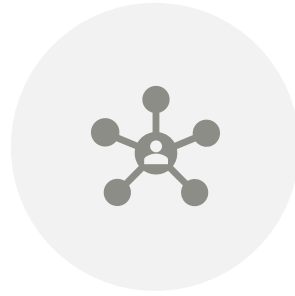


# **WHATSAPP CHATBOT AS A CRISIS COMMUNICATION PLATFORM: LESSONS FROM RAJASTHAN**

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IT IS A TEXT-BASED  
DIALOGUE  
SYSTEM, WHICH  
ALLOWS USERS TO  
COMMUNICATE  
WITH A TECHNICAL  
SYSTEM.



USERS CAN COMMUNICATE  
THEIR QUESTION/CONCERNS  
DIRECTLY OR A SPECIFIC FLOW  
OF COMMUNICATION CAN ALSO  
BE FOLLOWED WHICH ALLOWS  
USERS TO COMMUNICATE WITH  
THE CHATBOT ACCORDING TO  
THE OPTION PROVIDED BY THE  
BOT ITSELF.

# A CHATBOT

# WHAT IS CORONAVIRUS?

- Coronavirus(COVID-19) is a disease which is spread by droplets of saliva produced when coughing or sneezing or by coming in contact with any object which might carry the virus
- Coronavirus causes respiratory infections leading to damage to other organs as well. The initial symptoms include cough, fever, difficulty breathing among others

# HOW HAS CORONAVIRUS AFFECTED THE WORLD

First reported in Wuhan, China, this infection slowly spread throughout the globe with now over 79 lakh cases worldwide. The infection has spread to 188 countries with 4,33,648 deaths globally



Currently there are 3,32,400+ total reported cases in India out of which 1,69,798 people have recovered while 9520 deaths have been recorded

# CORONAVIRUS IN RAJASTHAN

- Rajasthan currently has 12,772 total positive cases with 9631 recoveries and 294 deaths
- The Rajasthan Government initially implemented a state-wide lockdown from March 24 in adherence to the National guidelines
- Within Lockdown 3.0 the country, along with other states, Rajasthan was also divided in 3 zones, i.e. Red, Orange and Green zone based on occurrence of positive cases
- Lockdown 5.0 or unlock phase 1 was implemented in the state with several relaxations for the citizens till 30 June. The relaxations include functioning of shops and services, inter-state movement of people, no requirement of emergency pass for within the state among others
- Religious places/places of worship, shopping malls, hotels and restaurants will also be opened after June 8

## AIM OF THE RESEARCH

- The overall aim is to develop a WhatsApp chatbot for community awareness, providing verified information about various aspects such as COVID-19, health worker specific, online consultation and availability of services to specific populations.

## OBJECTIVE

- To develop a platform for the citizens and health workers of Rajasthan with ensuring availability of services to the expectant mothers and the population most vulnerable in this pandemic
- To analyse the impact of WhatsApp chatbot, as a crisis communication platform for Rajasthan



TRAINED OVER 150  
HEALTH WORKERS



TRACKED 50,000+  
MOTHERS AND INFANTS



150+ lives have been  
saved by referring them  
on-time



2-year Randomized  
Control Trial improved  
the immunization rate by  
12% and reduced  
malnutrition by 4%



## KEY RESEARCH QUESTION:

- How can social media platforms like WhatsApp be used to develop an effective mode of communication for the citizens and the Government of Rajasthan?

**RESEARCH DESIGN:** Review based study

**STUDY SETTING:** The state of Rajasthan

**STUDY POPULATION:** Population of Rajasthan- 7.95 Crore

**SAMPLE SIZE:** People who reached out- 1,80,000+ citizens

**DATA COLLECTION PROCEDURE:** The data will be collected through WhatsApp chatbot developed for the purpose of providing assistance to the people regarding COVID-19

## METHODOLOGY

# RAJASTHAN GOVT COVID-19 HELPLINE : THE WHATSAPP CHATBOT

After doing WhatsApp based follow-up, a WhatsApp chatbot, launched on 15 April, was developed with support of Rajasthan Government, to reach a larger population across the state and to provide streamlined information in order to help the citizens

This decision of developing a chatbot was also dependent on the people, the response rate and receiving self-updates by them regularly showed how useful and trusting people were towards such initiatives

