

Gram Vaani Community Media

- Technologies for Community Empowerment -



DESIGN PRINCIPLES FOR CREATING CITIZEN ENGAGEMENT

DECEMBER 2013



VOICE OF THE VILLAGE

Engaging citizens at the BoP



Current Internet users in India ~ 150M
Projections until 2017 ~ 300M

Population still left without Internet access > 400M

- Poor literacy to use text based communication media
 - Inability to afford smart phones

Even with government subsidy for Internet access and devices, there is a large user base that may not be on the Internet and able to use interactive communication technologies

Voice based media technologies on IVRS and community radio have had significant success

Design principles to keep in mind



- ✓ Build a sense of community and ownership
- ✓ Usable and appropriate technology design
- ✓ Being able to capture context brings relevance
- ✓ Know your limits to manage citizen expectations
- ✓ Work in partnership with other stakeholders
- ✓ Clarity in whether or not to design for financial sustainability and scaling

Mobile Vaani: How it works



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

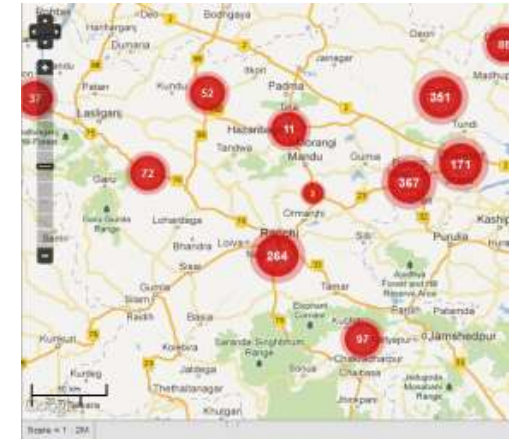


Inputs connected to government (local + other), NGO partners, social enterprise partners

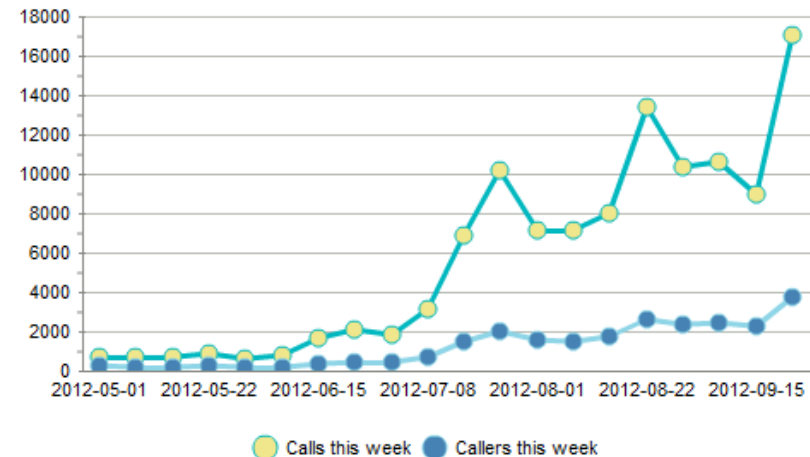
Content on Mobile Vaani



- 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
 - 2,000+ calls per day
 - 6.5min average call duration
 - 90,000+ unique callers
 - 7 most active districts in JH
 - Expanding to Bihar



Call volume



हमारी अवाज सब की अवाज
झारखण्ड मोबाइल रेडियो
 नंबर: 0880-0097-458

अब सब और और अपने पास हमारा सब अवाज प्रसारण किया जायेगा। हरिने के दुनो के दवा से सबो दुनो

सबके एक एक स्थिति फोन है।
 से अब सबो अपनी समस्याओ के अवाज प्रसारणिक सुधारन किया जायेगा की जानकारी और सार्वजनिक सबो से एक सबो है

आप किस किस विषयो पर बात कर सकते है?

