Gram Vaani Community Media

- Technologies for Community Empowerment -

TOUR OF JHARKHAND MOBILE VAANI OPERATIONS

APRIL 2013

VOICE OF THE VILLAGE

How it works in Jharkhand?

- Mobile phone based platform for crowd-sourcing local information from remote villages, and making it available for anyone to access over phone

Village groups call into a toll-free number to tell stories and experiences

The submitted stories are validated and moderated by a trained editor

Validated stories are published online

Valuable statistics and reports can be derived from the information collected
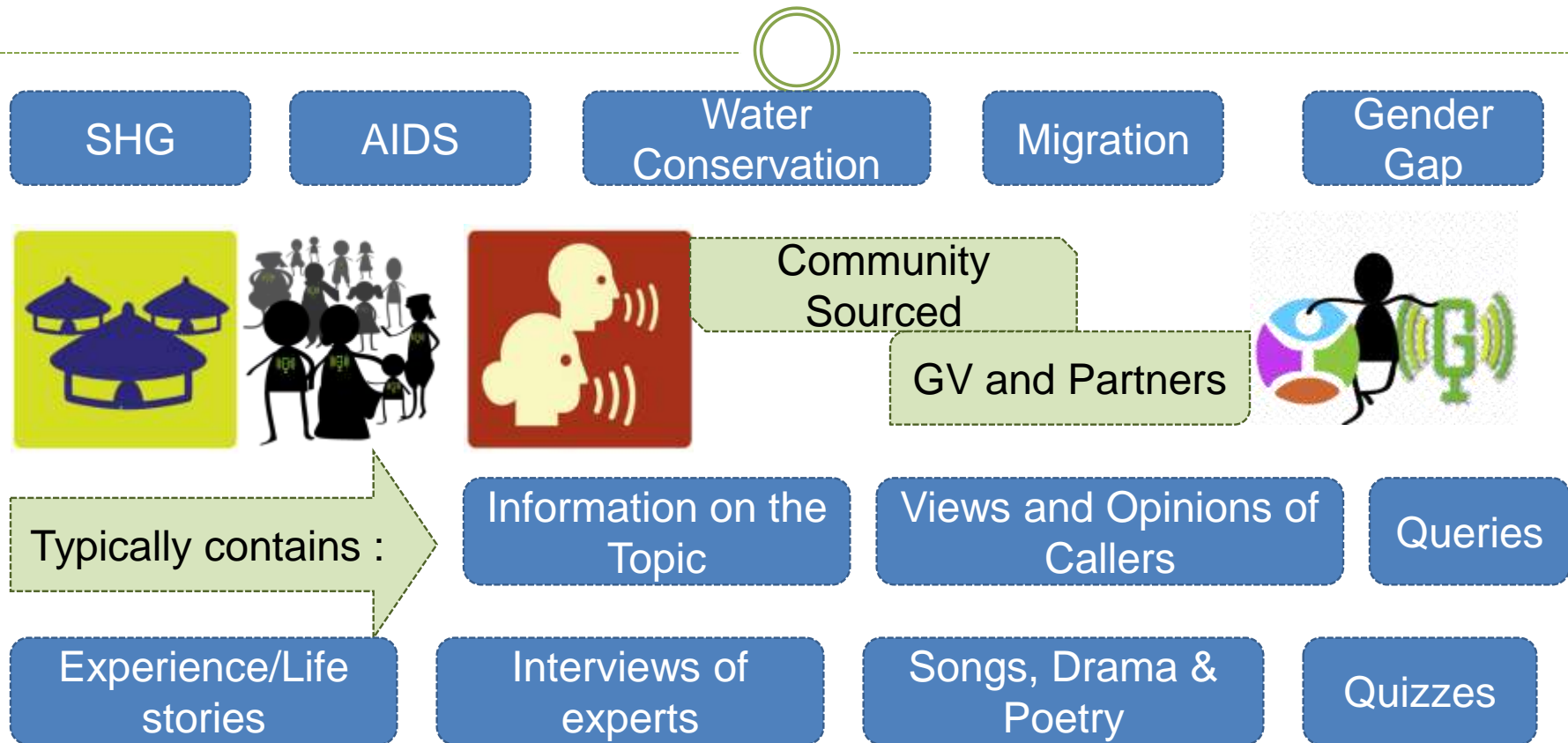
Validated stories are also published for access on same toll-free number

Other people can call into the toll-free number to listen to the validated stories

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Mobile Vaani: Technology. Media. Development

Running Campaigns that impact the rural remote communities

SHG   **AIDS**   **Water Conservation**   **Migration**   **Gender Gap**

Community Sourced

GV and Partners

Typically contains :

Information on the Topic

Views and Opinions of Callers

Queries

Experience/Life stories

Interviews of experts

Songs, Drama & Poetry

Quizzes

Topics of campaigns (awareness and informational) are suggested either by the community or selected centrally on the need-to-know basis. Field representatives and callers contribute stories and concerns on the chosen topic which then are send to relevant agencies for their actions and response.

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The consumer response to MobileVaani in 12 months

- ~ 2000 calls per day
- ~ 34,000 callers
- ~ 6 min average time per call
- ~ 11,000 returning callers

- Main areas: Dhanbad, Giridih, Bokaro, Latehar, Palamu, Garhwa

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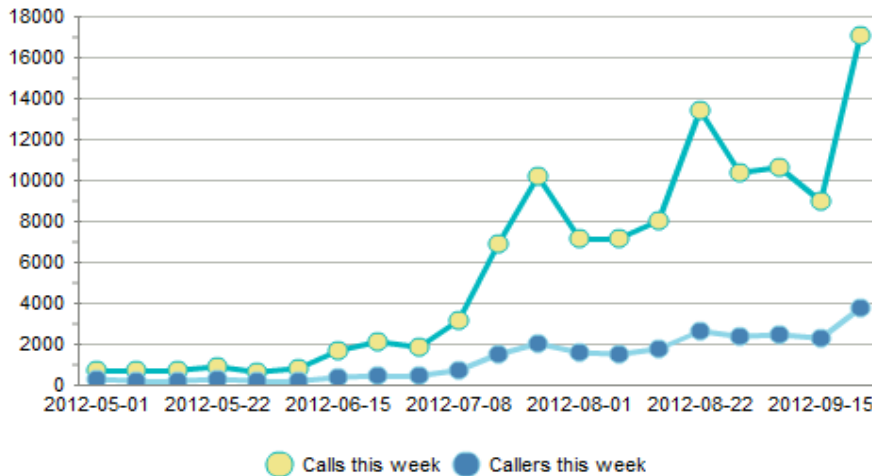
- 90% community sourced content
  - Local news
  - Opinion on topical issues
  - Guided discussions and campaigns
  - Grievances and feedback on government schemes
  - Cultural artifacts including folk songs and poems

Goonj : Jharkhand Mobile Radio

HOME   TOPIC CHANNELS   LOCATIONS   ALL STORIES   REPORTS

कांग्रेस पार्टी के कार्यकर्ताओं की बैठक

ON MARCH 12, 2013, 5:23 A.M.

महिलाओं में अशिक्षा के कारण निर्णय लेने में असमर्थ

ON MARCH 11, 2013, 2:55 P.M.

रामगढ़ से डा आशीष ने झारखण्ड मोबाइल वाणी पे पूछे गए प्रश्न के जवाब में अपने विचार रखे और बताया ...

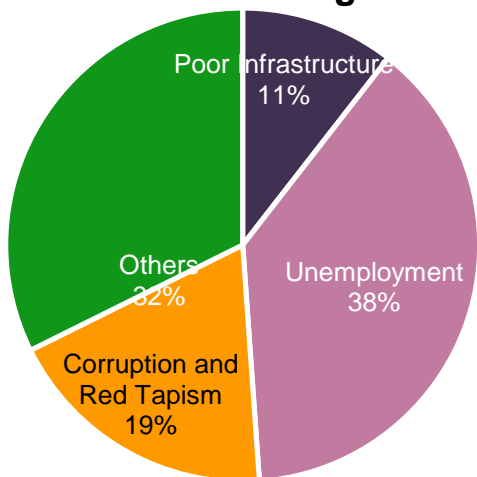## महिला सशक्तिकरण पर राजू कुमार द्वारा कविता

ON MARCH 11, 2013, 2:51 P.M.

सतरा से राजू कुमार ने झारखण्ड मोबाइल वाणी पर महिला सशक्तिकरण पर एक कविता प्रस्तुत की, तीर्थ कर है स्त्री ...
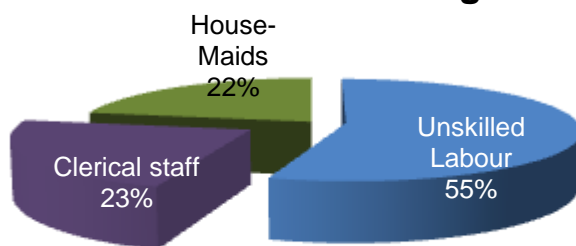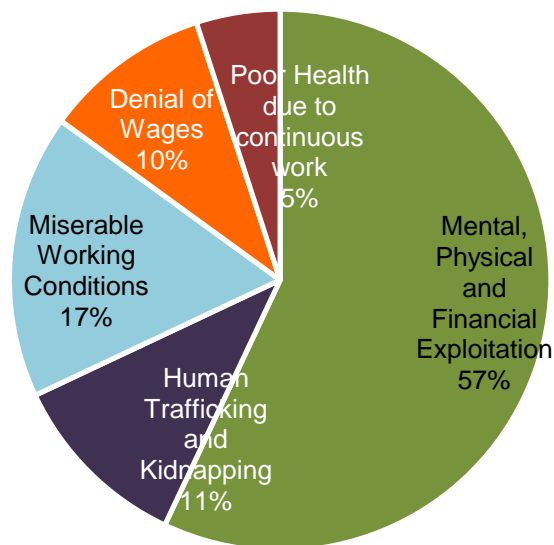
Profiling the consumer by listening to them
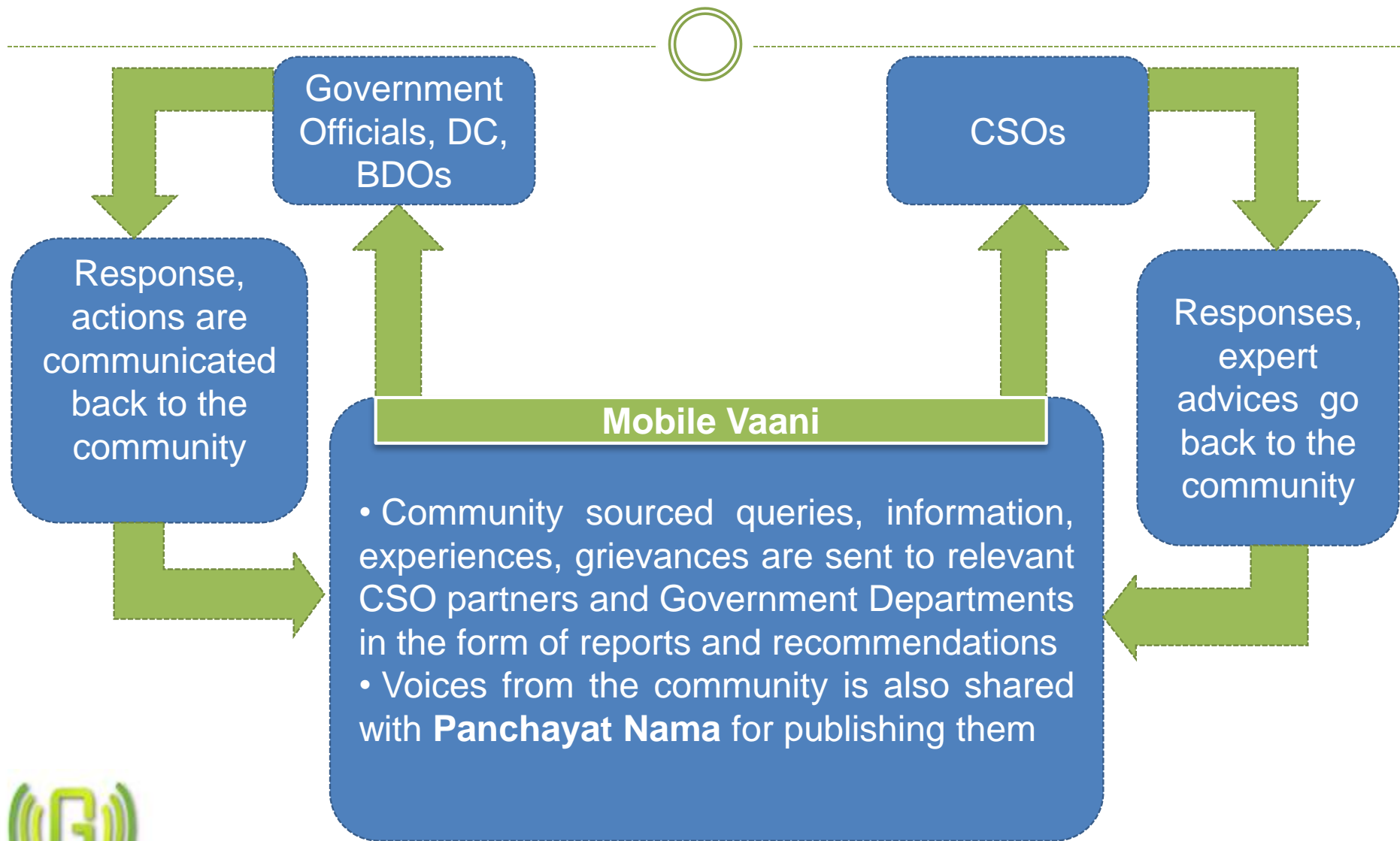
Reasons for Migration