# WHATSAPP CHATBOT SCREEN AS VISIBLE TO THE USERS

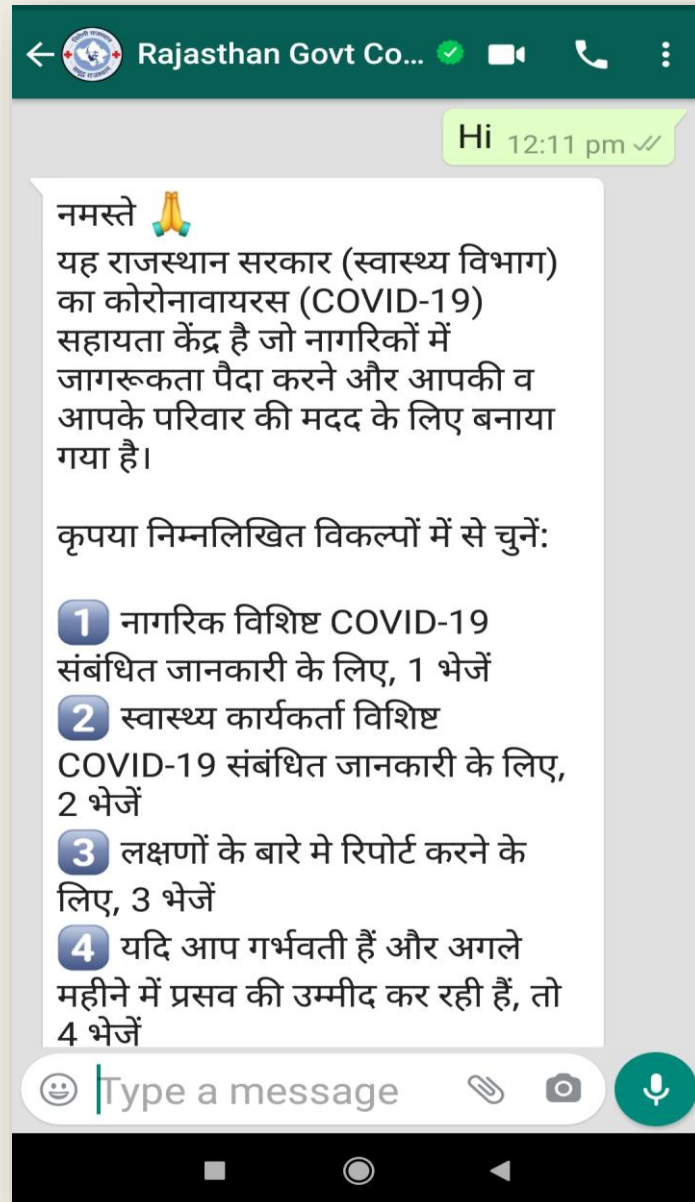


FIGURE 1

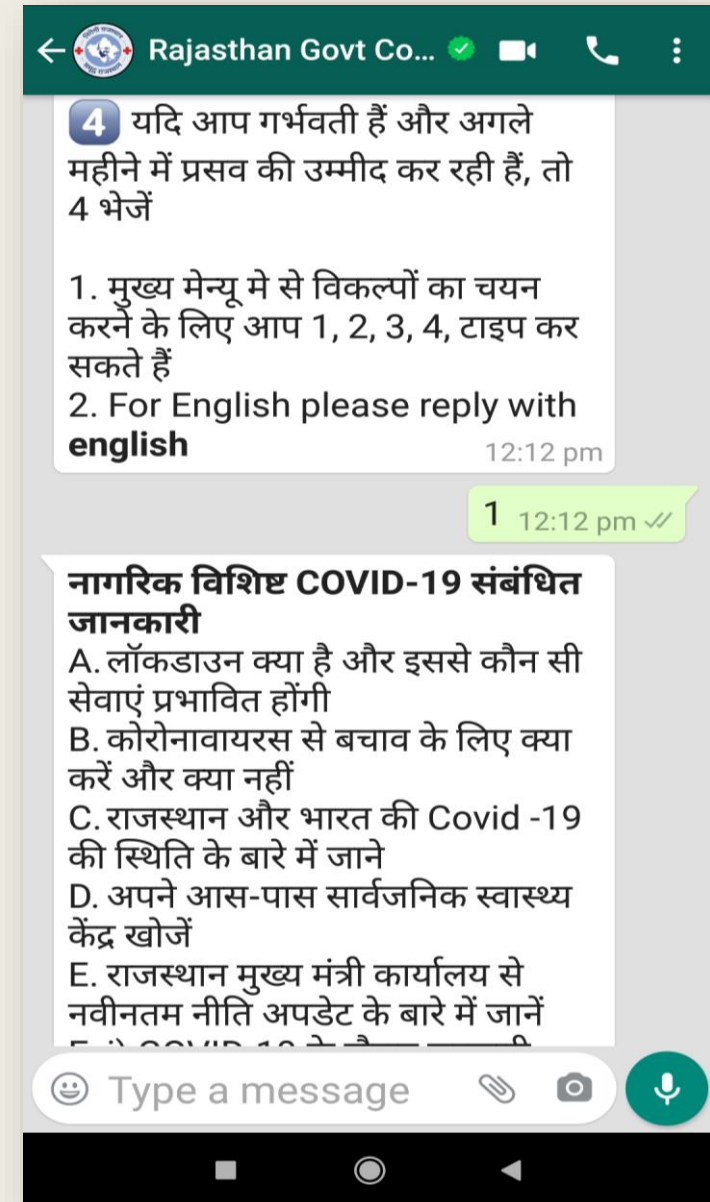


FIGURE 2

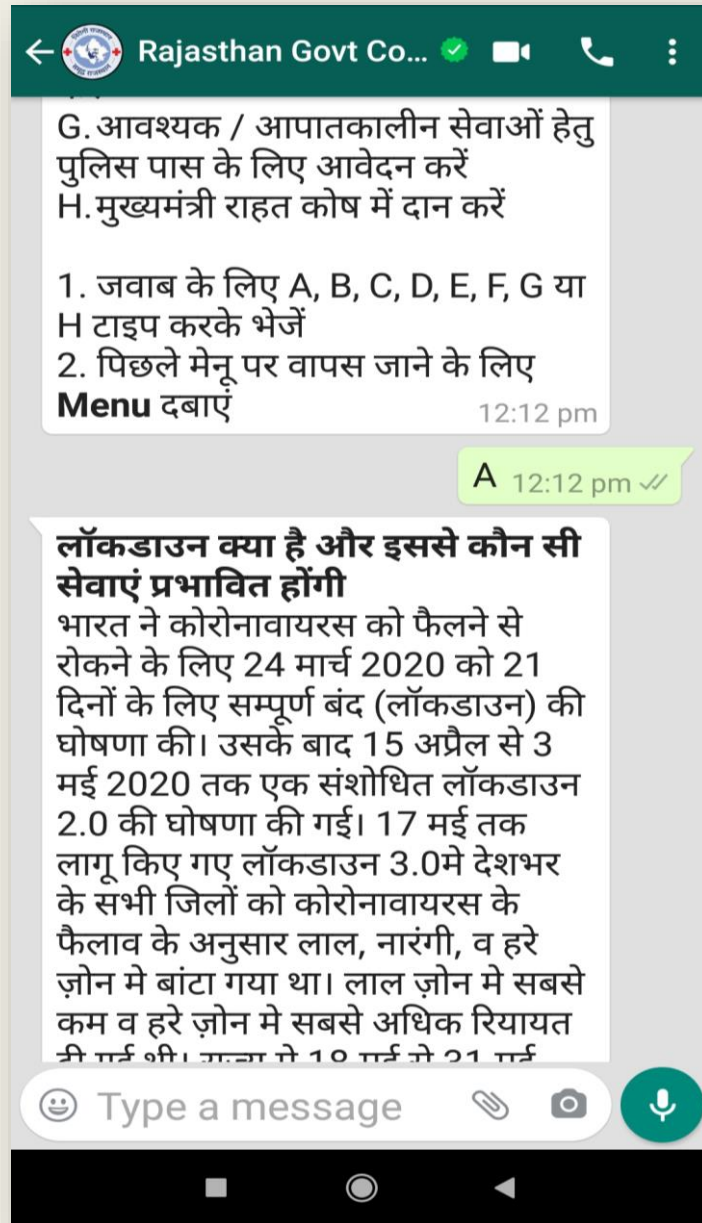


FIGURE 3

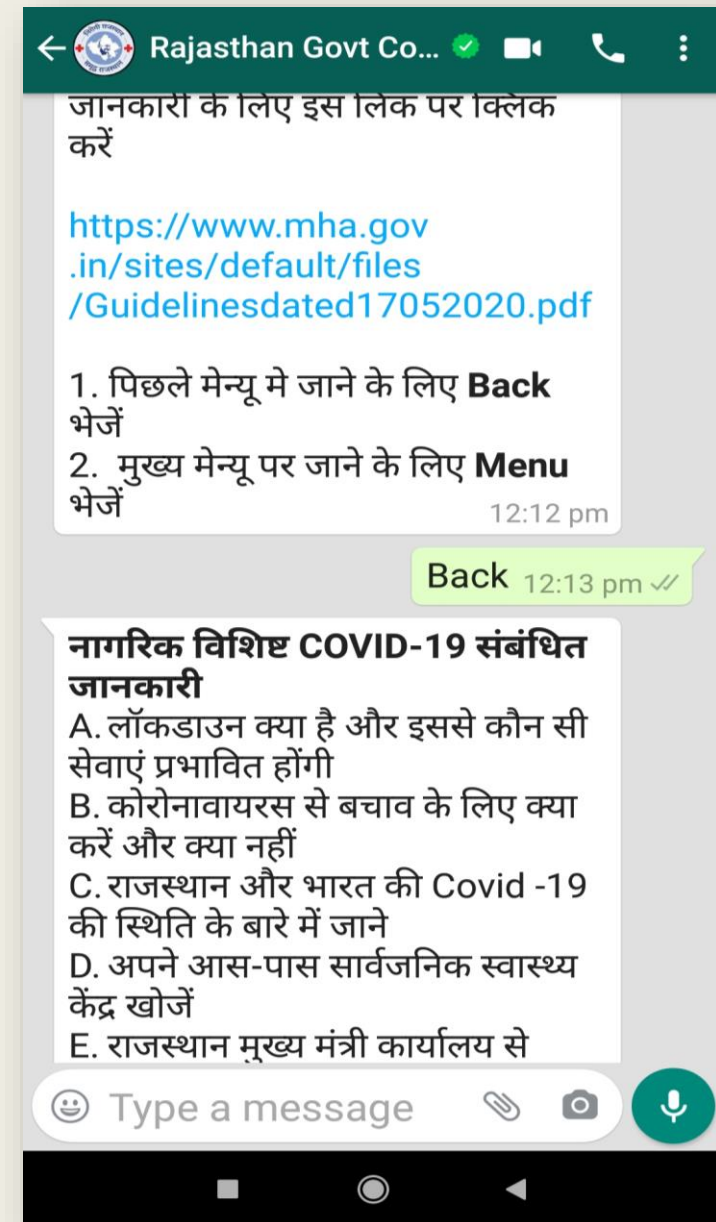


FIGURE 4



ONLY STATE SPECIFIC  
CHATBOT IN INDIA



HINDI AS DEFAULT  
LANGUAGE



VERIFIED INFORMATION

HOW IS OUR  
WHATSAPP  
CHATBOT  
DIFFERENT  
FROM  
OTHER  
CHATBOTS?



THE CHATBOT ALSO  
SUPPORTS HEALTH SERVICE  
PROVIDERS



THIS CHATBOT PROVIDES  
AN OPTION TO THE PEOPLE  
WHERE THEY CAN REPORT  
ANY SYMPTOMS



AGENT WHATSAPP

HOW IS OUR  
WHATSAPP  
CHATBOT  
DIFFERENT  
FROM  
OTHER  
CHATBOTS?