• शासन-सुधार	• सार्वजनिक सेवा के लोकगीत, कविता
• शिक्षा	• न्याय, दुकानों
• कृषि-उत्पादन	• स्वास्थ्यकी रीति
• महिला	• समाजिक सेवा से
• स्वास्थ्य	• शि शब्दों
• महिलाओं के सम्बन्धी सबे	• शब्दों पर विचारण करके

इस प्रसारणिक सबो के समय सबे राष्ट्रीय स्तर पर प्रसारण करिये

एन.वाणी

Principle 1: Build a sense of community and ownership



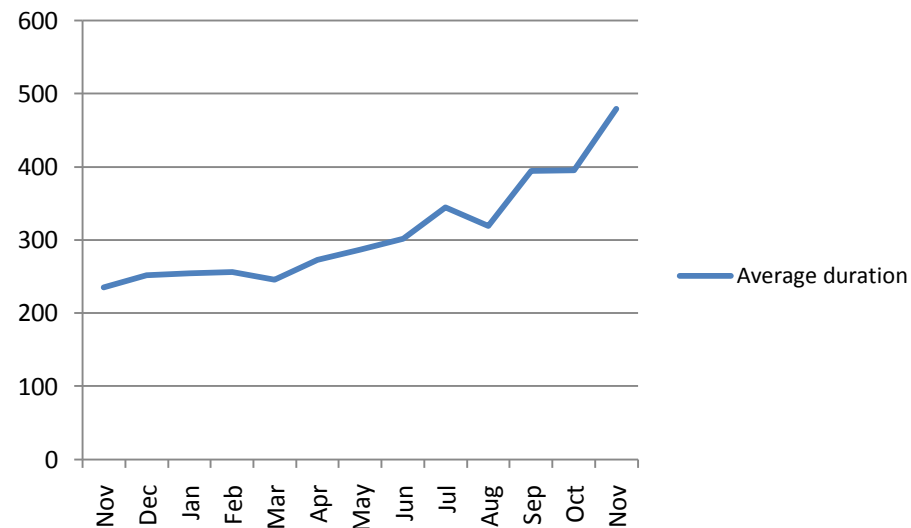
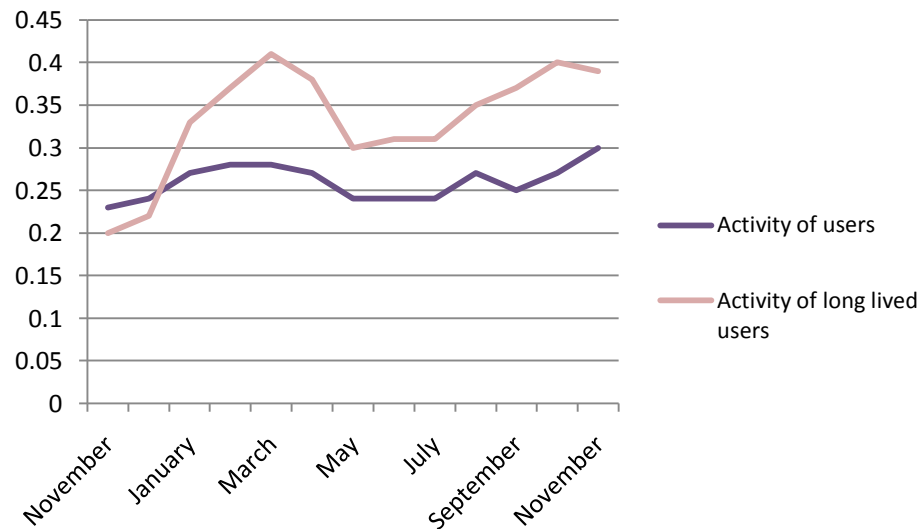
- Large network of 100+ volunteers
- Appreciating good contributors
- Personalized guidance calls
- Soliciting community inputs on what topics to discuss
- Building social networks