- Poor Infrastructure 11%
- Others 32%
- Corruption and Red Tapism 19%
- Unemployment 38%

Work Profile of Migrants

- House-Maids 22%
- Clerical staff 23%
- Unskilled Labour 55%

Problems faced at Work

- Denial of Wages 10%
- Poor Health due to continuous work 5%
- Miserable Working Conditions 17%
- Human Trafficking and Kidnapping 11%
- Mental, Physical and Financial Exploitation 57%

Qs	Answers
Number of water bodies per Panchayat?	6.5
Drinkable water?	**None.** Used for bathing, washing clothes, water for animals
Were some water bodies funded under MNREGA?	**Yes,** each village had at least one MNREGA funded body. Around 30% of the water bodies had been funded under MNREGA and RRR
Renovations required?	**Yes.** But no maintenance funds had been sanctioned by the government
Used for pisciculture? Agriculture?	A few small scale setups for pisciculture, but none of the bodies are perennial and hence **not suitable** for pisciculture and agriculture

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Facilitation of the consumer's voice… completing the loop

Government Officials, DC, BDOs

CSOs

Response, actions are communicated back to the community

Responses, expert advices go back to the community

Mobile Vaani

- Community sourced queries, information, experiences, grievances are sent to relevant CSO partners and Government Departments in the form of reports and recommendations
- Voices from the community is also shared with **Panchayat Nama** for publishing them

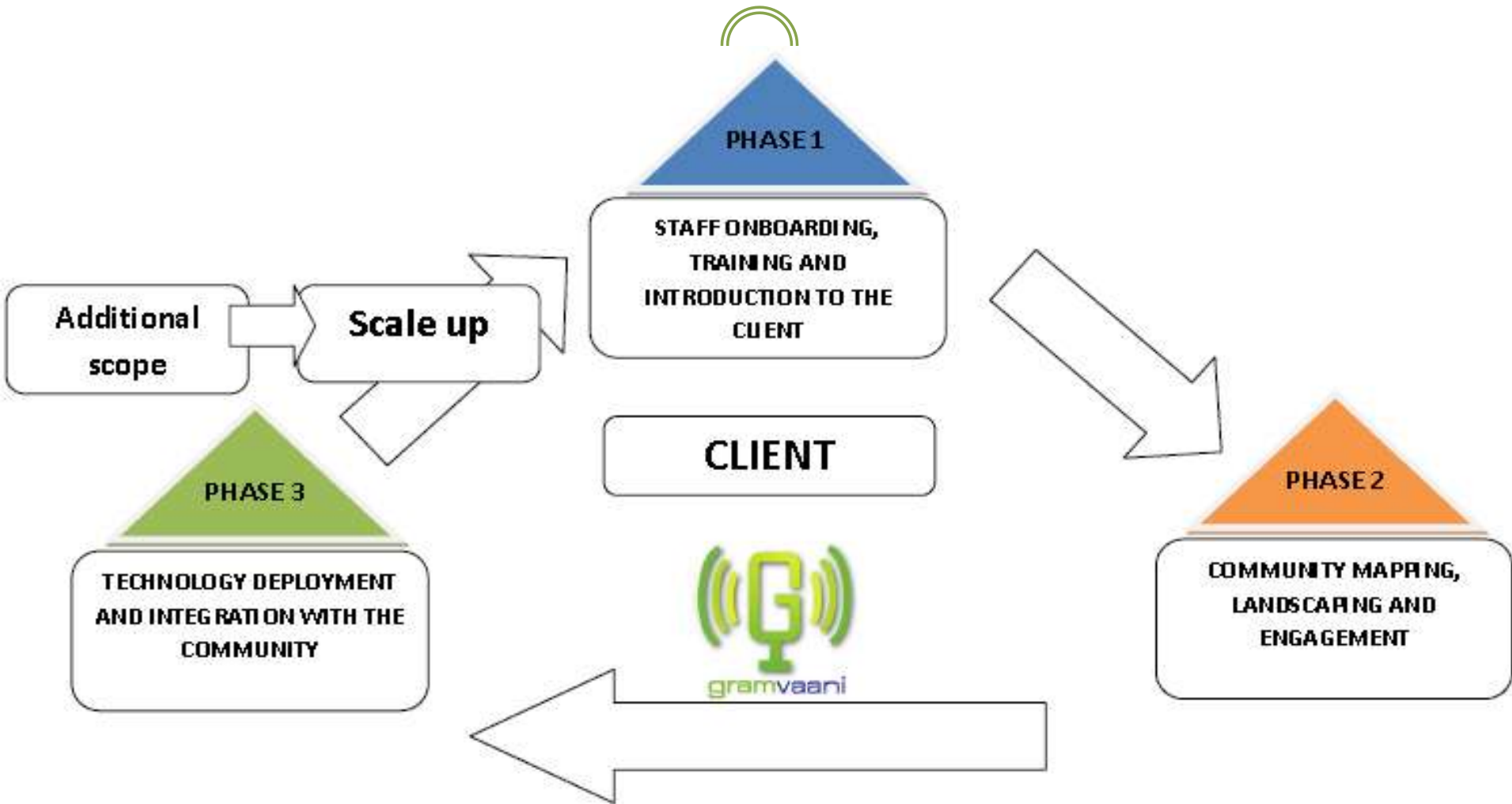Mobile Vaani: Technology. Media. Development

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Step-by-step guide for setup of new Mobile Vaani operations

Process to set up the client project and scale up

Typical MobileVaani platform deployment GANTT chart
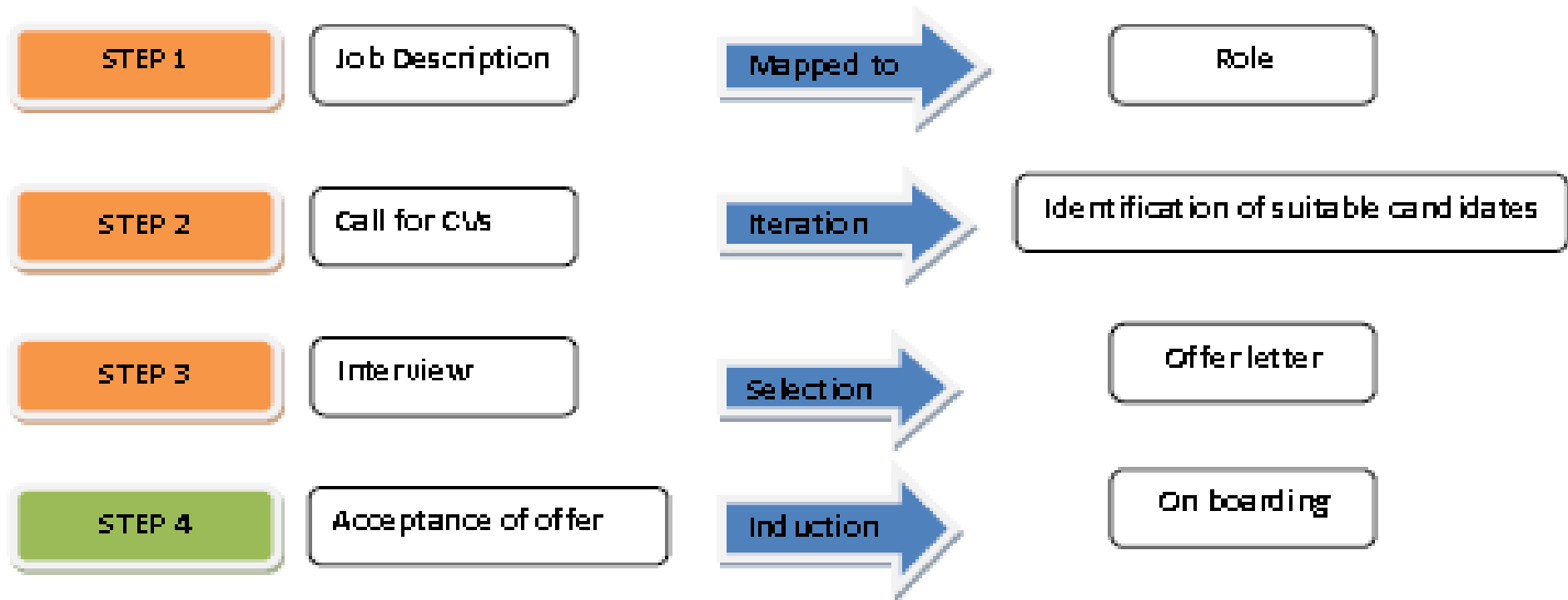
Event	SITE 1							
	Phase 1		Phase 2	Phase 3				
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8
Staff recruitment	███							
Staff onboarding	███							
Introduction to Welspun	███							
Staff training		███			███			███
Community mapping			███	███	███			
Community landscaping			███	███	███			
Community engagment			███	███	███	███	███	███
Technology deployment				███				
Technology integration				███	███			
Community feedback				███	███	███	███	███
Continuous improvement					███	███	███	███

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Step 1: The Gram Vaani staff on-boarding process

STEP 1	Job Description	Mapped to →	Role
STEP 2	Call for CVs	Iteration →	Identification of suitable candidates
STEP 3	Interview	Selection →	Offer letter
STEP 4	Acceptance of offer	Induction →	On boarding

Please Note-GramVaani maintains a roster of potential candidates for addressing its immediate and foreseeable requirements based on budgeted projections

A prime example: Building a team of content moderators

Typical qualifications and experience of moderators and field staff:

- Experience of working in the development sector, with an understanding of media and communication
- Computer literate and internet savvy
- Proficiency in Hindi, English and some of the local dialect
- Good writing skills
- Good communication skill
- Knowledge about existing government schemes and their status
- Knowledge about functioning of media/ social media
- Knowledge and understanding about social issues
- Intent of working with and in the community
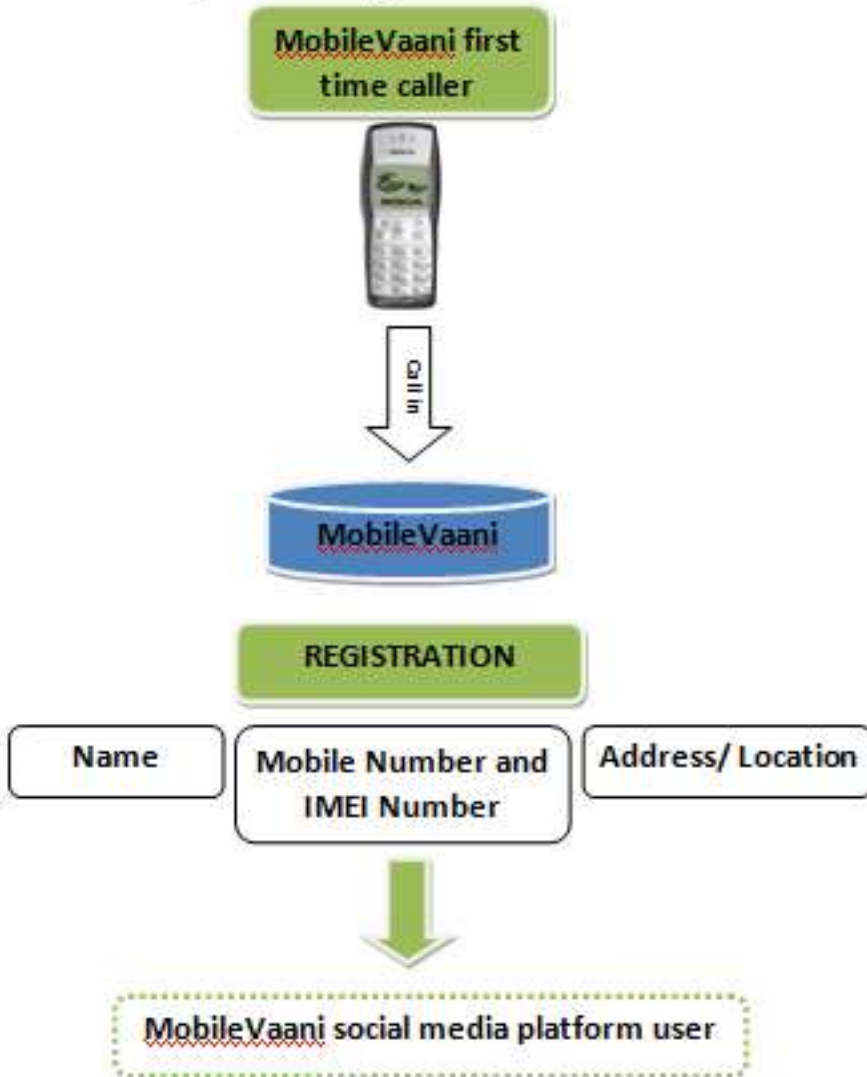
Step 2:

