Logix

Case Study

Client

- IMRB International
(www.imrbint.com)

- National Informatics Centre
(www.nic.in)

- Doordarshan News
(www.ddinews.com)

Industry

Media & Market Research

Company Profile

IMRB International is a pioneer in market research. Part of the Kantar Group, WPP's information, insight & consultancy division, IMRB International has footprints in 19 cities covering 7 countries, from South East Asia to North Africa.

National Informatics Centre (NIC) of the Department of Information Technology (Government of India), provides network backbone and e-Governance support to Central Government, State Governments, Union Territory & District Administrations, & Other Government Bodies.

Doordarshan News is a 24x7 news channel of Doordarshan, the national television service of India, one of the largest terrestrial networks in the world, which covers almost 90% of the Indian population.

Situation

DD-News, for its special news bulletins on 22nd Nov 2005, to cover the Bihar State Assembly Election vote counting trends & results, required a solution that would get trends & result data from 40 counting centres in the state of Bihar to NIC database server in New Delhi & thereafter to Television screens in the shortest possible time.

Solution

swiftSMS™ was successfully deployed at NIC to receive vote counting data over SMS from IMRB agents at the counting centres, process it, & pass it to NIC servers. The lag between trend declaration and display on Television screens varied between 1 to 3 minutes!

Field Data Collection Over SMS For Live Television News Broadcast

IMRB International NIC news

Introduction

DD-News, the 24x7 news channel of Doordarshan (National Television Service of India), had scheduled a non-stop special election news programme, on 22nd Nov 2005, for live broadcast & analysis of vote counting trends & election results of recently concluded Bihar State Assembly Elections to elect 243 state legislators. The vote counting trend & result information, as and when declared, was to be collected from 39 counting centres spread across the state of Bihar. DD-News depended on availability of this information in database servers of National Informatics Centre (NIC) in New Delhi. DD-News & NIC wanted a solution that would enable them to get the vote counting trend & election result information directly from the counting centers to NIC database servers, and thereon to the Television Screens, in minimum possible time to have a near live information broadcast and be ahead of other news broadcasting channels in India.

The Need

DD-News & NIC approached IMRB International, who had previous experience of election result data collection. However, the challenge was to not just collect the data from 39 counting centres spread across the state of Bihar, but to also present it to NIC database server, located in New Delhi, in shortest possible time. IMRB approached Logix with the challenge to explore the possibility of a mobility solution. The key requirements of the solution were as follows:

- Enable IMRB field agents to transmit vote counting trend & election result data, as & when declared, quickly to NIC database server at New Delhi.
- Configurable to validate & process the incoming data as per the logic defined by NIC, and present it to NIC database server in required format without any delay.
- Log all received& sent information in a database tables.
- Easy to use & should not require the agents to have a very specialized knowledge of using mobile devices. It should work using the simplest of GSM mobile phone.
- Security rules to allow information to be received only from valid mobile phones.
- Send announcement messages to all or selected field agents.

The Solution

Logix partnered with IMRB and delivered a comprehensive GSM modem based SMS solution using its product **swiftSMS**™. IMRB field agents, equipped with GSM mobile phone, were deployed at all the counting centres. As & when a trend or result was declared, it was sent over SMS in a predefined format to **swiftSMS**™. Ability of **swiftSMS**™ to invoke a VBScript was used to validate & process the incoming SMS and present it to NIC database server in the required format. A confirmation message or a intuitive error message was sent back to the field agent depending on the correctness of the message received. The overall delay between sending of information by the field agent and the same appearing on television screen was roughly 1 to 3 minutes only!