Principle 2: Design for self-learning and exploration



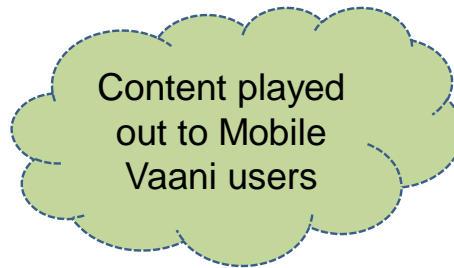
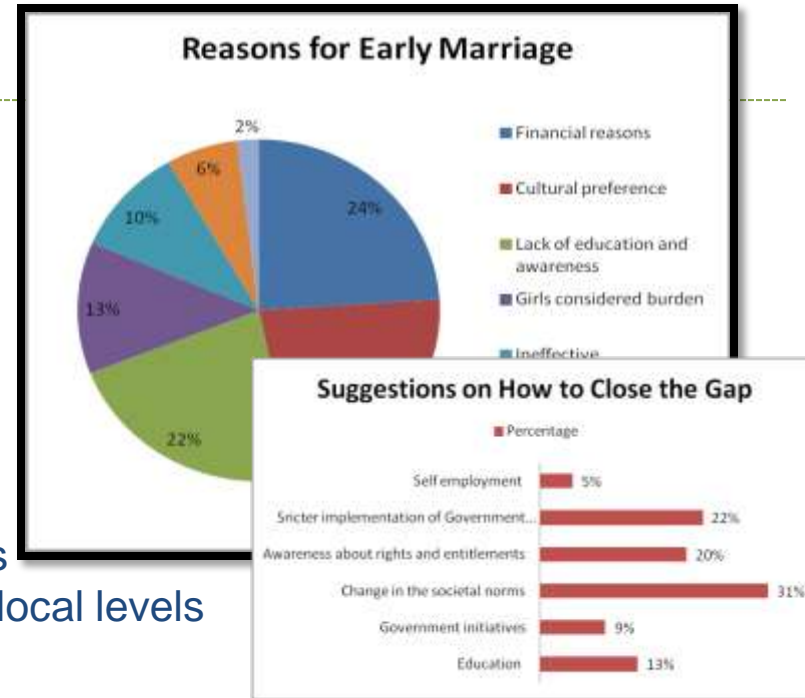
- Navigation begins only after 3 calls, contributions come after 6 calls
- Can solve the voice search challenge through navigation: Multiple channels and time slots
- Interactive features drive usage
 - Gurgaon Idol: Contribute songs and vote for them
 - Forward messages to friends, lucky draws



Principle 3: Capturing context can bring instantaneous relevance



- Important to capture context
 - Increases relevance
 - Localization improves understanding
 - Quicker behavior change
- However, hard to execute
 - Requires community ownership
 - Feedback loops to react to community demands
 - Processes to serve information and services at local levels
- Campaign process on Mobile Vaani



Feedback is analyzed and channeled back for community response

Leads to contextualization of even hard topics including gender equity and early marriage

Engaging seed content is provided, to encourage discussion



Principle 4: Manage expectations of people from the platform



- Hard evidence gathered on public health facilities
 - 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

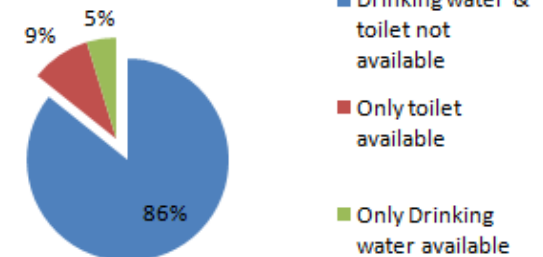
झारखंड में स्वास्थ्य सुविधा नदारद, बाथरूम में होते हैं प्रसव