TRACKING, FOLLOW-UPS  
AND ENSURING  
AVAILABILITY OF SERVICE  
TO EXPECTANT MOTHERS



CHIEF MINISTER RELIEF  
FUND THROUGH THIS  
PLATFORM

HOW IS OUR  
WHATSAPP  
CHATBOT  
DIFFERENT  
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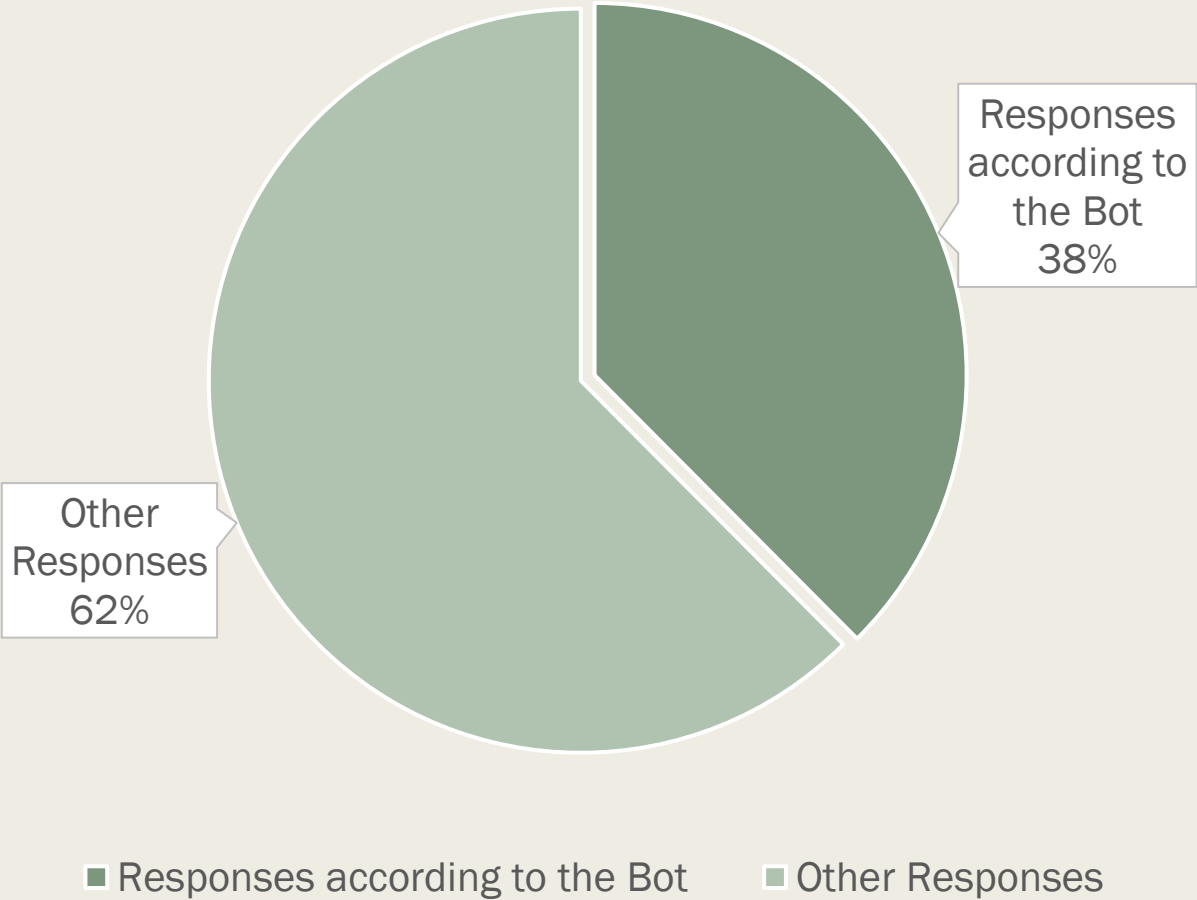
# OBSERVATIONS FROM THE RESPONSES



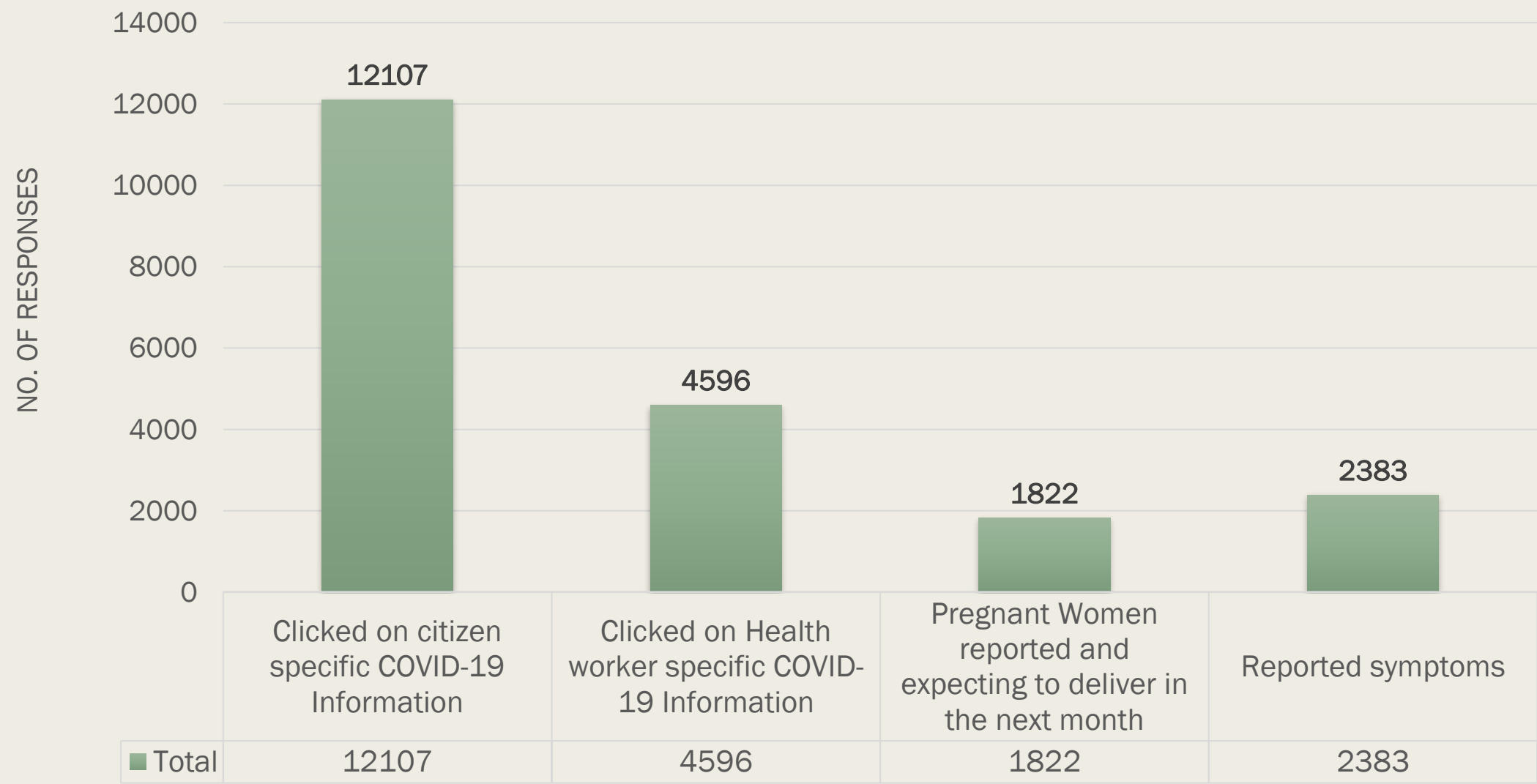
All the data represented is of the duration of 15 April to 20 May

