

Q2

Quarterly report

2011 - 12

I PAID A BRIBE

uncover the market price of corruption

BALANCED SCORECARD

The Balanced Scorecard is a strategic management tool. It is characterised by a mix of financial and non financial measures that are used to define targets. Therefore it deepens the process of measurement of aspects.

Here is the Balanced Scorecard for I Paid a Bribe for Q2, financial year 2011-12.



Q2 FY 2011-12

Key Performance Indicator

Key Performance Indicator	Units	July		August		September	
		Actuals	Targets	Actuals	Targets	Actuals	Targets
Number of citizens logging onto IPaB website per month	No. per month	31,359	50,000	75,238	1,50,000	27,138	1,65,000
Number of page views per month	No. per month	97,993	1,50,000	2,50,014	5,00,000	93,068	5,50,000
Number of reports	No. per month	541	2,000	2,773	4,200	407	4,620
Readiness of mobile channel	%	-	NA	-	NA	25%	25%
Number of visits due to media mentions/partnerships	No. per month	3,713	10,000	7,375	10,000	2,000	10,000
Readiness of new IPAB site	%	-	-	-	-	0%	30%
Number of implemented process reforms to reduce bribery in public services	No. per month	0	0	0	0	0	0
Structural Adequacy	%	100%	100%	100%	100%	100%	100%
Financial Adequacy	%	100%	100%	100%	100%	100%	100%

I Paid A Bribe crosses 16000 bribe reports

The number of bribe reports on www.ipaidabribe.com has swelled to more than 16,000. The website now holds the largest repository of bribe reports in the world!

It was a quarter full of campaigns for [ipaidabribe.com](http://www.ipaidabribe.com)!

I Paid a Bribe launched *Satyamev Jayate Awards Campaign* on August 15, 2011 to invite ideas from citizens to fight against corruption. *The contest has been a roaring success with over 405 entries and 5,000 votes.* Citizens submitted ideas ranging from punishing the bribe-giver to increasing awareness of law to bringing about incentive-based reforms. The winner of the campaign will be declared on October 2, 2011. [Ipaidabribe.com](http://www.ipaidabribe.com) will advocate for the winning idea to be implemented in respective government departments.

In September, the programme also launched 'Burn the bribe' campaign prompting citizens to take a pledge against paying a bribe. The campaign urges citizens to burn the bribe just as we burn an effigy of Ravana, a representation of our inner demon and evil, during Dussehra.

The screenshot shows the website interface for the Satyamev Jayate Awards. It features three main sections: 'SUBMIT your ideas! Last date 20th September', 'VOTE FOR your favourite idea. Voting starts 13th August', and 'WATCH OUT for the winner on 2nd October'. Below these, it states 'All ideas are open for public voting. The top ten ideas will be judged by a panel of renowned experts in the field of transparency and accountability in governance. The winning idea will be recommended to the relevant government department.' A prominent banner reads 'Look out for the winners on October 2nd, 2011!'. Further down, it says 'Entries till date: 406 and counting...' and 'Total Votes: 509'. One entry is highlighted: 'Boycott working for a day or two...' with a description: 'Basic idea is to touch the sore spots of the economy which is inevitable for the development of any country, item act as a best SAMANANTKA /instrument to burn corruption.' Another entry is 'Boycott the Bribe Giver' with 'Total Votes: 333' and a description: 'Boycott the big corporates who are the bribe givers and whose money politicians need to fight elections. Boycott builders who have paid bribe to'.

Satyamev Jayate Awards. Check out citizens' ideas of fighting corruption at <http://www.ipaidabribe.com/awards>

The screenshot shows the 'Burn the Bribe' campaign website. The header reads 'Burn the Bribe' with a sub-header 'Share this with your friends'. Below the header, it says 'Pledges: 110 and counting...'. A list of pledges is shown, including: 'Pradyumna Bangalore', 'Aditya Bajaj Gurgaon', 'vidya kamarswamy Mumbai', 'shivan singh Haryana', 'kash katra Haryana', 'Jyoti Bhatia', 'Phani KARAN Hyderabad', 'Raghu Hyderabad', 'Indrani Bangalore', 'madhav surat', and 'Abhishek Mohan surat'. On the right side, there is a large graphic of a person in a green and black costume holding a large, glowing, tree-like structure with many small figures, with the text 'Pledge to Burn the Bribe' overlaid.

When a bribe was successfully burnt... Burn that bribe at <http://www.ipaidabribe.com/burnthebribe>

Straight talk, a three-part series of discussions deliberating on *anti-corruption movement and Lokpal* was hosted by *ipaidabribe.com* in August, 2011. The round table discussion was moderated by Janaagraha's Co-founder Ramesh Ram-anathan. Eminent panelists who participated in the discussion are – Justice Santosh Hegde, Former Chief of Lokayukta, Karnataka, Nitin Dey of MKSS, Anil Padmanabhan, Chief of Bureau at HT Mint, Neena Gopal, Editor of Deccan Chronicle and E Raghavan, Consulting Editor of Vijay Karnataka. The topic of discussion was *Life after Lokpal*.



Straight Talk – candour on corruption.

WEBSITE PERFORMANCE

This quarter saw ipaidabribe.com crossing these milestones:

- **Bribe reports:** This quarter we crossed **16000** bribe reports
- **Visits:** This quarter we crossed **750000** visits since our launch on Aug 15, 2010

Advocacy

Following a meeting with the Chief Secretary of Karnataka and various other department heads on Jun 25, 2011, *ipaidabribe.com* will now be working with **Transport department, Registration department and Electricity department of Bangalore** to reduce the scope of corruption in their processes.

A group of volunteers from IBM are currently working with *ipaidabribe.com* on the process re-engineering aspect of systemic reforms. *Ipaidabribe.com* received the process re-engineering document on the Transport Department in September.

Another major achievement was securing the approval of Chief Minister of Karnataka on displaying posters celebrating honest officials across various government departments in the State.

Road Ahead

ipaidabribe.com is soon launching a mobile channel



SMS to 58888

The mobile channel will offer *SMS* bribe reporting and will help *ipaidabribe.com* penetrate into a larger audience.



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