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

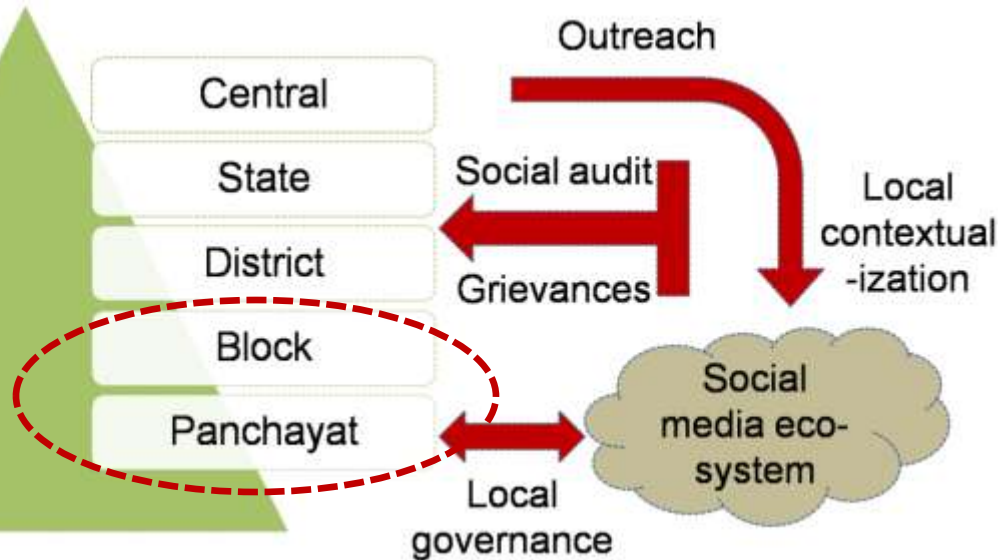


विकास सिन्हा, राँचे
लोगों को कई किलो
इन केंद्रों में भी स
जाने को विवश हैं।
भारती है व्यागमंत
w.palpalindia.com...

Availability of Drinking Water & Public Toilet at Health centers



Should it be an external “activist” oriented system?



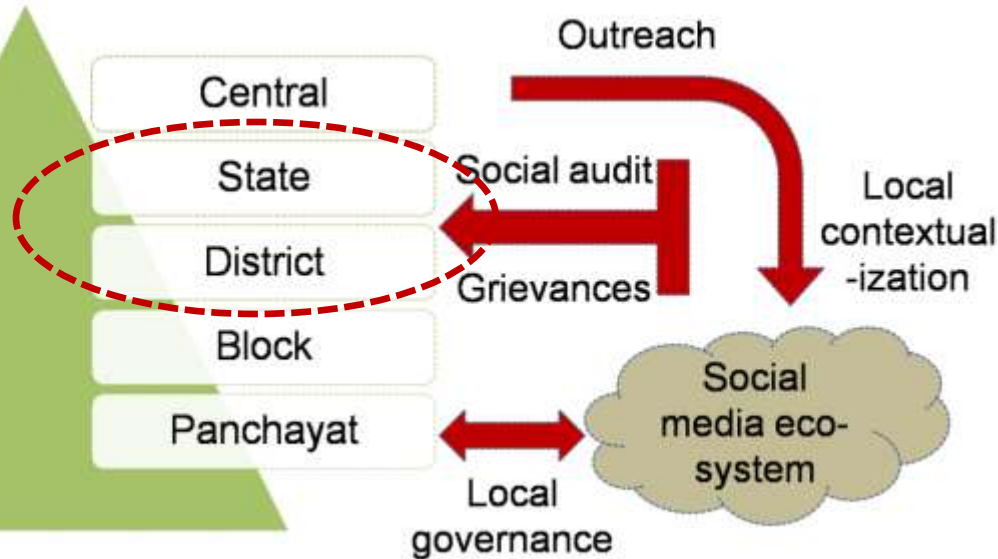
Fear of escalation can make things work at the local level

Can this be leveraged as an institutional 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

Or, can it be made a part of the government machinery?



Adoption largely depends on conscientiousness of officer

However, inefficient in implementation since it is top-down in principle

Dear Sir,

Following are grievance reports from Giridih & Bokaro district registered on Jharkhand Mobile Radio from 11/03/2013 to 12/03/2013.

Item ID: JH/G/13W1/001/ 30042
 Caller: V.K Verma
 Date: 11.03.2013

V.K. Verma from Suriya Block of Giridih district called up to express his grief on the death of his friend Ganesh Mahto aged 38 years, the resident of Leda, Giridih who had migrated to Delhi for his job. Detailing on the matter he says that Mahto who died on 7th March 2013 is survived by his mother, wife and a daughter. He requests the Government to provide compensation to the family of the deceased because they have no other source of income left after the death of Ganesh Mahto.