# TOTAL NUMBER OF RESPONSES

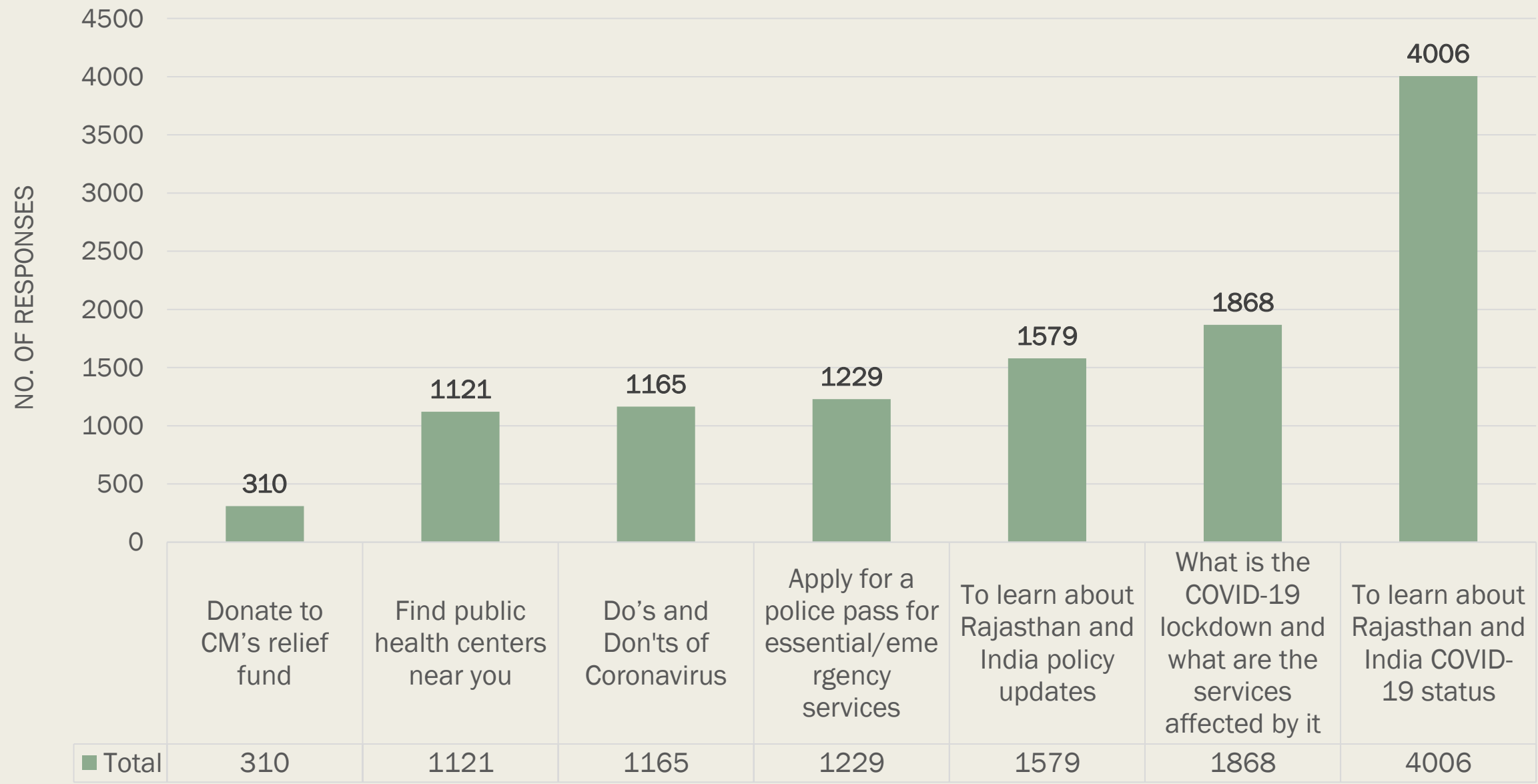
|                                |       |
|--------------------------------|-------|
| Responses according to the Bot | 20908 |
| Other Responses                | 34796 |
| Total Responses                | 55704 |