GramVaani staff training process
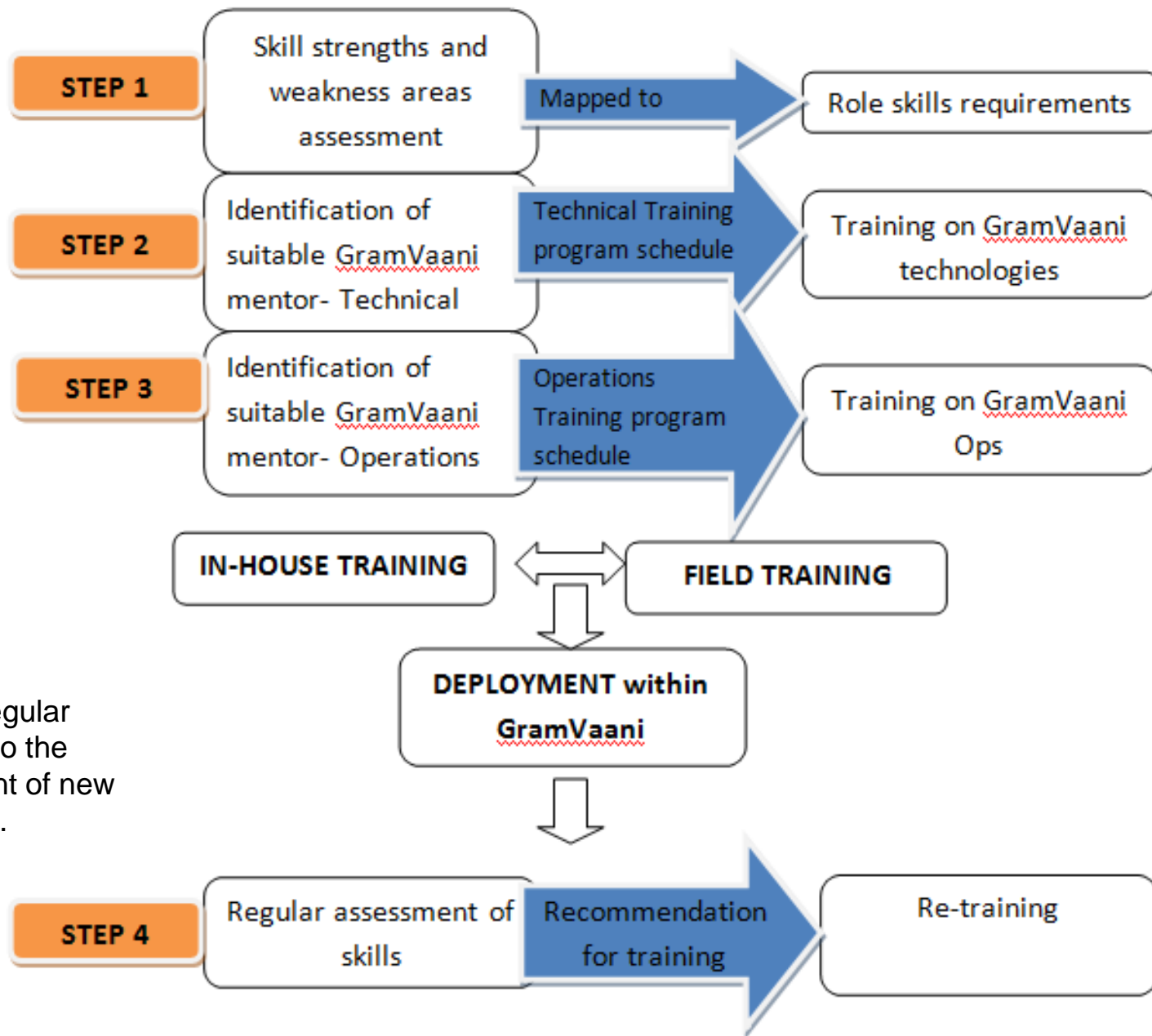
Please Note- Training is a regular exercise in GramVaani due to the development and deployment of new technologies and operations.
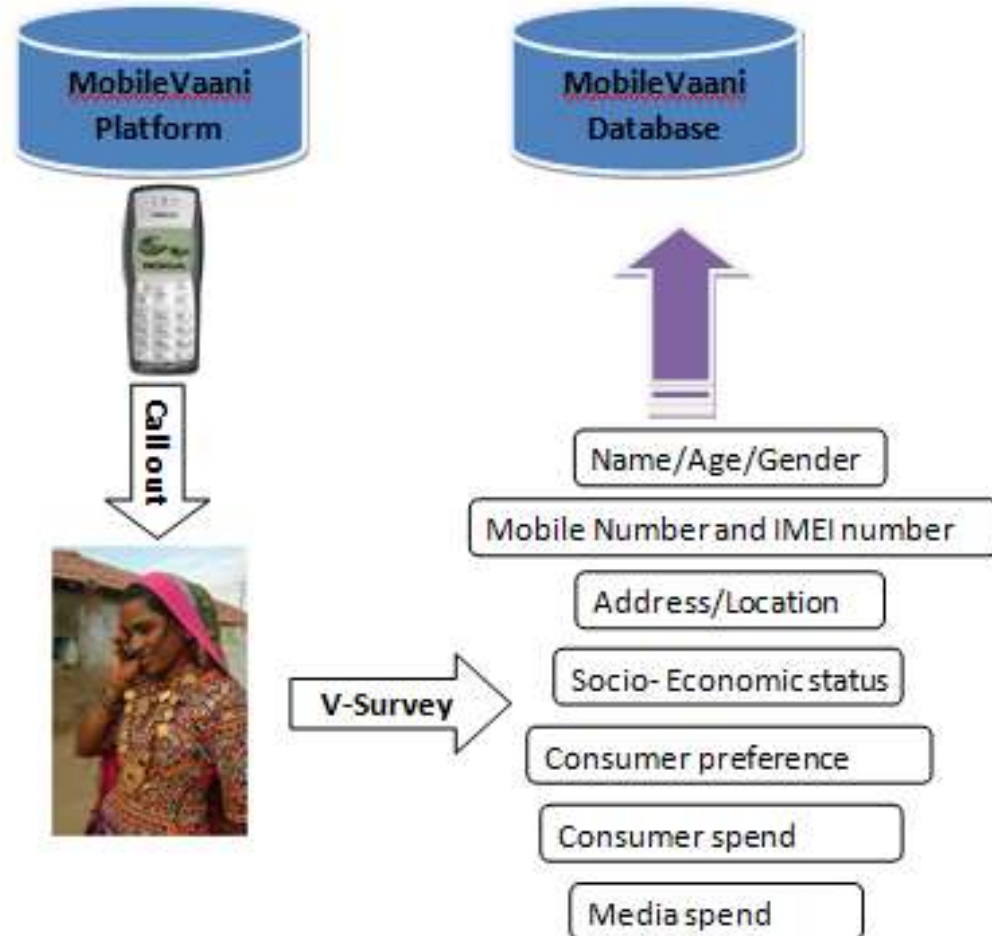
STEP 1	Skill strengths and weakness areas assessment	Mapped to	Role skills requirements
STEP 2	Identification of suitable GramVaani mentor- Technical	Technical Training program schedule	Training on GramVaani technologies
STEP 3	Identification of suitable GramVaani mentor- Operations	Operations Training program schedule	Training on GramVaani Ops

IN-HOUSE TRAINING ⟷ **FIELD TRAINING**

DEPLOYMENT within GramVaani

STEP 4	Regular assessment of skills	Recommendation for training	Re-training

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Step 3: Community mapping and landscaping process

Process 1- By on-boarding

MobileVaani first time caller

Call in

MobileVaani

REGISTRATION

Name | Mobile Number and IMEI Number | Address/ Location

MobileVaani social media platform user

Process 2- By using V-Survey tool

MobileVaani Platform

Call out

V-Survey

MobileVaani Database

Name/Age/Gender

Mobile Number and IMEI number

Address/Location

Socio- Economic status

Consumer preference

Consumer spend

Media spend

Community mapping and landscaping results

Objective: Understand the area of operation   **Method: Secondary research**

Population	3,29,66,238
Male Population	1,69,31,812
Female Population	1,60,34,426
Sex Ratio	947/1000
BPL Population	70%
ST Rural population	91%
Tribes	28%
SC	12%
Others	60%
No. of Districts	24
No. of Blocks	260
No. of Villages	32620
Literacy	67.63%
Male	78%
Female	56%

Mobile Vaani: Technology. Media. Development

Mapping of developmental issues: Some examples

Objective: **Understand major issues that Mobile Vaani can help address**
Method: **Secondary research and field visits**

Developmental indicator	Status	Responsible agency	Solution strategy
Health	• Mortality : Rural 10 per 1000; Urban 6 per 1000 • Of every 1000 live births, about 71 die before they reach their first birthday (highest in India) • 9 of every 1 0 deliveries take place at home • 45% of women in Jharkhand reported to have reproductive health problems • 85% of women have not heard about HIV/AIDS • Half of Jharkhand's households don't have toilet facilities	Govt. and private hospitals, PHCs, SHCs, ASHA workers, CBOs and NGOs	Data collection, highlighting case studies, connecting to relevant agencies, running awareness programmes, eliciting feedback from the common people/users of JMV

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Some more examples…

| Developmental indicator	Status	Responsible agency	Solution strategy
Education	• Primary Schools/1000 children is 12 • Average no. of class rooms in primary schools are 2 • High dropout among females and tribals • 40% literacy among STs • 27% literacy among female STs	Govt., private schools, State Educate Agencies/Boards, Teachers, Community, NGOs	• Primary Data collection • Highlighting stories through media • Partnering with relevant NGOs • Connecting Govt. agencies • Awareness creation through programmes • Community engagement through training and workshops
Livelihood	• 80% rural population depends on agriculture for livelihood • 70% of the people of Jharkhand are either small or marginal farmers with less than 1 hectare of farmland • 92% of total cultivated area is un-irrigated • No or nominal water conservation practices	Govt. agencies, Training institutes, NGOs, Elected Representatives, Corporate bodies	
Other issues	Electricity, drinking water, pollution, crime, govt. schemes, employment, drought		

Mapping of community informational needs

Objective: Understand community needs   **Method: Field visit for community surveys**

Informational need	Examples	Solution strategy
Govt. Schemes	•Need for registration for migrant labourers •Entitlements in PDS for BPL	•Responses to questions by govt officials, NGOs •Expert advice •Networking with relevant resource partners •Interviews of ASHA workers, teachers, experts •Interviews of SHG women •Discussion of JMV users on particular topics
Agriculture	•How to start a mushroom farm •How and where to do soil testing	
Health	•Information on HIV/AIDS •How to obtain health cards	
Education	•What comes under RTE •Entitlements of tribal students	
Employment/livelihood	•How to form and run SHGs and MFIs •Schemes of govt. available for livelihood	
Cultural Expressions	•Folk songs •Children's entertainment items	Special slots for entertainment items contributed by community

Step 4:

GramVaani community engagement process
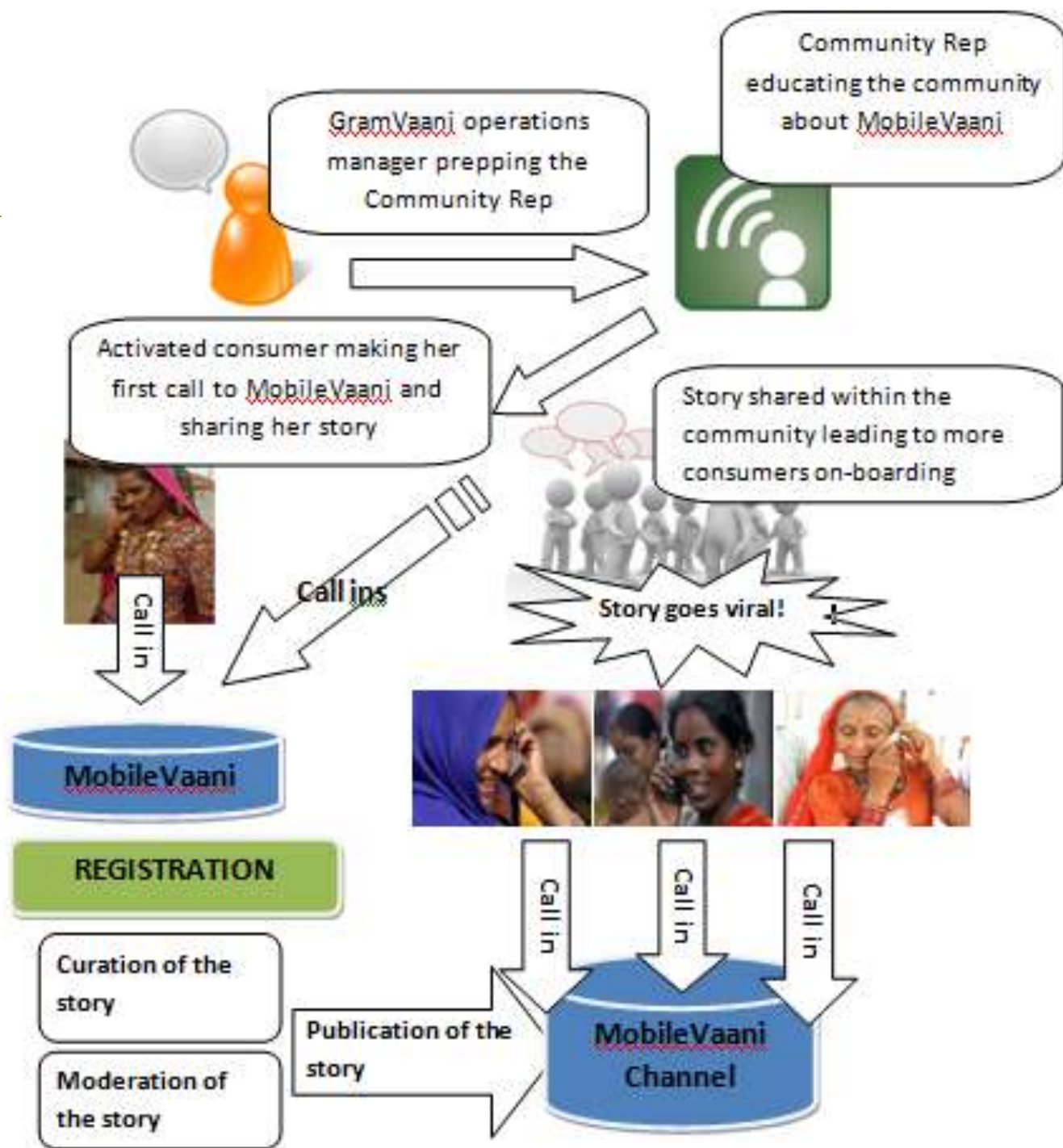
Organizing Community Workshops

Introduction to MobileVaani

Live call experience to the users

Community representatives share their experience

Some examples of our community and market activation initiatives

Community meetings and activation
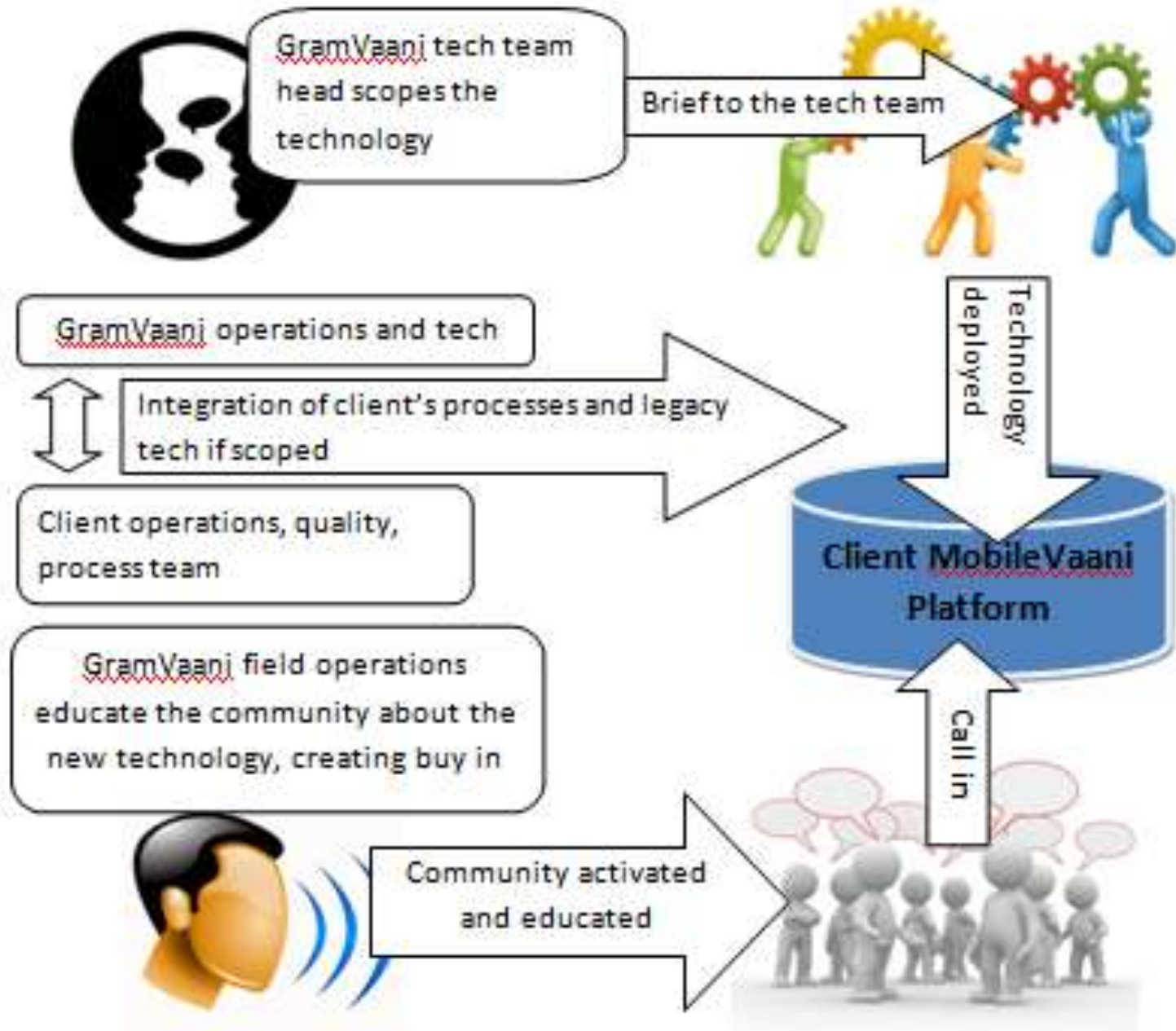

Training the field community reps

Wall paintings

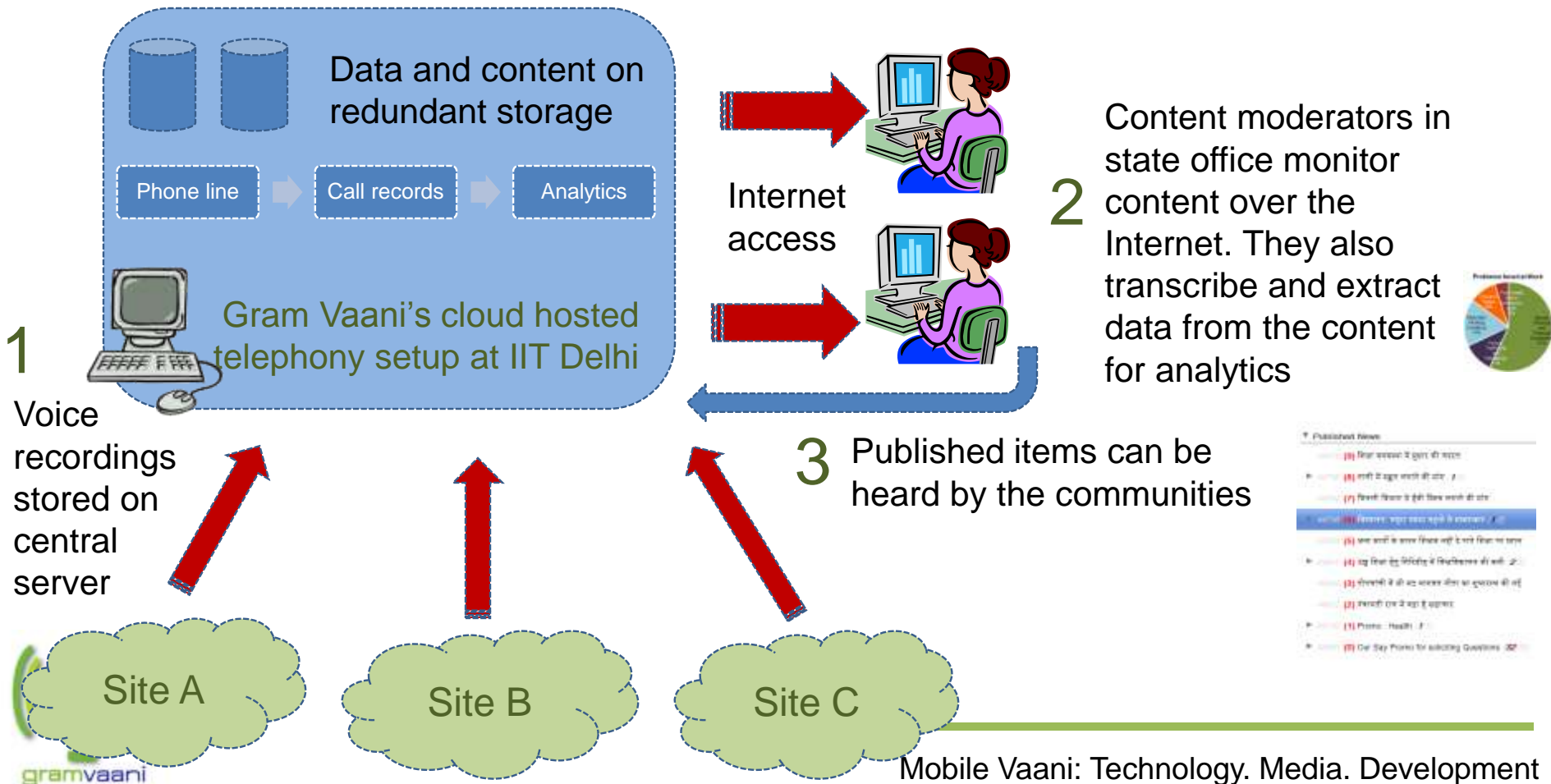Group training

Step 5:

MobileVaani technology deployment and integration Process

GramVaani tech team head scopes the technology

Brief to the tech team

GramVaani operations and tech

Integration of client's processes and legacy tech if scoped

Client operations, quality, process team

Technology deployed

Client MobileVaani Platform

GramVaani field operations educate the community about the new technology, creating buy in

Community activated and educated

Call in

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Technology architecture

Note on scalable backend: The Gram Vaani voice infrastructure is designed to scale in a distributed manner by adding more phone lines and storage on-demand. The current architecture can support up to 16x30 parallel calls at all times, to be able to reach out to over 60,000 users per day

Data and content on redundant storage

Phone line → Call records → Analytics

Gram Vaani's cloud hosted telephony setup at IIT Delhi

Internet access

1 Voice recordings stored on central server

2 Content moderators in state office monitor content over the Internet. They also transcribe and extract data from the content for analytics