Action taken report: ① On information myself Ramon P.L. Singh, Deputy Commissioner, Giridih, visited the crash place of the deceased for statement of his elder brother Chitto Mahto in presence of other family dependants.
 ② Contacted the Block Development Officer of the area and requested him for assistance. He has requested me to request B.P.L. Candidate/Minister he is residing under B.P.C. Act, He B.P.C. has given help and arranged some money.
 ③ Further more as the son of the deceased is a student of Intermediate a request has been made to D.W.O. of immediate assistance/management, if at all possible.

Signature: *Ramon P.L. Singh*
 Name: Ramon P.L. Singh
 Designation: D.C.
 Department: L.A. & S. & M. Department
 Date: 18/3/13

पत्रांक-ब०के०यो०(विधि प्रचार)-05/2013 ड०वि० 56(अ-1)

14

झारखण्ड सरकार
 श्रम, नियोजन एवं प्रशिक्षण विभाग

प्रेषक,

सुनील कुमार, झारखण्ड
 जयपुर, झारखण्ड, राँची।

सेवा में,

सभी श्रम अधीक्षक, कृषि श्रमिक सहित,
 झारखण्ड।

विषय-
 महाराज,

ग्रामवाणी द्वारा संचालित कम्युनिटी रेडियो के माध्यम से श्रम शिकारियों के निष्पादन तथा प्रचार प्रसार के संबंध में।
 राँची, दिनांक: 13/03/13

उपरोक्त विषय के संबंध में ग्रामवाणी कम्युनिटी रेडियो से श्रम प्रस्ताव की Soft Copy आपके आवश्यक कार्यालय सलून करते हुए कहना है कि कम्युनिटी रेडियो सेवा को विभाग द्वारा कर्षणित की जा रही योजनाओं के प्रचार-प्रसार हेतु उपयोग में लाया जा सकता है। इस हेतु आपके द्वारा निम्नलिखित कार्यवाही अर्पित है :-

1. इस सेवा के माध्यम से विभाग द्वारा संचालित योजनाओं के बारे में श्रमियों के द्वारा जानकारी माँगी जा सकती है या कतिपय शिकायत किये जा सकते हैं।
2. इस सेवा के माध्यम से विभागीय योजनाओं तथा कार्यक्रमों की जानकारी श्रमियों को दी जा सकती है।
3. यह एक तकनीक आधारित सेवा है, अतः अपेक्षा की जाती है कि आप अपने कार्यालय से संबंधित किसी ऐसे कर्मी को जो कंप्यूटर तथा इंटरनेट के सम्बन्ध में जानें उसे नियुक्त करें।

