



Save the Children

KOLOROB



Background:

Dhaka ranks in the top 10 largest urban agglomerations in Asia, with approximately 500,000 people migrating to Dhaka annually in search of better livelihood opportunities for themselves and their families. However, the reality is that they fall into these 'unfamiliar' neighbourhoods of the cities, taking shelter in slums and poor urban settlements- currently home to 40 percent of the city's population. Slum dwelling children and young people experience deprivation, as their parents tend to lack or have limited access to reliable information on basic essential services such as health and education, and limited mechanisms and safe spaces, in which they can access this information.

The Kolorob app is Save the Children's first innovative digital solution to minimise this information gap, connecting community members to reliable information on services, allowing them to compare and voice feedback on services and job opportunities through an online service directory and interactive map.

Project Objective:

To empower community members to make informed decisions in accessing essential services such as health, education and protection services

Geographical Coverage:

Wards 2-8 and 15, Zone 2 and Wards 9-14 and 16, Zone 4 of Dhaka North City Corporation

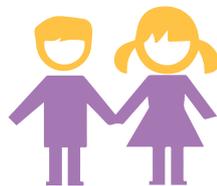
Project Duration:

Pilot phase June 2015 to February 2017

Donor:

SCUS (July 2015- July 2016)
SCA (June 2016- February 2017)

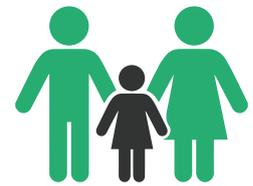
Target Groups



Children



Community Members



Parents



Caregivers



Service providers

Major Achievements:

- Strong insight into our target audience through our household surveys, FGDs and engagement of community members in participatory processes to improve Kolorob's user interface and functionality
- Capacity Building of community members, building knowledge on technology and technological use, experience and promoting gender and youth empowerment through leadership opportunities.
- Empower community members through providing quality data on over 4500 services including (health, education, government, financial, entertainment, legal) and jobs in 'unmapped' neighborhoods.
- Bridges dialogue between community members and service provider dutybearers in driving accountability of services through crowdsourced ratings and feedback.
- Promotes small businesses and improves access to 'Informal sector' employment exchange in enhancing earning capacity and making health and education more affordable for their children

Major Challenges:

- Slums and poor urban settlements are subject to the risk of forced displacement and eviction
- Development of a sustainable business and revenue model

Future Directions:

- Growing Kolorob's community of urban mapping networks of neighbourhoods, local business and services beyond current areas
- Development and trailing of social enterprise model and/or sustainable revenue streams
- Further development job portal to link formal and informal businesses with unemployed young people and mothers living in low-income areas