3 Published items can be heard by the communities

Site A   Site B   Site C

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Cloud hosted setup

Gram Vaani's cloud hosted telephony setup

- Power backup, reliable Internet access
- Hosted at IIT Delhi's data centre
- One click setup for new partners
- Independent call-in number
- Independent web admin interface
- Accessible from anywhere

Step 6:

MobileVaani crowd sourced content acquisition and publication process
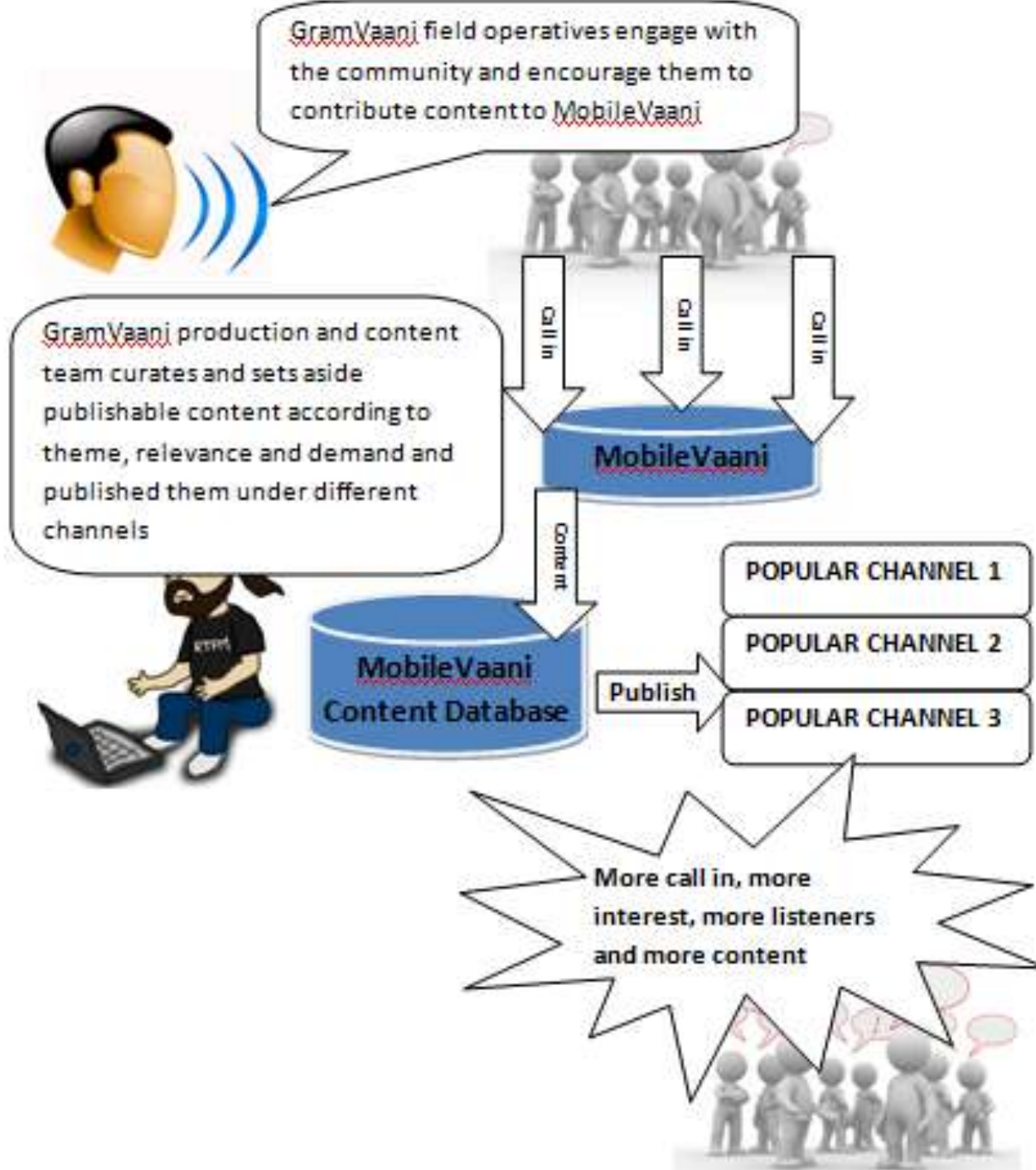
Content moderators housed in local office

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Step 7: Scaling up… working with strategic partners

Objective: **Partners who will help achieve the objectives**

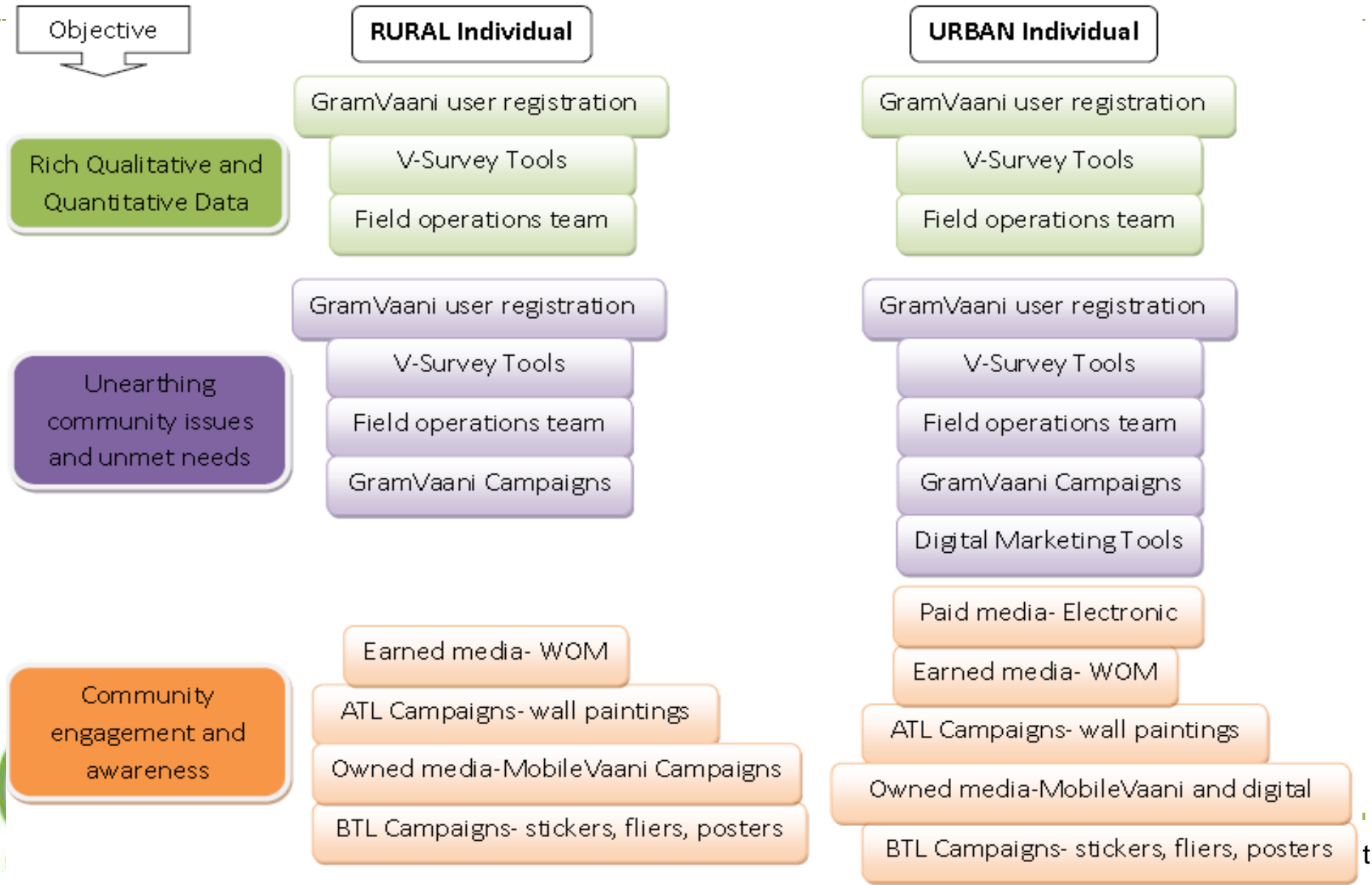| Objective	Partners	Alignment of incentives
Provide an avenue for self-expression	NGOs, SHGs, Interest groups and community	Catchment Groups have a voice for themselves.
Highlight problems communities face in their day-to-day life	NGOs, media, community, field-volunteers	Community Gets a voice
Help improve government schemes by collecting social audit data	ASHA workers, interest groups, volunteers, communities, NGOs	Financial Incentive for ASHA 's, feedback for various benefit schemes
Provide an avenue for local cultural expression	Folk groups/ artists, community	Medium for mass reach and acknowledgment
Provide a source of livelihood to local entrepreneurs off the platform	Training institutes, Govt. agencies, SHGs, NGOs, MFIs, VLEs, Corporate	Local employment for VLE's, NGO representative. Business avenue for local Business community
Spread knowledge about schemes, issues, markets, etc	Govt. departments, Corporate, NGOs	CSR obligation, benfits to beneficiaries.

State level consultations to strike strategic partnerships with local NGOs and government departments

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Step 8: Analysis of data analytics methodologies, community engagement tactics and community needs

Objective

RURAL Individual

URBAN Individual

Rich Qualitative and Quantitative Data

GramVaani user registration

V-Survey Tools

Field operations team

GramVaani user registration

V-Survey Tools

Field operations team

Unearthing community issues and unmet needs

GramVaani user registration

V-Survey Tools

Field operations team

GramVaani Campaigns

GramVaani user registration

V-Survey Tools

Field operations team

GramVaani Campaigns

Digital Marketing Tools

Community engagement and awareness

Earned media- WOM

ATL Campaigns- wall paintings

Owned media-MobileVaani Campaigns

BTL Campaigns- stickers, fliers, posters

Paid media- Electronic

Earned media- WOM

ATL Campaigns- wall paintings

Owned media-MobileVaani and digital

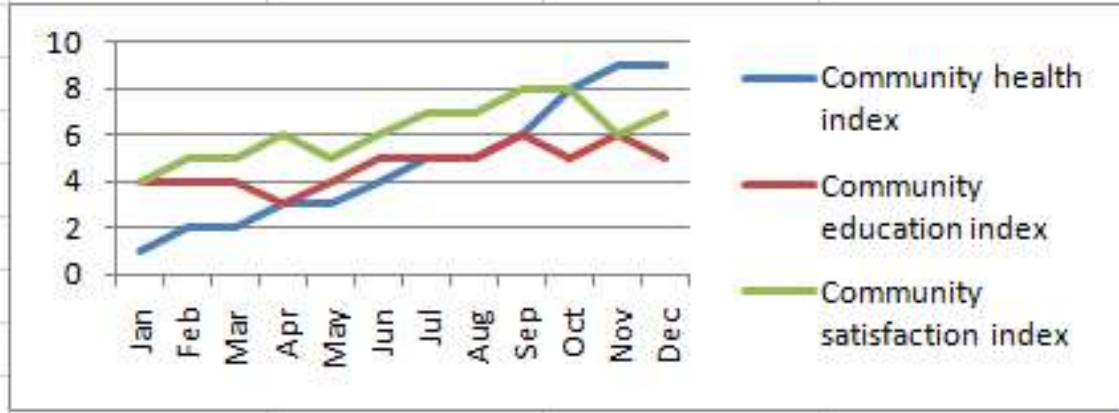BTL Campaigns- stickers, fliers, posters

Dashboard view: From national to local

India Mobile Vaani Operations: Jan to Dec 2013

State	Number of sites	Calls this month	Growth from last month	Community health index	Community education index	Community satisfaction index
Gujarat	20	60825	10%	8	9	5
Maharashtra	25	72832	25%	6	5	4
UP	18	43762	26%	2	3	6
Bihar		65295	32%	3	2	8
Jharkhand		52738	4%	4	2	6
MP	32	76242	42%	3	6	4
Assam	23	89262	10%	9	4	2
Aggregate	151	460956	21%	5	4	5

Go to state view

Chart legend:
- Community health index
- Community education index
- Community satisfaction index

(x-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec)

