

Gram Vaani Community Media

- Technologies for Community Empowerment -



TECHNOLOGY. MEDIA. DEVELOPMENT

DECEMBER 2013



VOICE OF THE VILLAGE

About Gram Vaani



- Vision: “Build citizen-driven media platforms that give communities a voice of their own”
- Pioneers in building innovative voice-based technologies that are in use with more than 40+ organizations in India, Africa, and Afghanistan
- Reach to a rural demography of more than 2M people through our network of mobile based social media services
- Awards and recognition
 - mBillionth award 2013
 - Rising Stars in Global Health award 2012
 - mBillionth award 2012
 - Rockefeller Challenge 2012
 - 10 most innovative companies in India (*by Fast Company*)
 - Economic Times Power of Ideas 2010
 - Manthan Award 2009
 - Knight News Challenge 2008

Marandi villagers left out of development process

A disillusioned resident of Marandi told a journalist that in his village, apart from a few shops and some houses under the India Aardh Yojana, no other development related activity has taken place in all these years. The children do not have playground facilities, no piped drinking water is available and there are just uneven gravel roads to access the village. When will development reach us, he asks.



What we can do for you

- Mobile Vaani
 - Reach a rural social network of 800,000+ households
 - Voice based social media network accessible from ANY phone
 - Content ranges from folk songs, poetry, agriculture and health information, feedback on government schemes
 - Behavior change and local accountability operating processes
 - Run sponsored channels and programs
 - Incentivize local entrepreneur networks in social marketing
- vAutomate suite of applications
 - Interactive voice-based applications to engage with your community
 - **vHelp** to run a mobile call center
 - **vSurvey** for structured data collection from a given cohort
 - **vAct** to manage community complaints
 - **vAnswer** to provide browsable FAQs and Q&A
 - **Fullcircle** for service reporting with community audit
 - Custom solution designed based on customer requirements
 - Technology + services



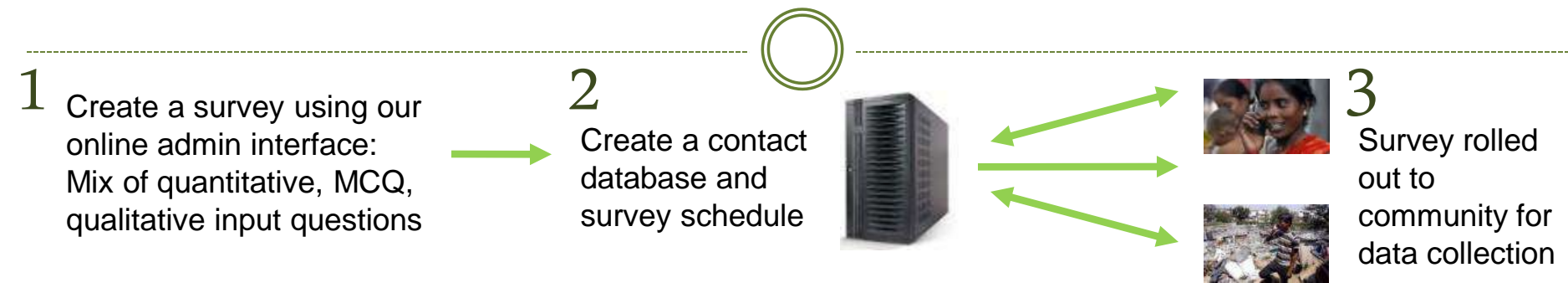


A quick peek into vAutomate capabilities:

Providing technology solutions to the health, education, agriculture, livelihood, and accountability social sector



vSurvey: Collecting structured inputs on voice



- Surveys on IVR and SMS can be pushed out to community members
 - Mix of multiple-choice questions, numerical inputs, and audio recordings
- Used by UNDP to understand whether their SHGs wanted help with livelihoods or savings or advisories. Used by InVenture to profile the financial habits of people over time



vAct: Community-based complaint management



1 A governance focused NGO, Action India, approached Gram Vaani to build a 'better grievance redressal system'



Caller	Handled by	Received at			
0091400580073	Recorded Call	9:30 am	☑	09.03.18	☑
0091989110566	Recorded Call	Feb 20	☑	09.03.18	☑
004344	Recorded Call	Feb 23	☑	09.03.18	☑
0091989110566	Recorded Call	Feb 18	☑	09.03.18	☑
001430388079	Recorded Call	Feb 18	☑	09.03.18	☑
00919813740707	Recorded Call	Feb 18	☑	09.03.18	☑
0091989110566	Recorded Call	Feb 15	☑	09.03.18	☑
00919813739801	Recorded Call	Feb 15	☑	09.03.18	☑
00919911741342	Recorded Call	Feb 13	☑	09.03.18	☑
00919813739802	Recorded Call	Feb 13	☑	09.03.18	☑
00919813739803	Recorded Call	Feb 13	☑	09.03.18	☑
0091400580018	Recorded Call	Feb 06	☑	09.03.18	☑
00919813739808	Recorded Call	Feb 02	☑	09.03.18	☑
0091981111234	Recorded Call	Feb 02	☑	09.03.18	☑
0091981111234	Recorded Call	Feb 02	☑	09.03.18	☑

Youth wing of NGO files complaint officially, and sends a report to the local councilor



4



Redressal statistics also displayed on website (and wall newspapers)

2 Community members call into a toll-free number to leave complaints

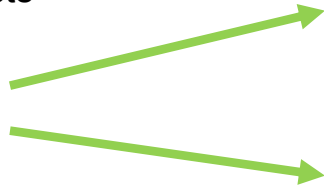
3 NGO listens to complaints and categories/transcribes them on the Internet

5 Internal pressure dynamics thus created were used to improve grievance rates on ration, pension, and sanitation. New toilets and public works were sanctioned



vHelp: Running a mobile callcentre/helpline

1 'The Hoot' approached Gram Vaani to build an 'intelligent helpline' for journalists