Principle 5: Bring multiple stakeholders together

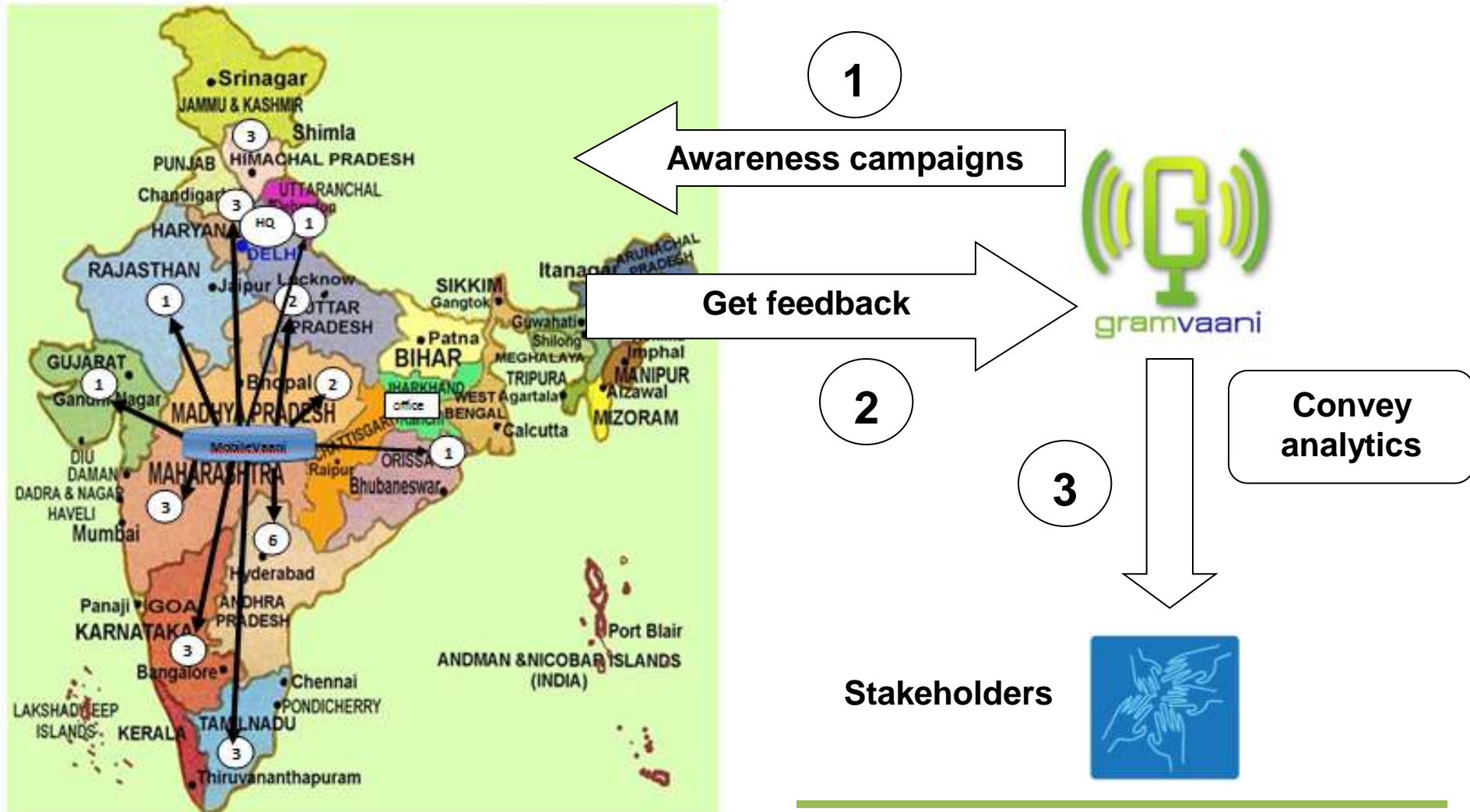


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The Mobile Vaani Connect network



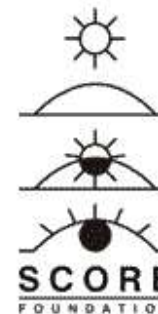
Other voice-based applications developed by Gram Vaani