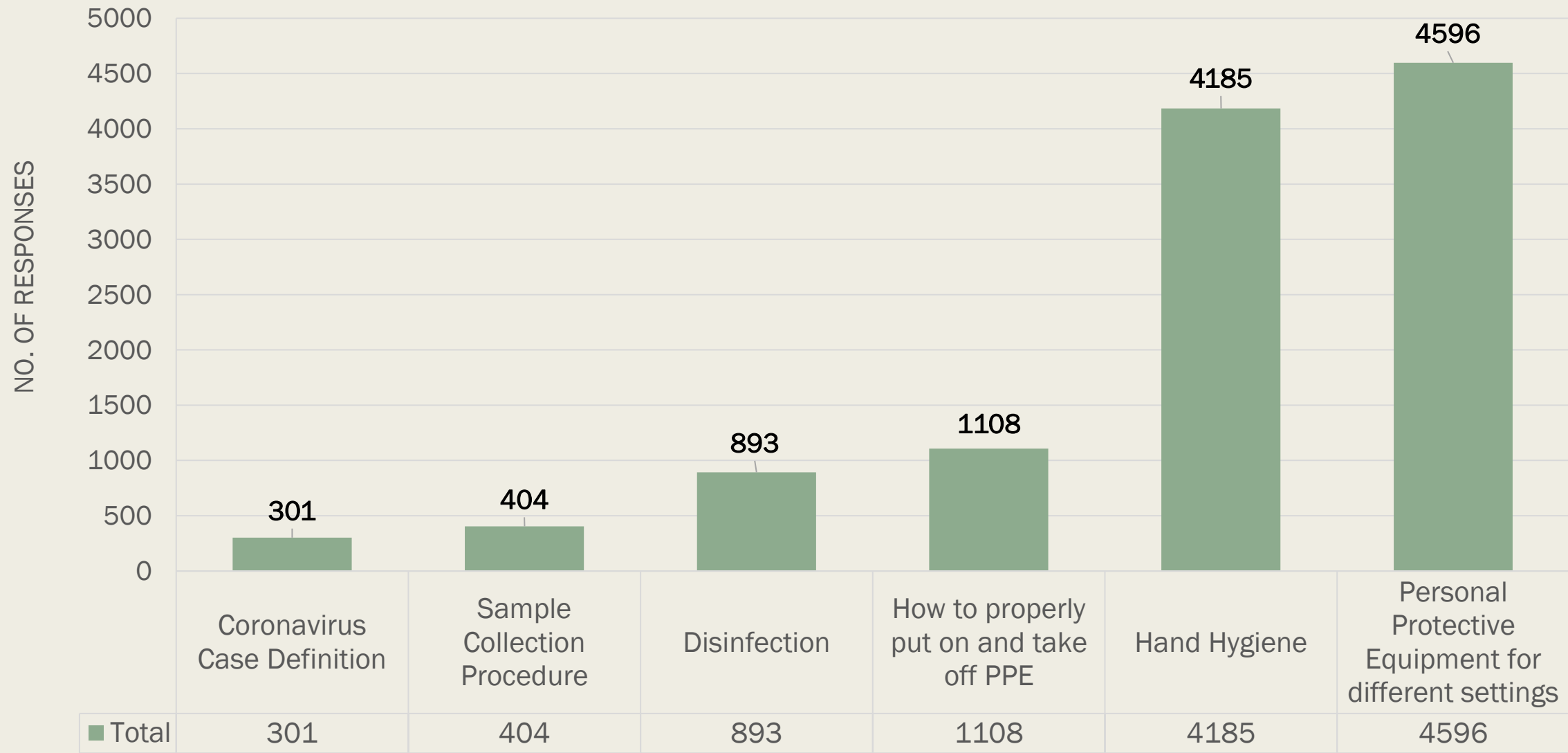
# RESPONSES RECEIVED



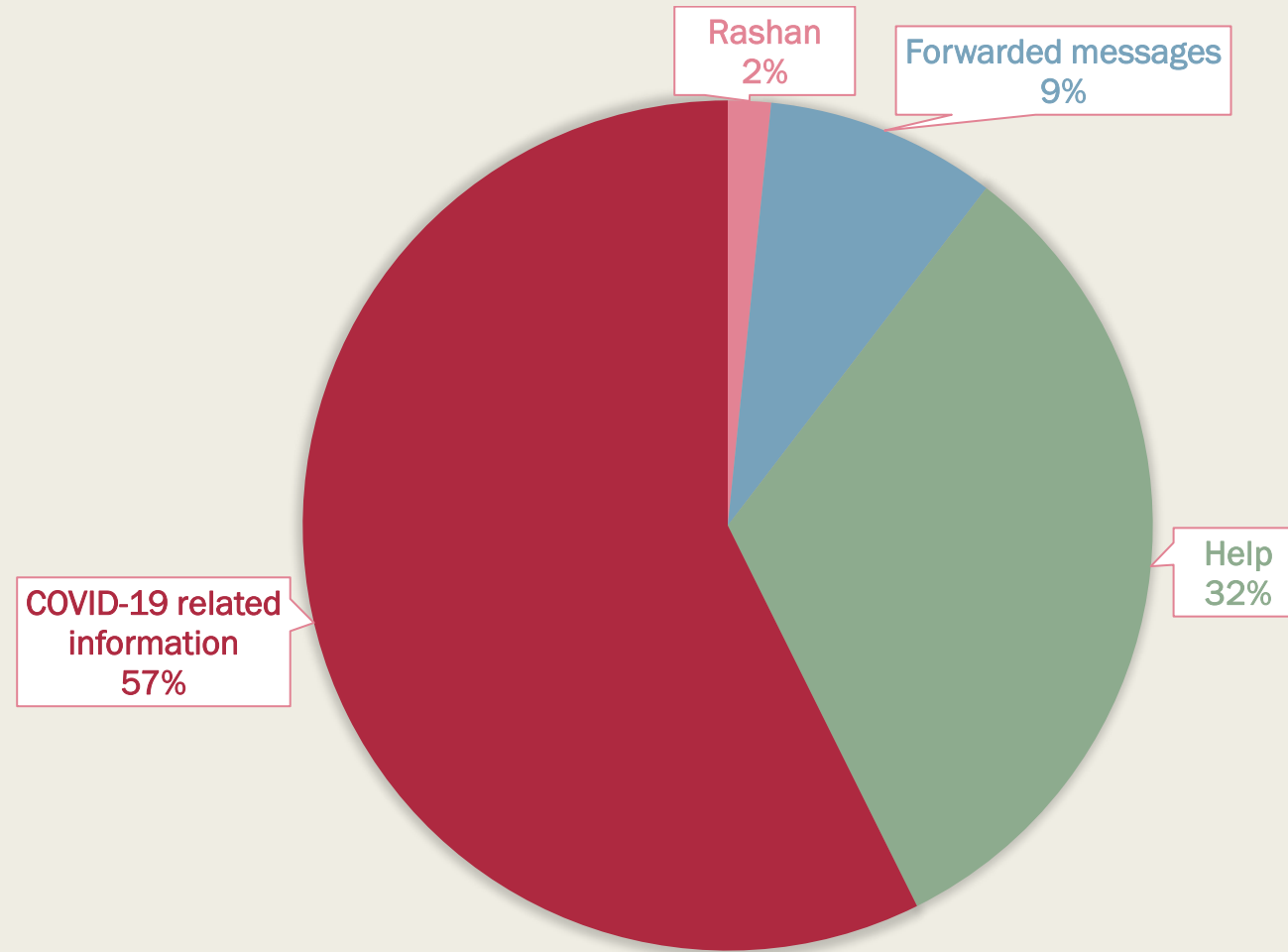
# RESPONSES SPECIFIC TO MENU 1(Citizen specific COVID-19 information)



