging with on- and off-net customers) meant that the short-code was not as inclusive as anticipated.  By leveraging the ubiquity of mobile phones, governments can create more responsive and accountable public service delivery systems. This study provides practical guidelines for policymakers and administrators to implement SMS-based feedback mechanisms, emphasizing the need for continuous adaptation and cultural sensitivity in evaluation systems.  **Keywords:** SMS feedback, government services, cultural diversity, contextual tailoring, citizen engagement, evaluation systems, mobile technology, public service delivery. |