- Data collection



- FAQ and helplines



- Fullcircle



- MIS extension of MNREGA



- GRINS



Thanks



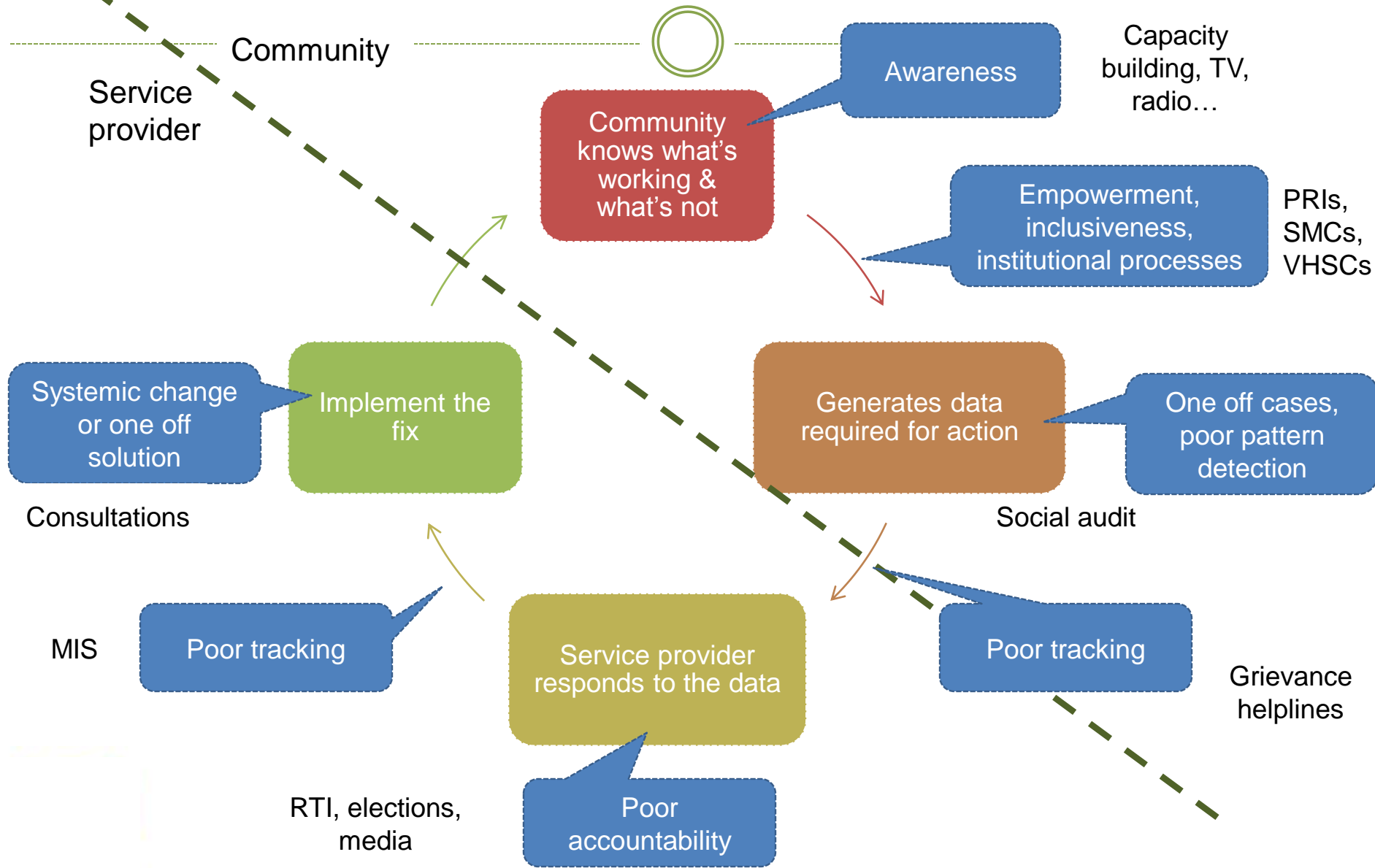
Gram Vaani Community Media

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

Email: contact@gramvaani.org



Demand driven accountability needs feedback loops



Fullcircle: Integrate community inputs with internal tracking



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 Ballimatar	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:

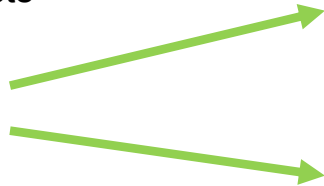
- Residents adopt a site. There are 6 sites in the ward. Residents who stay close to – these or who pass these on a regular basis should glance towards them, and if it looks like the service standards are not being met, they should call 9910153713 or mail to modelward@gramvaani.org
- MCD Concessionaire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

