Pakistan: Calling the Public to Improve Government

In 2008, Zubair Bhatti, administrative head of the Jhang district in Pakistan's Punjab province, began contacting citizens by phone to inquire about their experiences with government services. Bhatti used these spot checks to identify and address corruption in the district administration. His phone calls became the basis for the Citizen Feedback Monitoring Program, a social audit operated through an outsourced call center. By early 2014, the program was spanning all 36 districts in Punjab and was collecting citizen feedback on 16 different public services. With 12,000 text messages sent each day and more than 400,000 citizens' responses, the program has become a template for similar programs in other provinces and federal agencies in Pakistan.

Read more

ISS: Improving Government Accountability and Leading Reform

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