2 Journalists call into a toll-free number to request for assistance/advise

3 Calls are patched to the closest first response network of volunteers and staff

4 Calls are archived if nobody answers, and can be reviewed over a web interface

Journalist Helpline Calls

1-15 of 139

Caller	Handled by	Received at	Audio	Location	Comments
00911400360018	Recorded Call	Jul 05	◀ 0:00 ▶ download		
00911400360018	Recorded Call	Jul 02	◀ 0:00 ▶ download		
00911400360018	Recorded Call	Jun 30	◀ 0:00 ▶ download		
00911400360018	Recorded Call	Jun 26	◀ 0:00 ▶ download		
00911400360018	Recorded Call	Jun 19	◀ 0:00 ▶ download		
00911400360018	Recorded Call	Jun 15	◀ 0:00 ▶ download		

Fullcircle: MCD project on waste management



1 Municipal Corporation of Delhi approached Gram Vaani for phone based citizen monitoring of waste disposal in the city



2 Our server makes and receives calls/SMS from contract staff on their deliverables



3



Community members query the status and dispute it if they want

4

Status and disputes were made available on a web dashboard and reviewed by the MCD commissioner; City Representatives post responses on facebook

General Information
To dispute Dhalao status:
Call: 9910153713
Email: modelward@gramvaani.org

Self-reported status by MCD staff

Citizens can query and dispute

Dhalaos	Location	Color	Last Report Time	Comments	Disputed(Yes/No)	Citizen Reports	Cleaning Consistency	Action
41/86/CTZ	Badsha Bulla Chowk	YELLOW	Jan 24, 2012, 4 a.m.	Vehicle breakdown	No	No issues reported	67%	dispute
42/86/CTZ	Punjabi Phatak Ballimaran	GREEN	Jan 24, 2012, 11:15 a.m.	Reported as Green	Yes	1 reports open	93%	dispute
43/86/CTZ	Chak Kasim Jan	GREEN	Jan 24, 2012, 5 a.m.	Reported as Green	Yes	1 reports open	76%	dispute

General Dhalao Information

Dhalao status

What is Dhalao self-reporting all about?
The designated garbage sites (Dhalaos) in your ward are an eye sore and a health hazard. So we have come up with a unique solution:

- Residents adopt a site. There are 6 sites in the ward. Residents who stay close to – these or who pass these on a regular basis should glance towards them, and if it looks like the service standards are not being met, they should call 9910153713 or mail to modelward@gramvaani.org
- MCD Concessionaire for the sites, sends daily reports on the status of the sites in the following way:

18%
27%
55%

Green
Red
Yellow

Some solution customers of our vAutomate suite



- Quality-of-care checklist administered via vSurvey to new mothers and families, to capture feedback on maternal services



- A voice forum for SHG members to exchange stories and experiences, , make announcements, provide training messages about government schemes



- Profile the expense and income habits of rural community members, and form a credit score to recommend them for loans

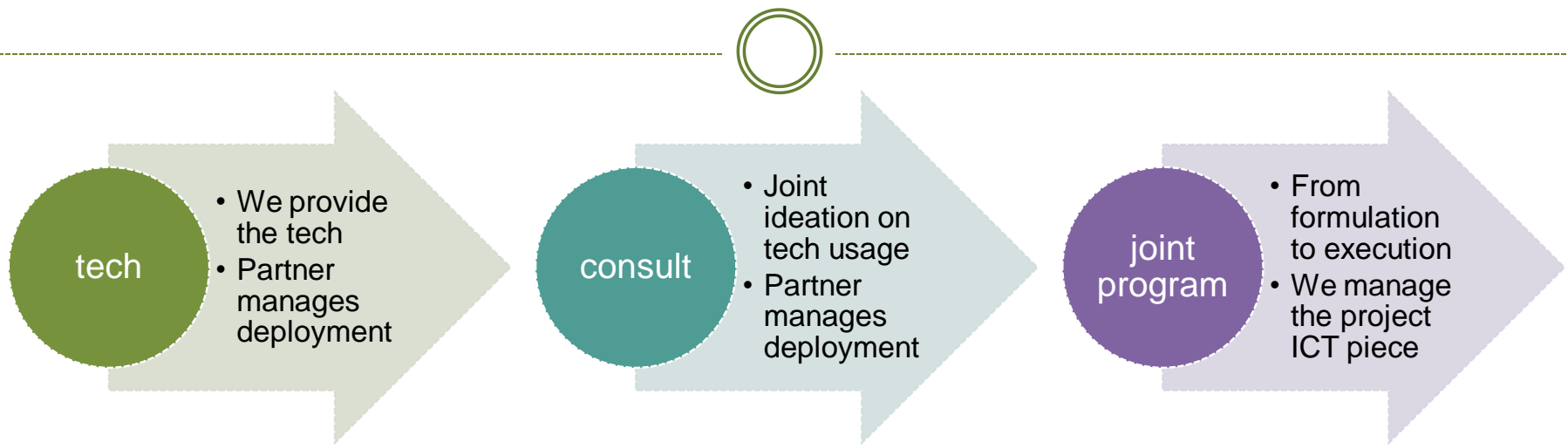


- Run a news-over-phone network across Afghanistan, to provide local news in voice to poorly literate populations



- Get community inputs during a reality show on farming best practices run across a network of community radio stations

Partner engagement methods



- Expertise we bring to the table
 - Rigorously designed and field tested technology suitable for poorly literate communities
 - Training methodologies to ensure optimal technology usage
 - Processes of embedding technology into partner operations and external stakeholders
 - Insights into use of technology for accountability, where technology stops and people come into the picture



A quick peek into activities on Mobile Vaani:

A one stop solution to engage with over 1 million rural households across 10 states, expand the network, and carry out behavior change, gender empowerment, and accountability strengthening activities – online and offline