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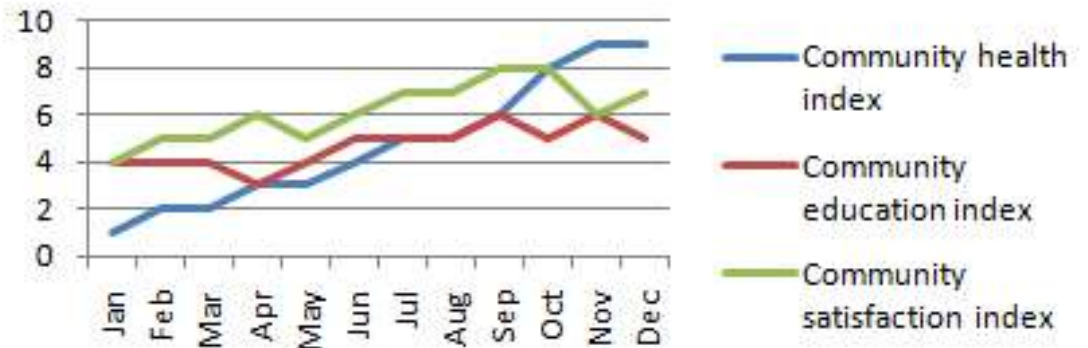
Dashboard view: From national to local

Jharkhand Mobile Vaani Operations: Jan to Dec 2013

District	Number of sites	Calls this month	Growth from last month	Community health index	Community education index	Community satisfaction index
Dhanbad	3	4272	6%	8	9	5
Bokaro	5	8626	10%	6	5	4
Giridih	2	8266	23%	2	3	6
Khunti	4	11712	18%			8
Ranchi	5	7252	4%			6
Gumla	1	7283	14%	3	6	4
Palamu	3	5327	12%	9	4	2
Aggregate	23	52738	12%	5	4	5

Understand low satisfaction index

JHARKHAND POLITICAL MAP

- Community health index
- Community education index
- Community satisfaction index

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Dashboard view: From national to local

Palamu, Jharkhand Mobile Vaani Operations: Jan to Dec 2013

Community satisfaction index			2	
Date	Location	Category	Satisfaction rating	Voice
Jan-25	Pandu	Crime	1	
Feb-16	Patan	Crime	2	
Mar-02	Manatu	Mining	4	
Mar-07	Pandu	Mining	2	
Mar-08	Manatu	Land	3	
Mar-10	Manatu	School	2	
Mar-15	Pandu	School	1	
Mar-23	Chatarpur	MNREGA	4	
Apr-03	Chatarpur	Land	2	
Apr-10	Lesliganj	MNREGA	4	

जॉब कार्ड वितरण में गड़बड़ियाँ

Listen to the voices of the community

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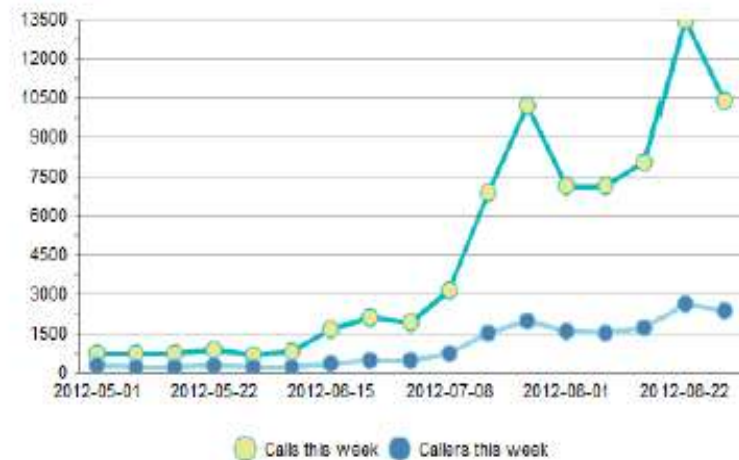
Depiction of data presentation and formats
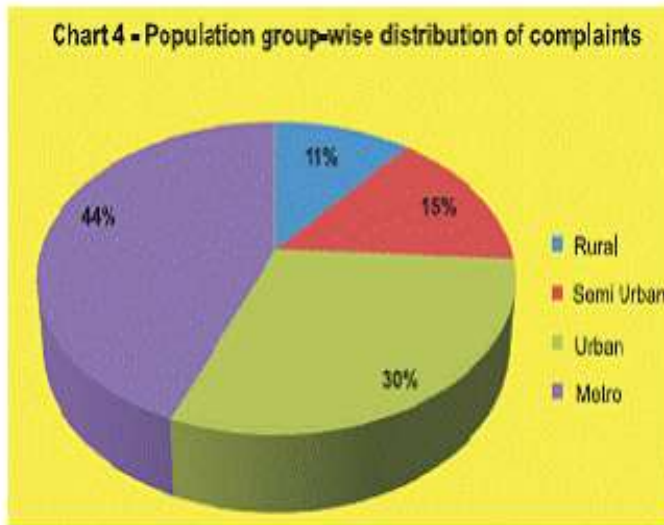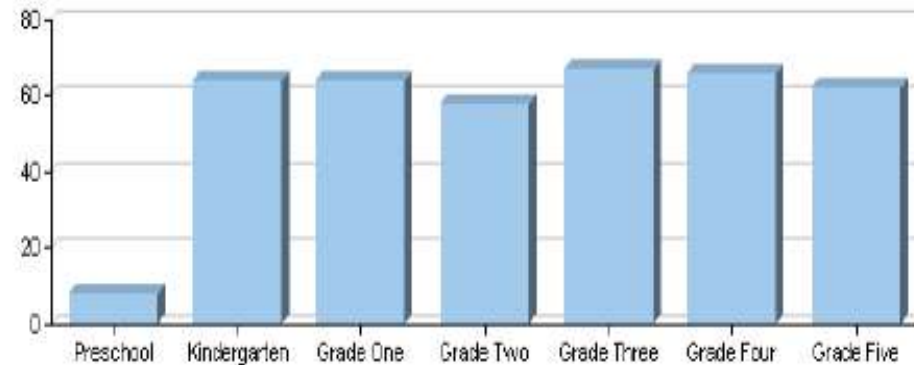
Distribution of grievances- Pan India
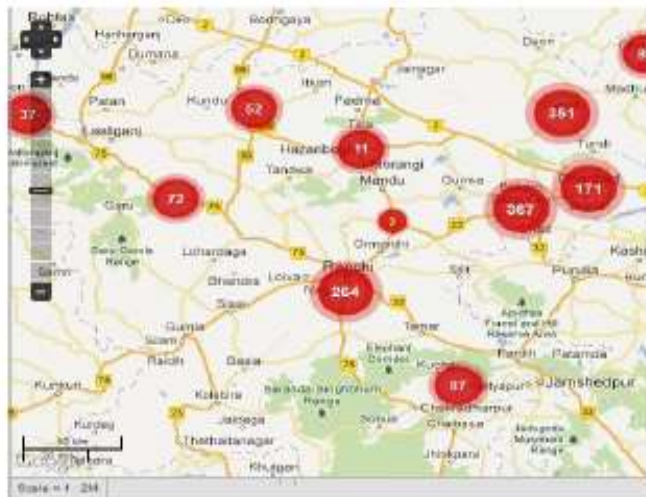
Enrollment in village primary schools- Village level/micro level

Geo-location of the respondents to surveys – micro level

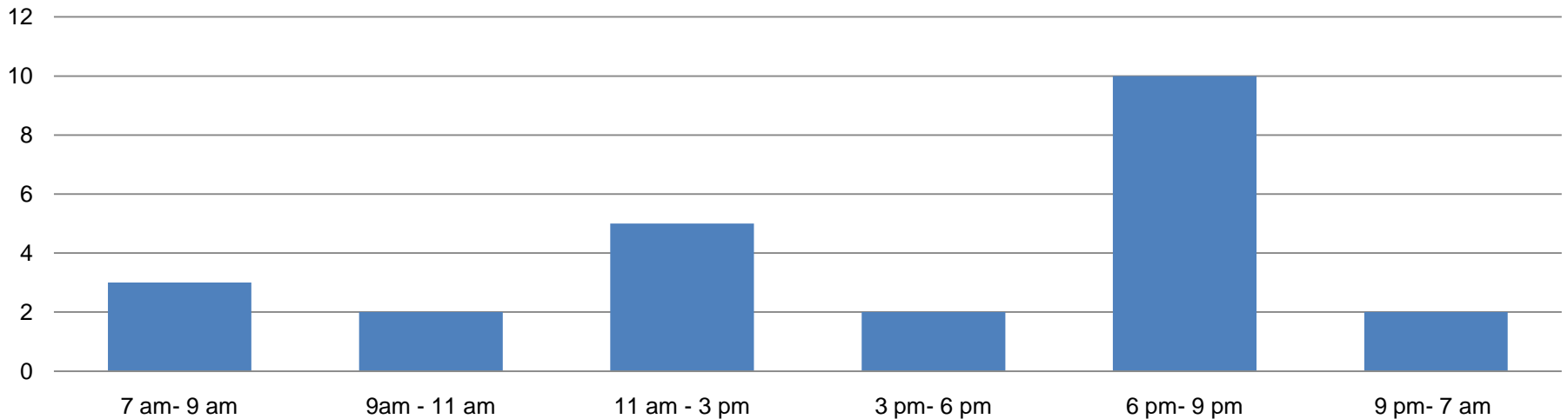Call volume in real-time- Pan India

MobileVaani's Business Model

SUSTAINABLE AND VIABLE

Content and programming strategy

MobileVaani program schedule

Time slot	Programs
7 am- 9 am	Desh ka Haal; Ghar Parivar; Aap ke Khet
9am - 11 am	GramVaani Natak; GramVaani Gup Shup; GramVaani lok kathain
11 am - 3 pm	Desh ka Haal; Ghar Parivar; Yuva-Vaani
3 pm- 6 pm	GramVaani Paathshala; GramVaani Natak; GramVaani Arogya; GramVaani Baalak
6 pm- 9 pm	Aap Ki Awaaz; GramVaani Sangeet Mala; Desh ka Haal; Yuva-Vaani
9 pm- 7 am	GramVaani lok sangeet; Aap ke Khet; GramVaani Natak; GramVaani Gup Shup; Ghar Parivar

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Enable Local Entrepreneurs by providing avenues for sustainable livelihoods
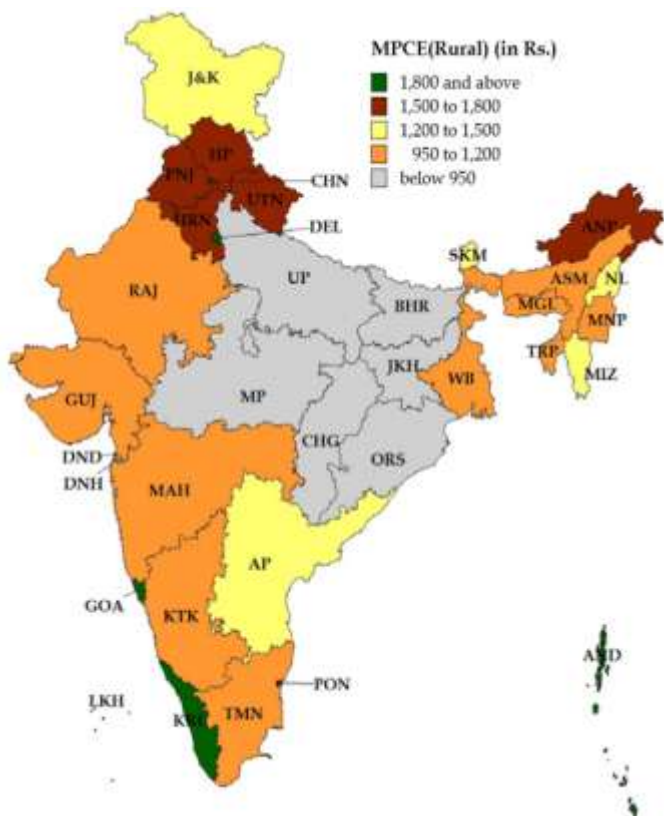
State clusters	Descriptor MPCE	Average spend by the rural consumer in the cluster	Growth in rural MCPE spend from one level to the next
Cluster 1	Below 950	900	NA
Cluster 2	950-1200	1075	13.50%
Cluster 3	1200-1500	1350	26%
Cluster 4	1500-1800	1650	22%
Cluster 5	1800 and above	2000	21%

MPCE(Rural) (in Rs.)
- 1,800 and above
- 1,500 to 1,800
- 1,200 to 1,500
- 950 to 1,200
- below 950

Classifieds heads	Monthly rate plan for personal ads
CATTLE (Buyer/Seller)	1000
Real Estate (Buyer/ Seller)	2000
Local grocer (kirana stores)	1500
Local stationery store	1500
Local tailor	200
Local electrician	200
Local civil contractor	2000
Local cycle dealer	1500
Local solar products dealer	500
Tractor/ farm equipment (buyer/seller)	3000
Local pump mechanic	200
Local tractor mechanic	200
Local tuition/Tutorial	2000
Local singer	1500
Local doctor	2000
Local pharmacy	1000
Local agric inputs distributor	3000
Local Mobile phone retailer/repair shop	200
Matrimony	200