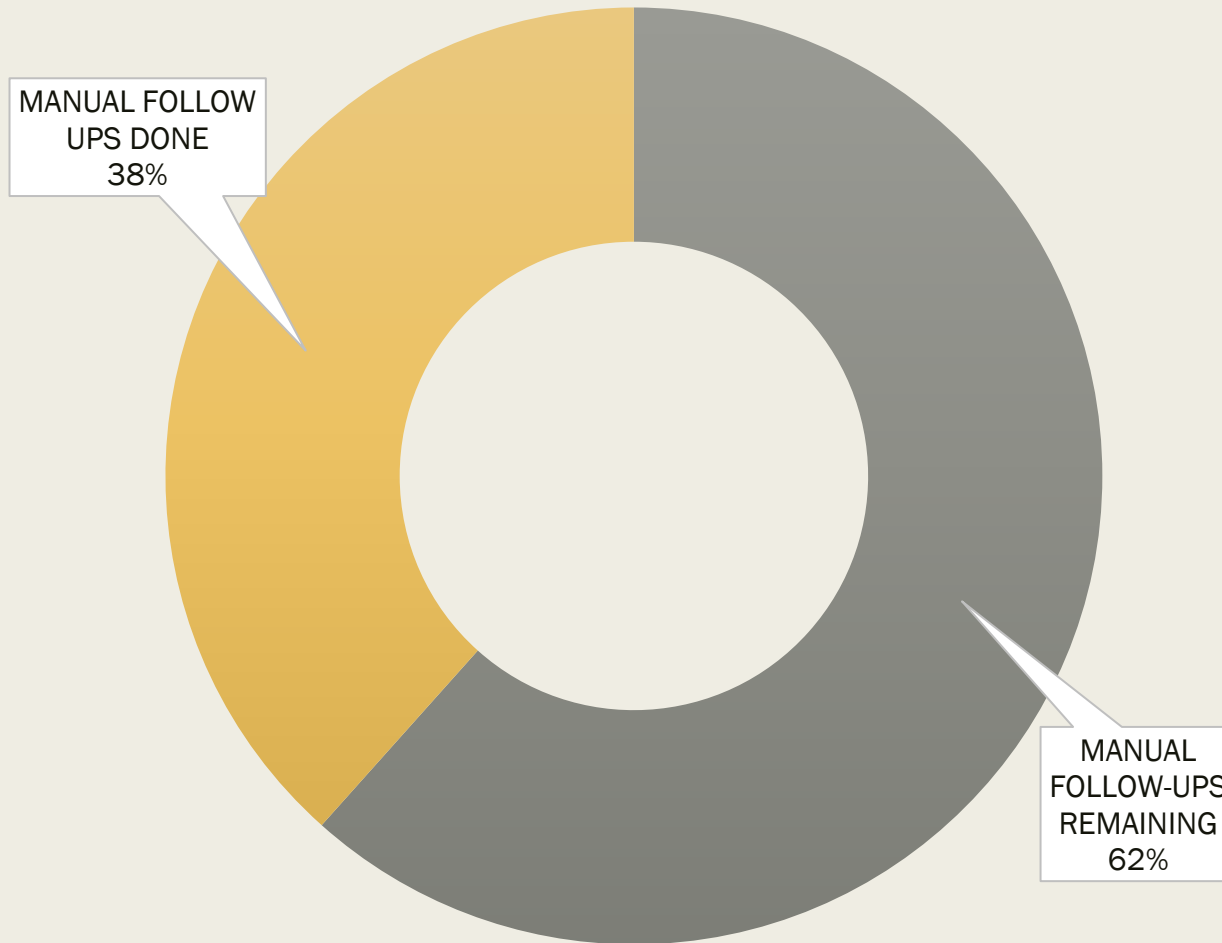
# RESPONSES SPECIFIC TO MENU 2 (Health Worker specific Information)



# OTHER RESPONSES RECEIVED BY THE CHATBOT



# RESPONSES FROM EXPECTANT MOTHERS



|                    |     |
|--------------------|-----|
| RESPONSES RECEIVED | 268 |
| FOLLOW-UPS DONE    | 167 |

# DISCUSSION

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WhatsApp Chatbot has provided assistance to more than 2 lakh people of Rajasthan in this pandemic in one or the other way.

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More than 160 expectant mothers have been contacted and followed up with to ensure that their health is being tracked

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Now the people can also share information about the vulnerable population which includes infants of less than 1 year of age, pregnant women, people more than 75 years of age and any person suffering from comorbidities and illnesses.