A voice based social media network



1. Speak



Users speak and listen to contributions over our intelligent IVR platform

2. Moderate + Share



Content moderated locally and centrally, then published on IVR, web

3. Connect to stakeholders

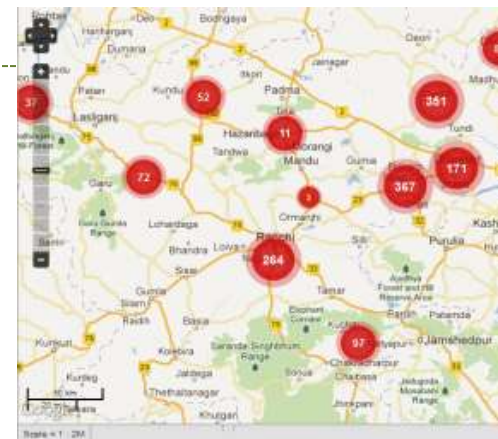


Inputs connected to government (local + other), NGO partners, social enterprise partners

Content on Mobile Vaani

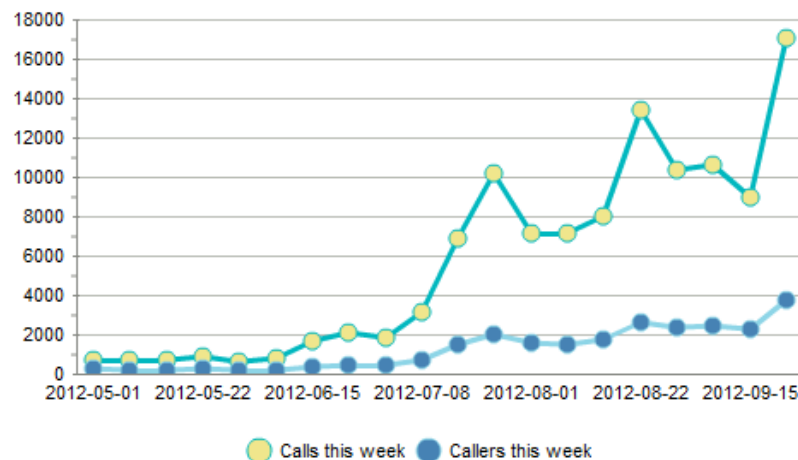


- 90% community sourced content
 - Local news
 - Interviews and informational services
 - Opinion on topical issues
 - Guided discussions and campaigns
 - Grievances and feedback on government schemes
 - Cultural artifacts including folk songs and poems

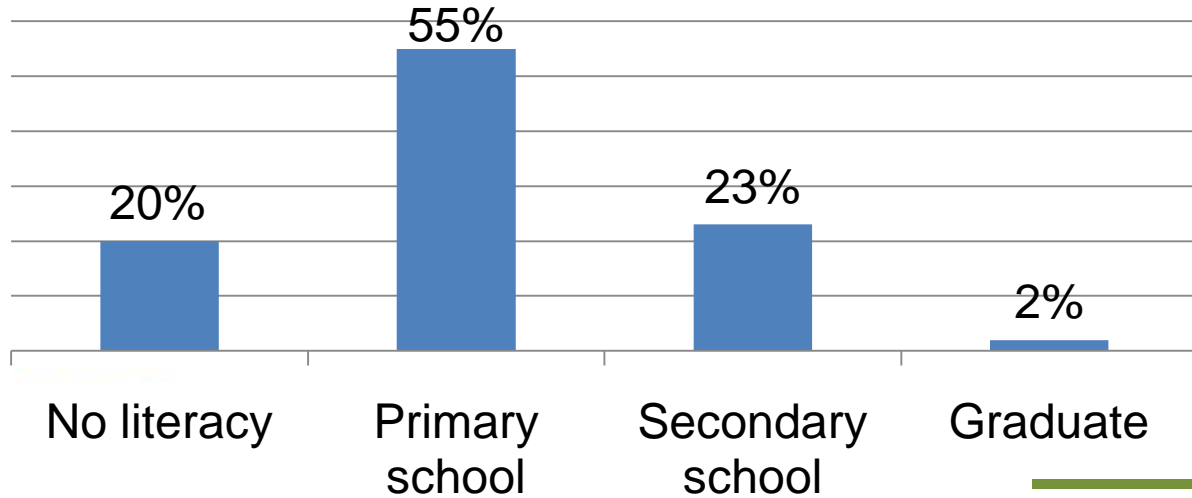
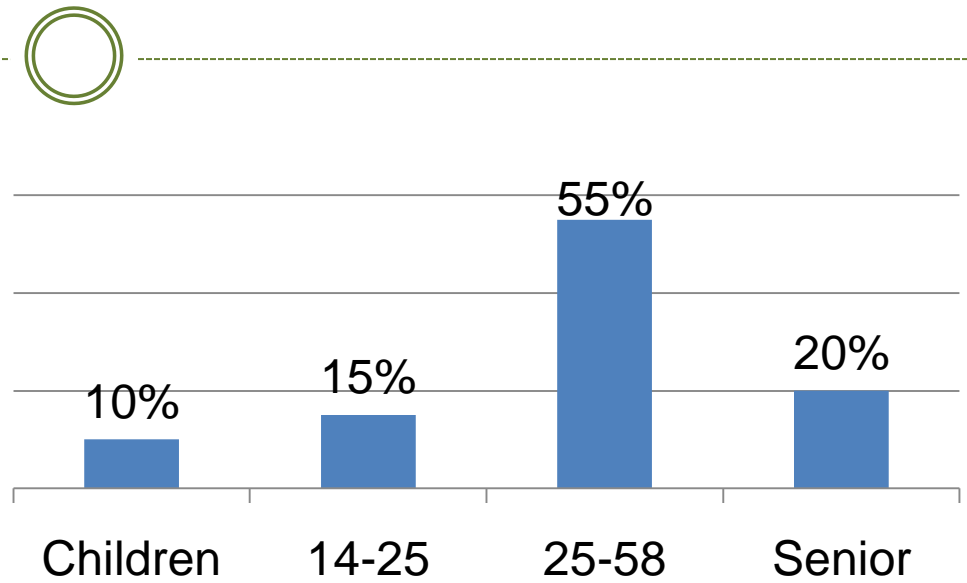
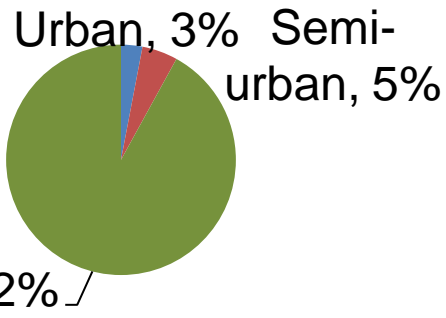
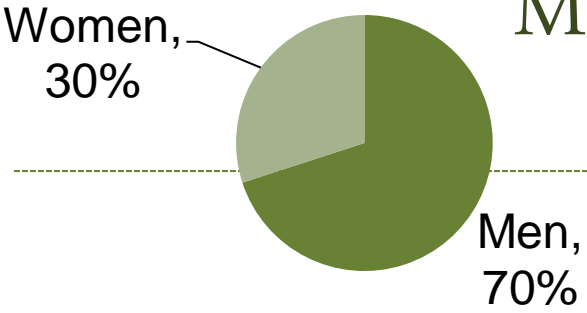