Mobile Vaani: Technology. Media. Development
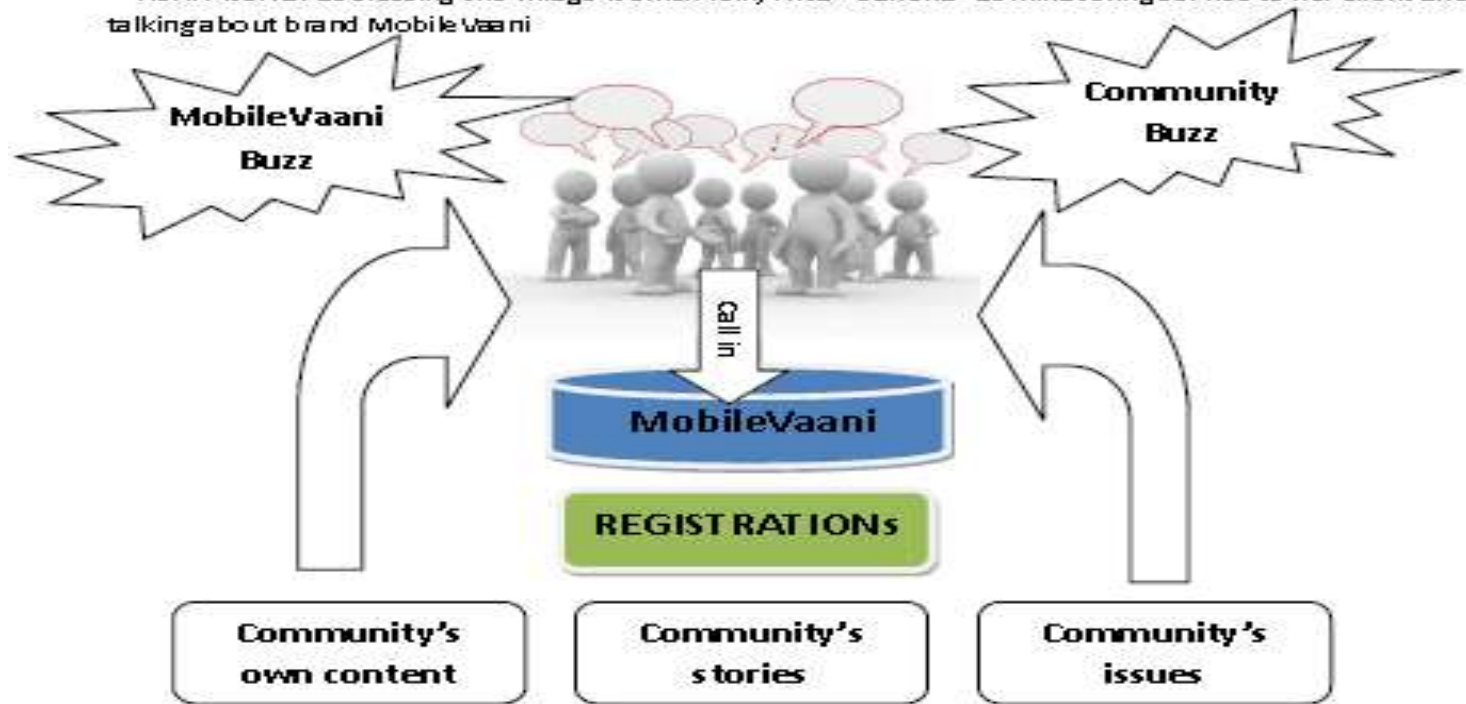
Sustainability and scalability of the enrollment process using partners in the field

Please Note- Process agnostic to where the target community is domiciled

Activating ASHA workers for MobileVaani field operations

Understanding the ASHA worker operations

Agreement with the State Government stakeholders to engage with ASHA workers and to train them

State Mentoring Group at State Level SPMV → **STATE** → Meeting to Review ASHA once a Month

Conduct ASHA team training during the state level review meeting

District Health Mission, DPMU, ICDS Officer → **DISTRICT** → Periodic Surveys by Distt. Health Society to access improvement brought by ASHA; District Mission Meeting to access progress of ASHA Scheme

Conduct ASHA team training during the district level review

Block Medical Officer, Block Organiser, Block Facilitator, ICDS officials → **BLOCK PHC** → Monthly meeting; feedback from block facility

Conduct ASHA team training during the block level review meeting

Medical Officer, ASHA Facilities → **PHC** → Payments of Incentives to ASHA under various schemes; Periodic Training; Monthly Meeting; Replishment of ASHA Kit

ANM → **SUB CENTER** → Meeting (Monthly)

Relationship management with the Panchayats, community leaders with solid social capital

SHG, AWW, ANM, Gram Panchyat → **VILLAGE** → As members of Village Health & sanitation Committee; Develop village Health Plan; Help ANM to maintain village Health Register; Organize Village Health Day with ANM & AWW

ASHA workers onboard new users during the course of her active engagement
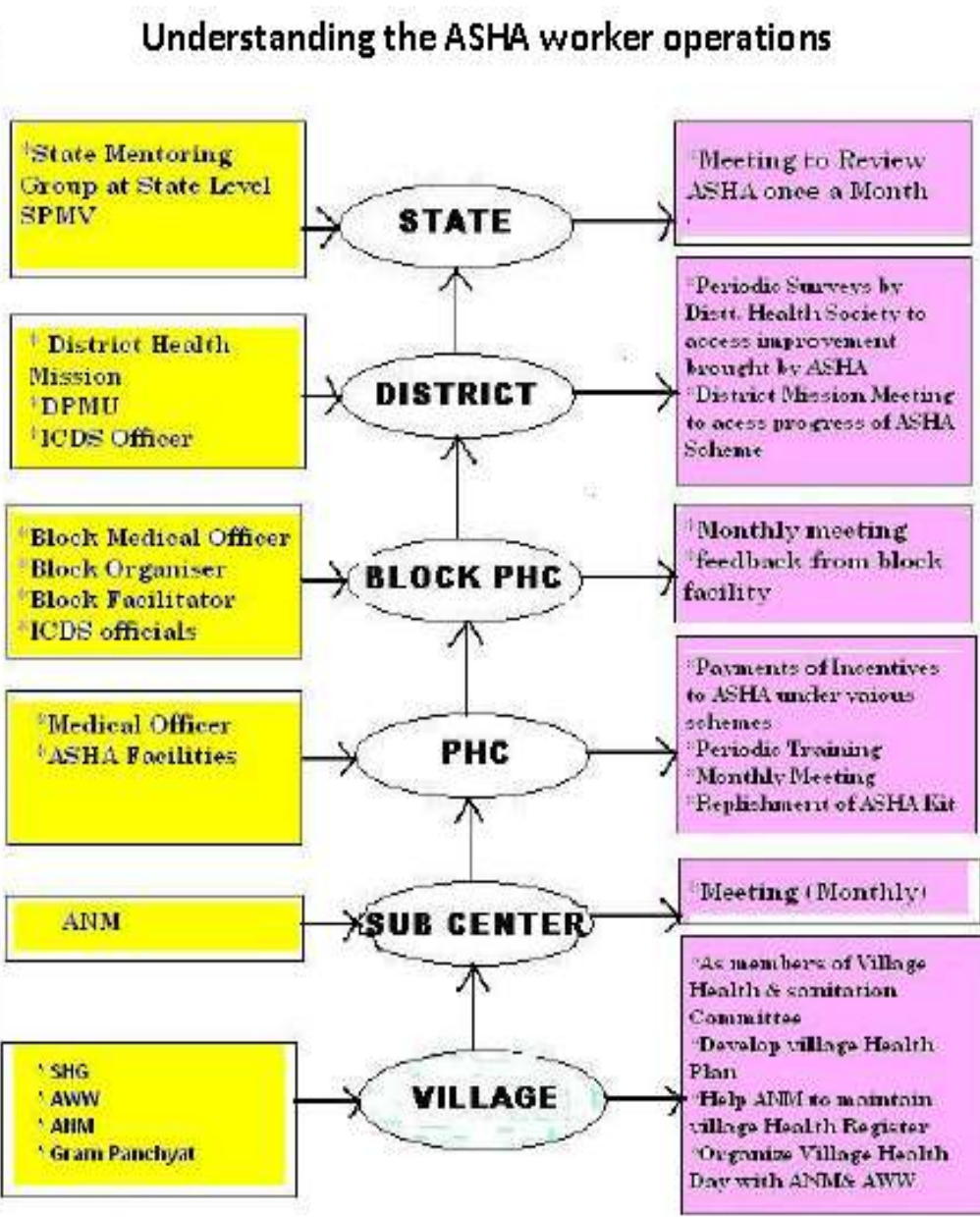
Crucial insights about GramVaani capabilities

ANSWERING SOME KEY QUESTIONS

- MobileVaani addressable market are those consumers, who are not destitute and can potentially afford a basic mobile phone. These are translated to about 1.86 crore people.

- The estimated number of mobile phone users in this segment are 50% of the addressable population- 93 lacs.

- These 93 lacs are found across the 24 districts of the state.

- MobileVaani operates in only the 13 most vulnerable districts of the state, and we can thus safely assume that our addressable market in these 13 districts is 50 lac users.

- Assuming that in a family of 3 children and 2 adults, a total of 5 people share the mobile phone, with a user base of 36,000 users as on date with MobileVaani, we currently reach out to 1,80,000 users across 13 districts.

- MobileVaani thus has managed to penetrate 3.7% of the target community

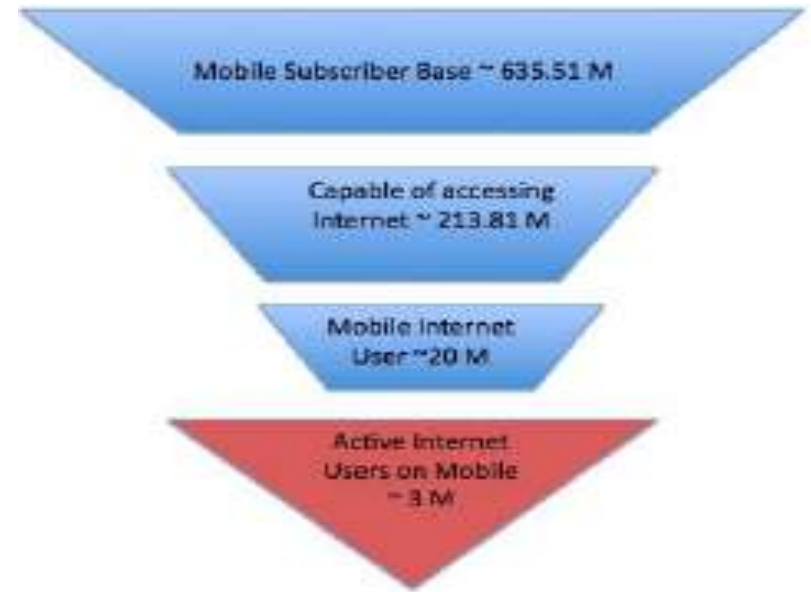# 3 key reasons why MobileVaani qualifies as the social media solution for the BoP

Average Monthly Mobile Expenses

Rs. 198 *Average Monthly Internet Expense*

Rs. 460 Avg. Monthly Mobile Bill
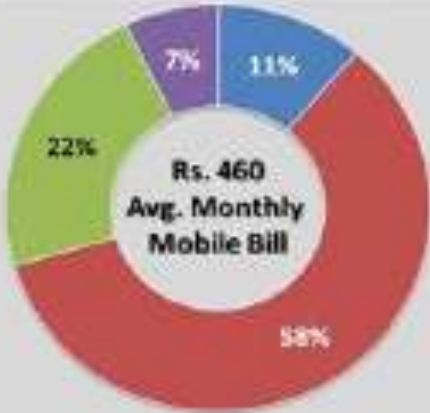
- Less than or equal to Rs. 100
- Rs. 101 to Rs. 500
- Rs. 501 to Rs. 1,000
- Greater than Rs.1,000