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Since people shared their problems with us earlier, a new option where people can simply send us their queries or problems have been added in the chatbot

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The people who shared their symptoms with us were also followed up via an agent WhatsApp system where we directly communicated with the people regarding their condition and provided necessary help to them

# CONCLUSION



THE WHATSAPP CHATBOT PROVIDES THE USERS WITH ALL THE NECESSARY INFORMATION DURING THIS PANDEMIC.



THE CITIZENS GET THE INFORMATION RELATED TO THE PANDEMIC SUCH AS NUMBER OF CASES, LATEST POLICY UPDATES BY THE GOVERNMENT, NEAREST HEALTH CENTRES, ETC.



HEALTH WORKERS CAN ACCESS THE INFORMATION RELATED TO HAND HYGIENE, PPE USE, AMONG OTHERS.



FOR EXPECTANT MOTHERS, A SYSTEM HAS BEEN DEVELOPED UNDER WHICH INFORMATION REGARDING THE MOTHER'S HEALTH, DUE FOR DELIVERY DATE ARE ASKED AFTER WHICH MANUAL CALLS ARE DONE FOR KEEPING A TRACK OF THE MOTHERS' HEALTH



The chatbot should be advertised by the government more so that more people learn about this initiative and use the chatbot in this pandemic



Maternal health initiate, i.e., the form for expectant mothers should be made available to the women in rural areas who might not be able to get proper service for her delivery due to lack of information

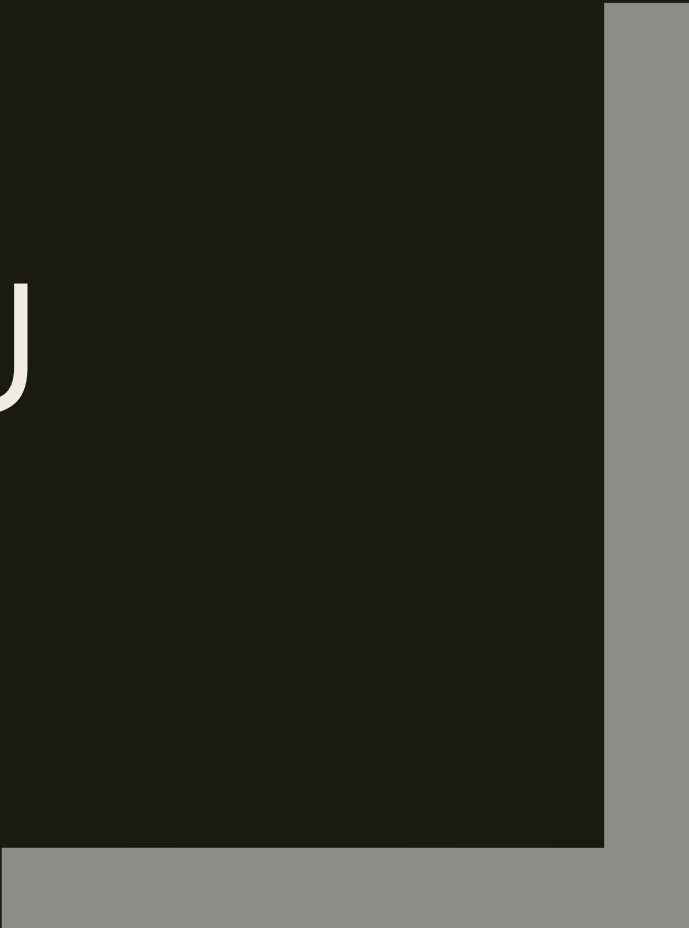
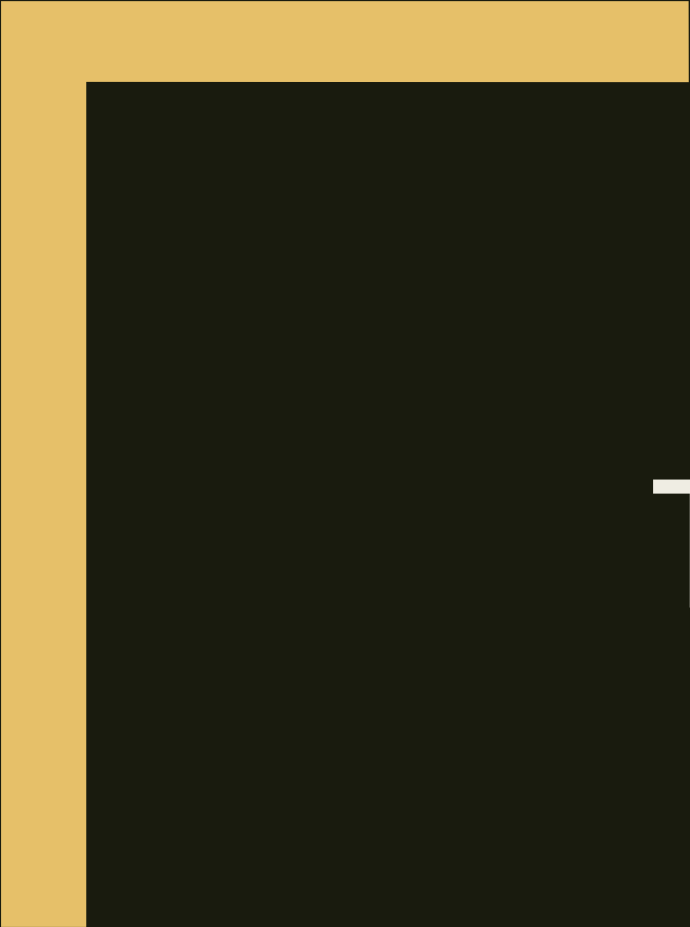


People should be encouraged to reach out to us and tell us in case they may be having symptoms so that assistance can be provided to them on time



WhatsApp chatbot can be used as a tool to disseminate all COVID-19 related information in the state of Rajasthan

# SUGGESTIONS



THANK YOU