- Current reach
 - 3,000+ calls per day
 - 8min average call duration
 - 100,000+ unique callers
 - 800,000+ households reach

Call volume



Mobile Vaani user profile



Mobile Vaani presence

Region	Cumulative outreach (households)	Network partner	Primary demography
Jharkhand	100,000	Gram Vaani (IVR)	Rural
Uttar Pradesh	85,000	Community radios	Rural, Semi-urban
Uttarakhand	15,000	Community radios	Rural
Himachal Pradesh	20,000	Community radios	Rural
Madhya Pradesh	30,000	Community radios	Rural
Haryana	96,000	Community radios	Rural, urban
Orissa	10,000	Gram Vaani (IVR)	Rural
Maharashtra	115,000	Community radios	Rural, urban
Gujarat	45,000	Community radios	Urban
Karnataka	225,000	Community radios	Rural, urban
Andhra Pradesh	15,000	Community radios	Rural
Tamil Nadu	50,000	Community radios	Rural
North East	20,000	Gram Vaani (IVR)	Rural
Cumulative	800,000 households of primarily a rural low-income demography		

GRINS: Integration with community radio

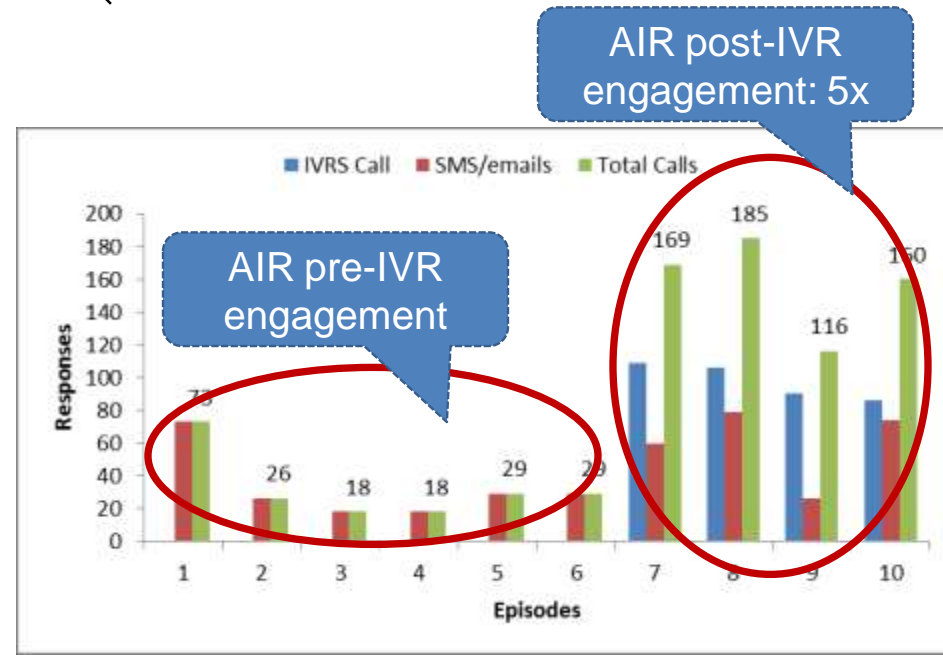
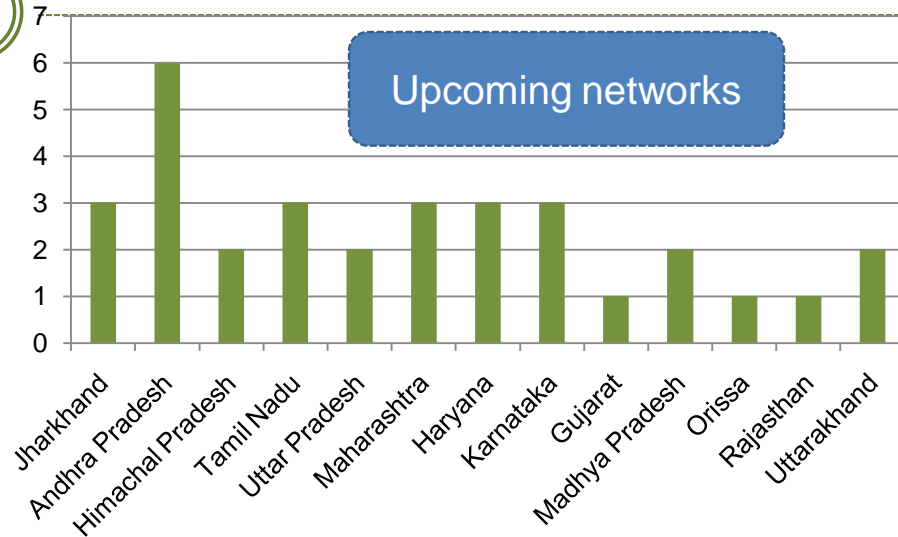