Base: 23.6 Mn Mobile Internet Users in 35 Cities
i-Cube, June 2012

Mobile Subscriber Base ~ 635.51 M

Capable of accessing Internet ~ 213.81 M

Mobile Internet User ~20 M

Active Internet Users on Mobile ~ 3 M

Reason 1-
The average monthly mobile internet expenditure is beyond the reach of ALL BoP target communities, which begs the question…if not the internet to access social media, then what?
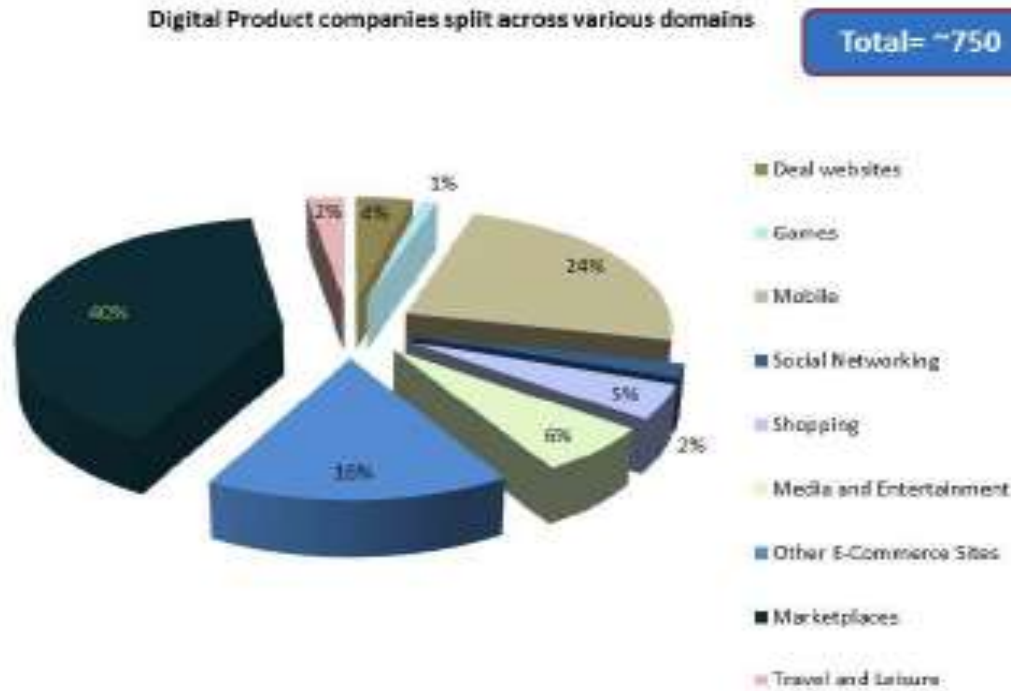
Reason 2-
Adoption of Mobile Internet in India lags global benchmarks and opens up the space to explore alternatives (GSM/CDMA?)

Final reason for qualifying MobileVaani as the social media platform for the BoP

About 64% of the Digital companies are into Market Place and Mobile area

Digital Product companies split across various domains

Total= ~750

- Deal websites
- Games
- Mobile
- Social Networking
- Shopping
- Media and Entertainment
- Other E-Commerce Sites
- Marketplaces
- Travel and Leisure

Only 6% of the total digital brands are focused on the media and entertainment space, and NONE are focused on the huge untapped BoP consumer!

Our in-depth understanding of India's administrative landscape

RURAL

FOCUS → INDIVIDUAL

HOUSEHOLD

VILLAGE

PANCHAYAT

PANCHAYAT-1 | PANCHAYAT-2 | PANCHAYAT-3

BLOCK

DISTRICT

URBAN

INDIVIDUAL ← FOCUS

HOUSEHOLD

COLONY

WARD

WARD-1 | WARD-2 | WARD-3

MUNICIPALITY | Or | MUNICIPAL CORP | Or | CITY COUNCIL

DISTRICT
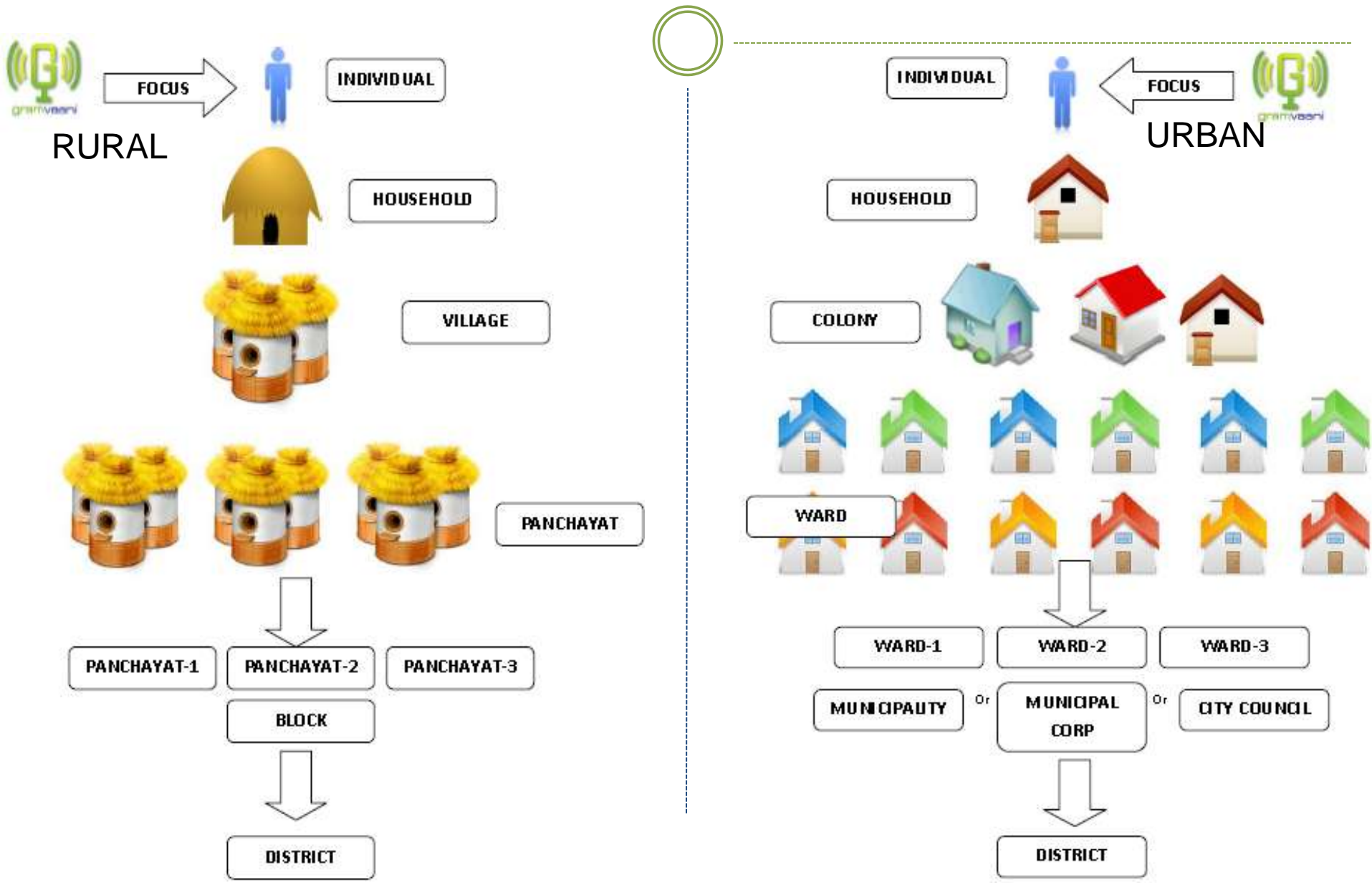
Translates for potential to deep dive in the community and deliver superior quality data

Mobile Vaani: Technology. Media. Development
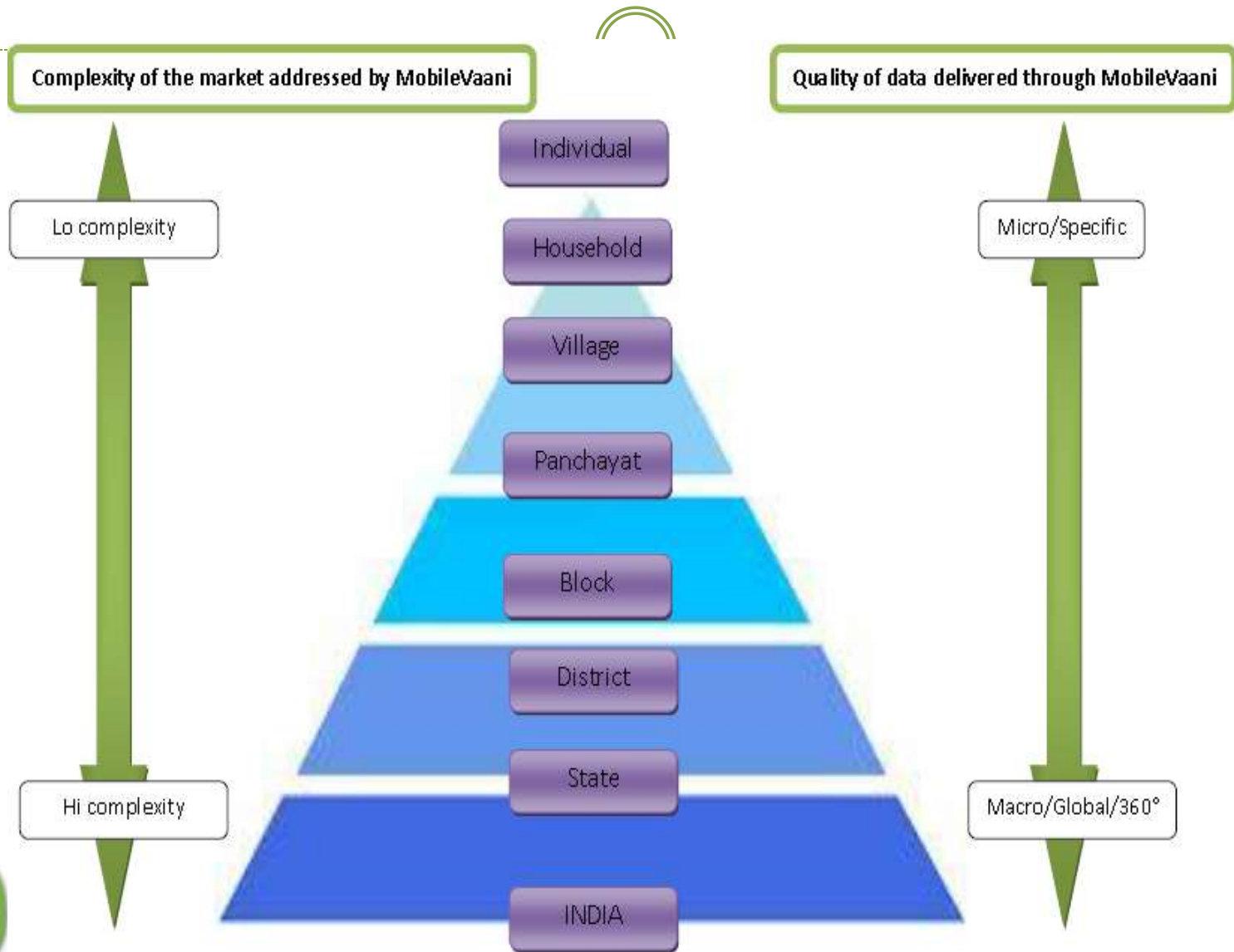
SWOT analysis for the Mobile Vaani platform

Strength

- Definitive social media platform for the BoP
- No comparable solution exists for the target demography

Weakness

- Rides on community trust. Susceptible to propagation of mis-information, but can be editorially controlled

Mobile Vaani

Opportunity

- Whitespace in the BoP. Rural and low-income communities have no media for themselves
- Growing mobile phone penetration. Right time for intervention

Threat

- Competition from local media to create parallel systems. Can be controlled by first-mover advantage to rapidly build market share

Mobile Vaani: Technology. Media. Development

Risk assessment matrix for Mobile Vaani operations

Risk	Severity	Mitigation
Failure to get community traction	Major	Our work in Jharkhand has given a good handle on whom to look out for community representation, who can help gain quick traction
Spreading of mis-information on platform	Moderate	Editorial policies and direct community interaction on a small sample will flag any such incidents
Failure to form local strategic partnerships	Moderate	Incentivization through tie-ups with local government agencies will make it easier to partner with local NGOs and civil society
Failure to build local entrepreneurial revenue	Minor	Initial mapping exercise will reveal strength of local economy; the exact nature of intervention can be custom designed accordingly
Failure to build long term sustainable revenue	Major	Our work in Jharkhand has helped us understand client requirements and deliver value to brands; this will help us replicate the network to more areas

Thanks

Gram Vaani Community Media

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