- GRINS: Gramin Radio Inter Networking System
 - Makes it easy to run community radio stations
 - Full telephony support: People can call into the station and leave voice recordings, or go live on air
 - Content management and statistics on programs played
 - Internet streaming of live broadcast
 - Community database: Maintain a database of volunteers, staff, community resource people, etc, and reach out to them through group SMSes and voice messages
- Powering a large network of 35+ community radio stations across India
- Now including community radio stations into the Mobile Vaani network, for greater outreach and diversity



Ongoing geographic expansion

- On-going Mobile Vaani partner program expected to initiate 25+ new networks across the country
- Additional theme based channels for the visually impaired, water conservation, and environmental conversations
- Enhancement of existing radio based communication initiatives



Some customers on the Mobile Vaani network

sesameworkshop.

- Sesame used our network in Jharkhand and across 10 community radio stations in the Hindi belt to make its Galli Galli Sim Sim program available on audio. Kids were engaged in poetry competitions and parents in constructive activities around hygiene



CLOSE THE GAP

- As part of its Close-the-Gap campaign, Oxfam used our network to source more than 300 comments that were heard by 50,000+ people on gender equality



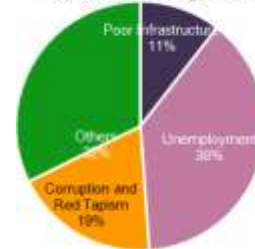
- Oursay used our network to collect questions on the future of higher education that people want answered by their political representatives



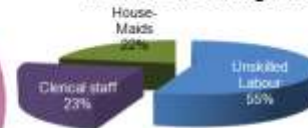
- The Jharkhand Labour department used our network to collect data on rural-urban migration



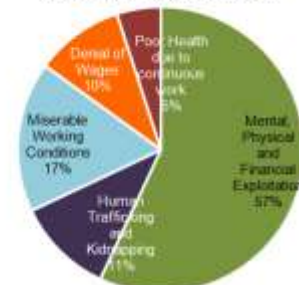
Reasons for Migration



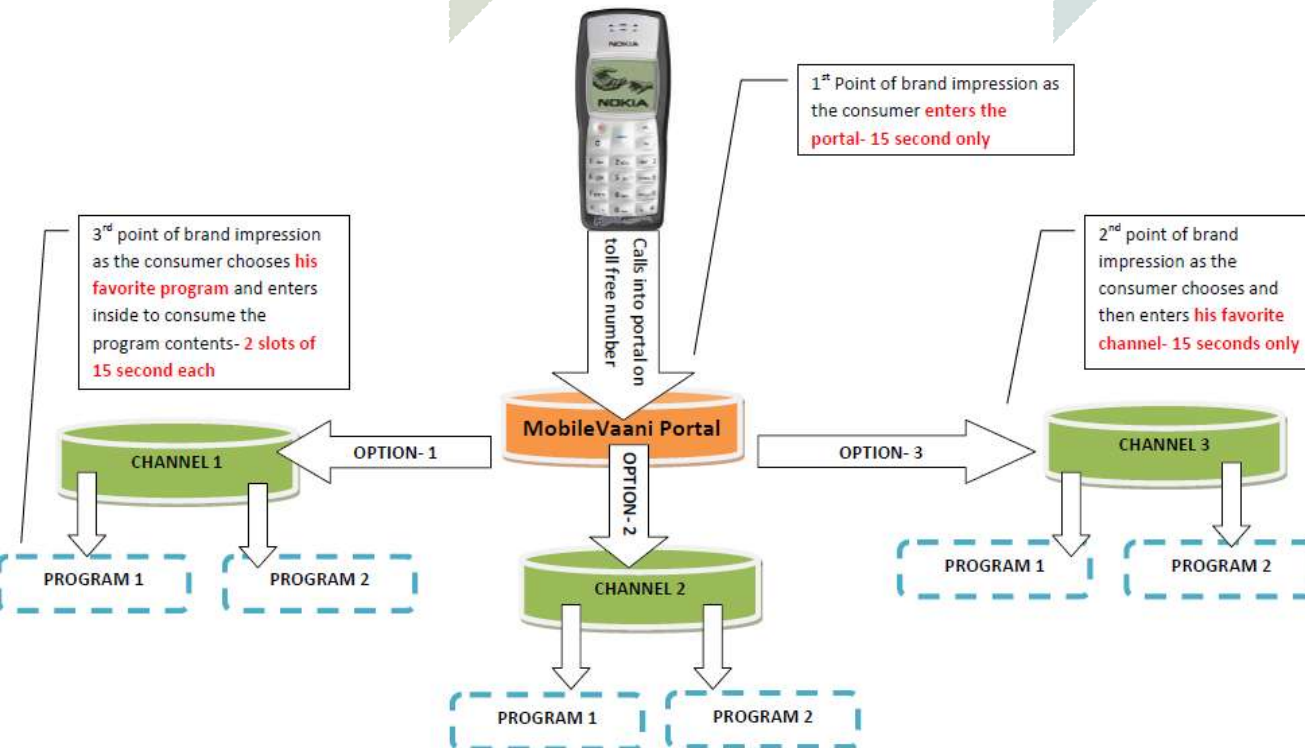
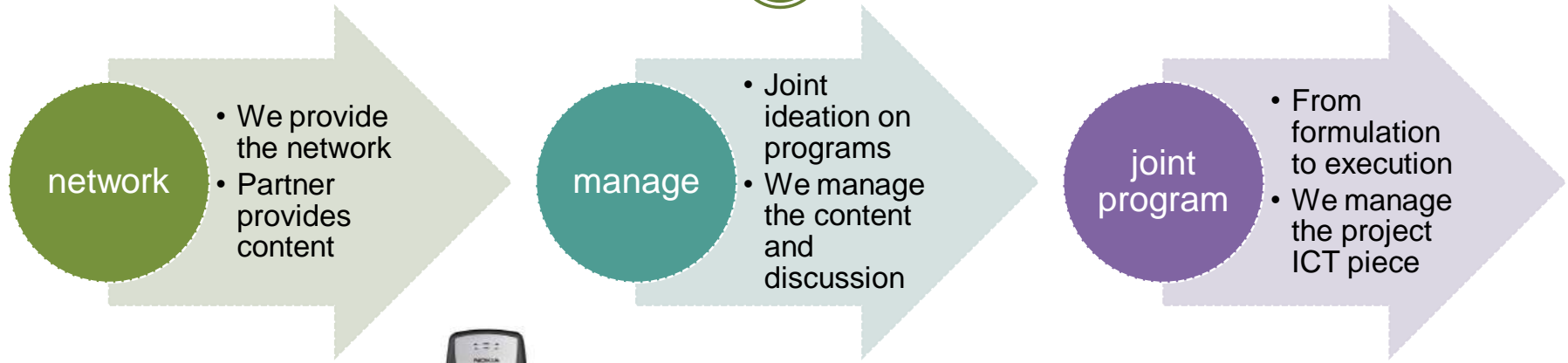
Work Profile of Migrants



Problems faced at Work



Partner engagement methods



- Outreach
- Feedback
- Engagement
- Research
- Data collection
- Accountability
- Analytics
- Measurable RoI

Services on Mobile Vaani

- Sponsor the network



- Sponsor channels



- Sponsor campaigns



- Become our partner and build your own network



Welcome to
Mobile Vaani,
brought to you by
...

Welcome to the Mobile
Vaani HEALTH
channel, brought to you
by...

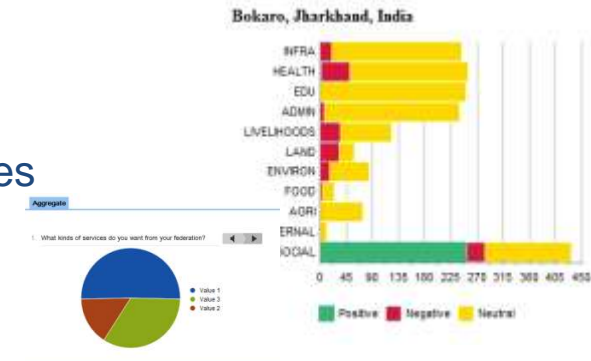
Sponsored by...
What do you think of
the gap between
men and women



Run premium services



- Connect to call-center
 - Run your ad or program, callers can press * to get patched to your call center or record a question
- Profile panel of users over time
 - Interested in user feedback on your product, or get insights on alternatives, Eg. solar LEDs, financial products
 - We can recruit a panel of users and profile them over time by collecting feedback via simple questions
- Feedback surveys
 - Run brand recall surveys, awareness assessments, quizzes
 - Surveymonkey on voice
- Custom services
 - Run your own campaign for specific user segments, Eg. community health workers, teachers, doctors and medical staff



Expertise we bring to the table



- How to build a community around content
 - Through field meetings and an entrepreneurial eco-system, we have built a large and dedicated network of community representatives
 - Actively solicit opinion of the community on the latest Mobile Vaani programs
 - Bring ownership by discussing the role of media and getting ideas from the community itself
- How to translate community media into impact
 - Convey issues and questions raised on the forum to civil society partners, non-profit organizations, and resource experts
- How to use media for accountability and transparency
 - Connect with government departments to use the forum for citizen-government engagement
 - Announcements, grievance redressal, and community audit of government schemes





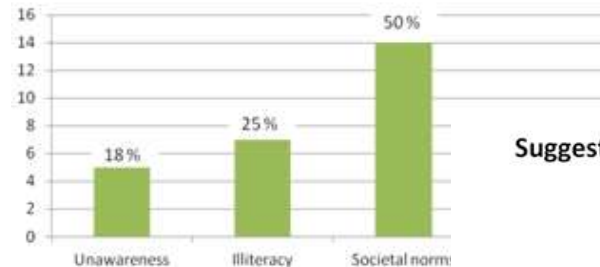
Case studies

Campaign on gender equity

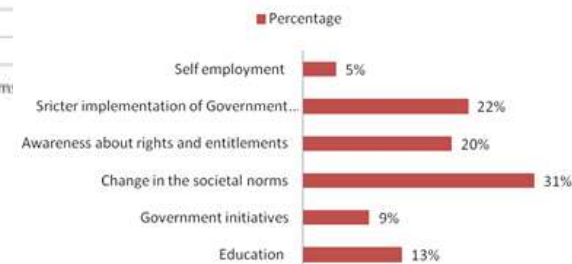


- Duration: 5 weeks
- Outreach: 500,000 households in Jharkhand, Uttarakhand, Madhya Pradesh, Haryana, Uttar Pradesh
- Topics
 - General perceptions on gender gap
 - Political participation of women as a route towards empowerment
 - Distribution of work as an equalizer between men and women
 - Land rights for women as a route towards empowerment
 - Stopping violence against women

Reasons for women's political exclusion



Suggestions on How to Close the Gap



Draw statistics on community perceptions

महिमाओं के प्रति बदलती होगी लोगों की मानसिकता

मासिक वीकली के कार्यक्रम लुए के इतरासक मीडिया समी ने अपने विचार रखे और हमे बताया की महिला समर्थनकार्य में जल्दी देखने से गरी बहिन अपने इलाकके में अपनाव होना आज भी देदी की पड़ में देदी की बहिन पड़ रहे है देदी के मर्न में ही कर देना जा रह है. आज हम मरे ही इलाककी मर्न में खुद गए है पर विचार नुसने से है. हमे अपनी सोच बदलनी होगी और कच्चा मर्न हवा से रोचना होना जिसके समार हो रहे.

Download

Kasari Panchayat gets even for all

Naju some called from Chhattis to talk about the everyday that exist in the social structure at the region. In an interview to JMR, Ge Sarita Devi, a resident of Kasari Panchayat said that there is no viable gap in her village. The Women equally participate and assist the Men in agricultural practices, handle the household activities and also participate in micro investment community initiative by local Self Help Groups. She also said that simply depending on government schemes is not enough, hence they all took initiatives within their community and started doing micro finance to help each other. A twelve member group started doing micro financing with an amount of fifty rupees from each which is given as a mutual interest to anyone in financial need.

March 5, 2013, 9:50 a.m. | Location: Chhattisgarh, India | Topic: gender 394 | views: 1000

Listen to actual voices of people

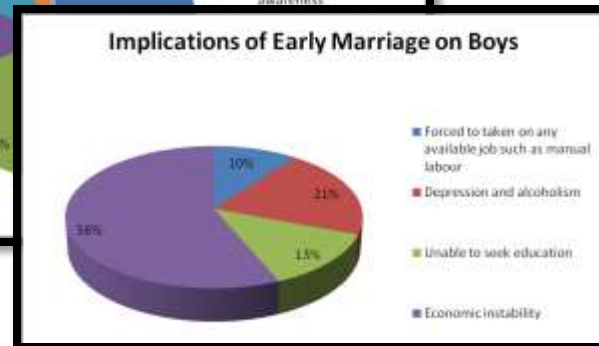
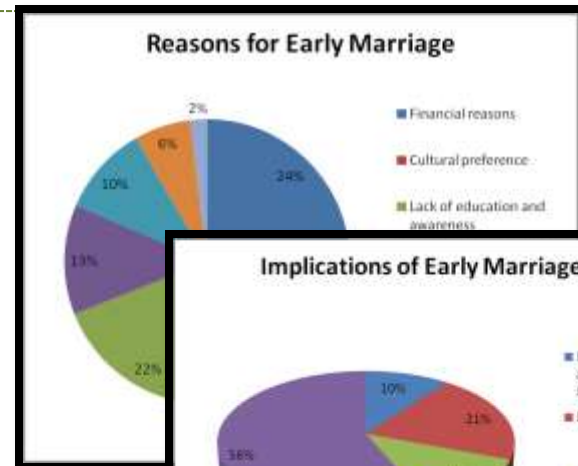


breakthrough

Campaign on early marriage



- Duration: 4 weeks
- Outreach: 100,000 households in Jharkhand
- Topics
 - Laws against early marriage
 - Reasons for early marriage
 - Implications of early marriage on the health of girls
 - Implications of early marriage on boys
 - Drama, *chutki ki kahani*, who was married at 14
- Offline activity. 100+ volunteers recruited from across the state
 - Get pledges from Panchayats
 - Ask pandits and moulavis to visit weddings and condone early marriage
 - Get testimonials from school teachers
 - Form a committee comprising the Panchayat, teachers, religious leaders, and police





Radio on telephony



- Duration: 12 months
- Outreach: 350,000 households in Uttarakhand, UP, Haryana, MP, HP
- Topics
 - Sanitation
 - Numeric literacy
- Method
 - Sesame produced content that was played out on community radios
 - Localized content produced for each episode
 - The content was also available for listening on phone
 - Over 70,000 phone users
 - Local schools also invited to participate
- Gram Vaani's GRINS system was used to collect station logs and broadcast authenticity

Bringing local accountability



- Hard evidence gathered on public health facilities in 6 blocks of Jharkhand
 - 80% do not have clean drinking water
 - 40% have vacant posts for doctors
 - Deliveries happening in the bathroom
- Stories carried by several regional media publications
- Testimonials about 5 health facilities that have improved since campaigning started on Jharkhand Mobile Vaani
- Estimated 100,000 people thus indirectly impacted

झारखंड में स्वास्थ्य सुविधा नदारद, बाथरूम में होते हैं प्रसव

प्रेषित समय : 18:54:34 PM / Wed, Sep 18th, 2013

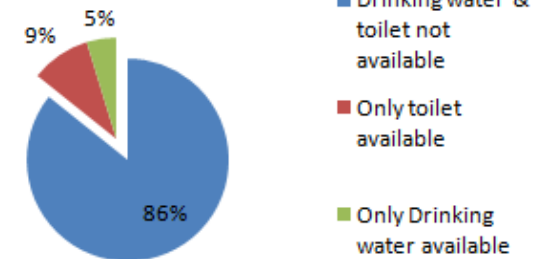
SHARE

Like 17

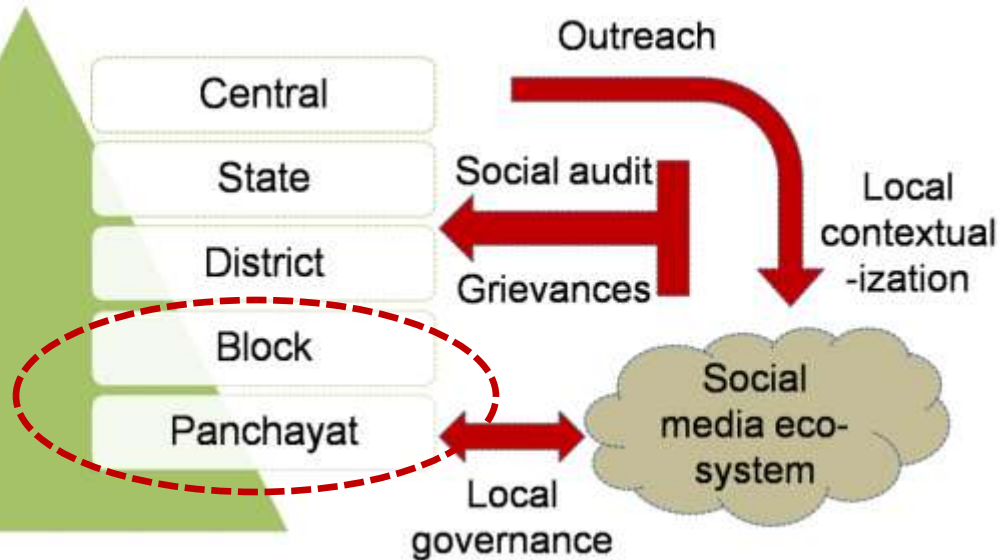


विकास सिन्हा, राँचे
लोगों को कई किलो
इन केंद्रों में भी स
जाने को विवश हैं।
भारती है च्यागमंड
w.palpalindia.com...

Availability of Drinking Water & Public Toilet at Health centers



Integrating with institutional systems



Advocacy for institutionalization as part of decentralized/devolved governance

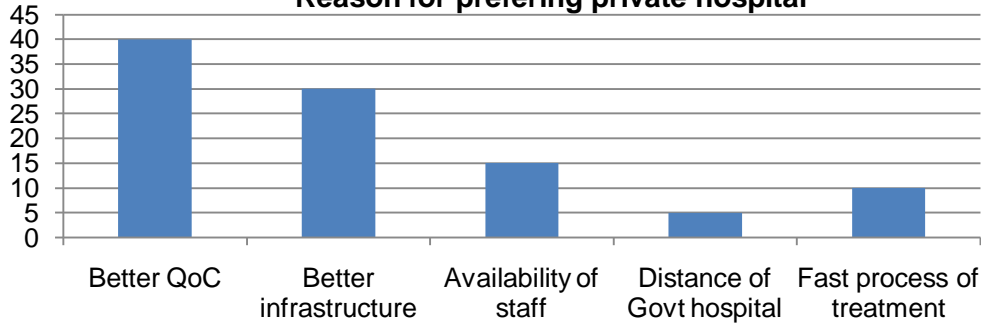
People reported on a few officials who were demanding bribes for UID enrollment. The site was visited by the block development officer and the officials were fined

A village ignored by health agencies was reported to have had 3 malaria deaths in the last one week. A mobile ambulance was immediately dispatched, with fumigation equipment and first aid

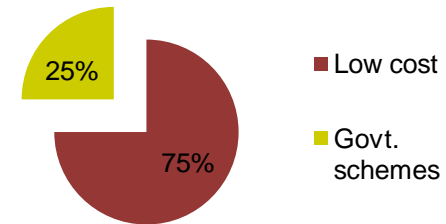
Understanding community perceptions



Reason for preferring private hospital

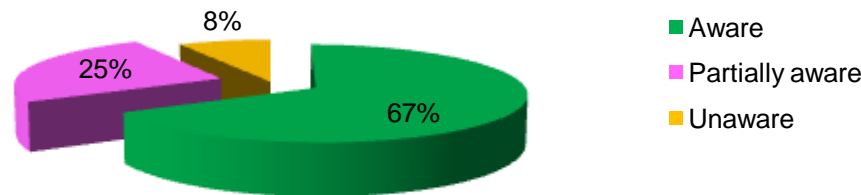


Reason for preferring Govt. hospital



- Poor awareness about entitlements is not the reason for poor uptake of public health services

Awareness about ANC care





More about us



Our team



Strategy and business development



Dr. Aaditeshwar Seth
Co-Founder and CEO

Assistant Professor, IIT Delhi,
Ph.D, University of Waterloo,
B.Tech, IIT Kanpur

Aaditeshwar leads the strategy and application design, bringing new generation solutions to the rural Indian context



Zahir Koradia
CTO

Ph.D candidate, IIT Mumbai
M.Tech, IIT Kanpur

Zahir is among the leading global researchers in designing technology for community engagement, and heads our tech development



Ashish Tandon
VP, Strategy and
Business Development

6 years with FMCGs in India, 8
years of new business incubation
in Africa
MBA from Hult, Boston

Ashish brings his business acumen to structure our revenue streams and ensure sustainable partnerships



Ritesh Datta
Director Programs

8 years in the social sector
Post graduation from Jadavpur
university in Human Rights and
Duties education

Ritesh brings diverse experience from skills development to gender empowerment and advocacy, and ensures that Gram Vaani's programs remains aligned both top-down and bottom-up



Our team



Technology



Dinesh Kapoor
Product Manager Voice
Applications

3 years with Microsoft
M.Tech, IIT Delhi
B.Tech, IP University

Dinesh leads the development of voice applications and is driving the current vAct and vNews applications



Balachandran C.
Technical Consultant

B.Tech, IIIT Allahabad

Bala architected the voice platform and ensures that our technology is converted into relevant and user-friendly applications



Kapil Dadheech
Technical Support
Engineer

BTech, Arya College of Engg

Kapil single-handedly manages 30+ installations of GRINS and 10+ installations of voice applications



Rohit Jain
System administrator

MCA, Sikkim Manipal University
Microsoft certified sys. admin.

Rohit manages remote installations of GRINS and voice applications



Our team



Project coordination



Sayonee Chatterjee
Programs Innovation
Officer

MA Sociology, Pune University. 5
years experience with PRADAN and
PRIA NGOs

Sayonee manages our Mericity.in and
MCD initiatives in partnership with
various NGOs in Delhi



Aparna Moitra
Researcher

Gold Medalist & MSc Development
Communications and Extension,
Lady Irwin College

Aparna manages our Jharkhand
deployment of mobile news and
coordination with field staff

Ranchi office



Paro, ex-Greenpeace,
manages our local
Jharkhand projects and
relationships



Sultan, ex-Drishtee
Media, manages our
content and field
engagement



Saraswati, the first team
member for Jharkhand, has
been with us since the
beginning and built the
community



Amit, our newest member, is
a mass communication
graduate and manages our
content



Our partners



MCD Delhi



Knight Fndn.



IIT Delhi



Grand Challenges Canada



Thanks



Gram Vaani Community Media

Website: <http://www.gramvaani.org>

Email: contact@gramvaani.org