18%
27%
55%

Green
Red
Yellow

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

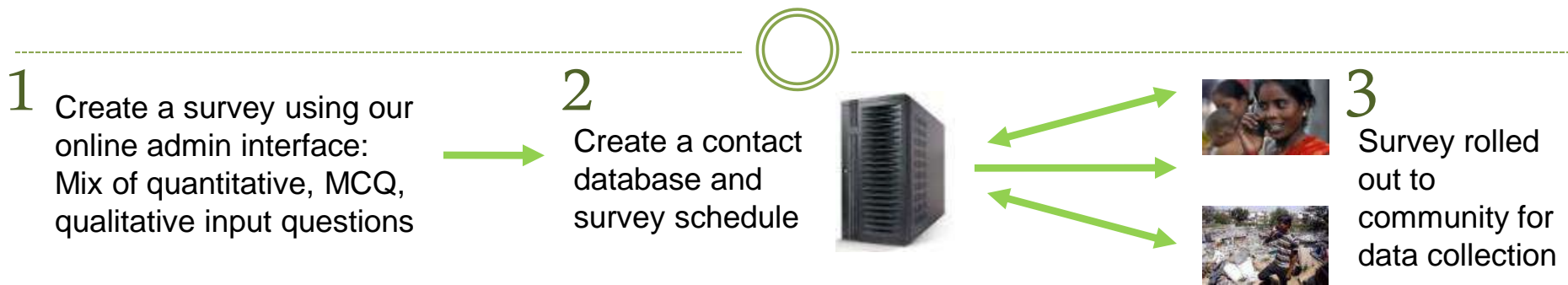
4 Calls are archived if nobody answers, and can be reviewed over a web interface

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		

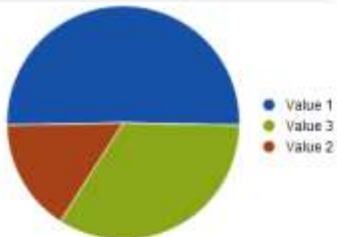
vSurvey: Collecting structured inputs from the community



- 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

Aggregate

1. What kinds of services do you want from your federation?



2. Is there anything you would like to tell UNDP about services or needs that you have?

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	9:00 am	☑	09:00	☑
0091989110566	Recorded Call	Feb 20	☑	09:00	☑
004344	Recorded Call	Feb 23	☑	09:00	☑
0091989110566	Recorded Call	Feb 18	☑	09:00	☑
00143068079	Recorded Call	Feb 18	☑	09:00	☑
00919813740707	Recorded Call	Feb 18	☑	09:00	☑
0091989110566	Recorded Call	Feb 15	☑	09:00	☑
00919813739601	Recorded Call	Feb 15	☑	09:00	☑
00919911741342	Recorded Call	Feb 15	☑	09:00	☑
00919813740707	Recorded Call	Feb 13	☑	09:00	☑
00919813740707	Recorded Call	Feb 13	☑	09:00	☑
0091400580018	Recorded Call	Feb 06	☑	09:00	☑
00919813739601	Recorded Call	Feb 02	☑	09:00	☑
0091981111234	Recorded Call	Feb 02	☑	09:00	☑
0091981111234	Recorded Call	Feb 02	☑	09:00	☑

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

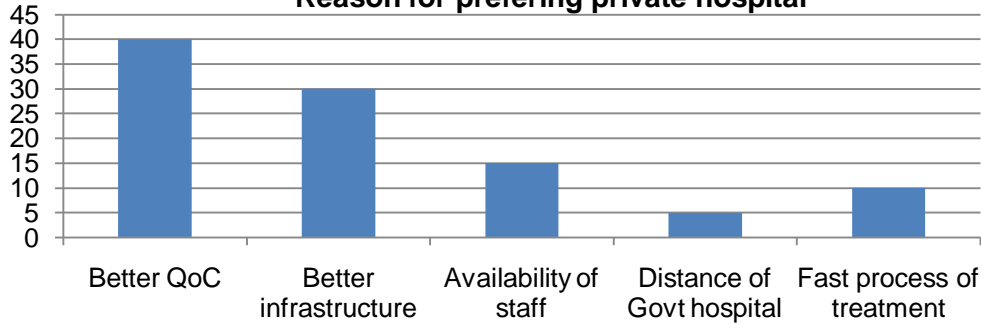
5 Internal pressure dynamics thus created were used to improve grievance rates on ration, pension, and sanitation. New toilets and public works were sanctioned



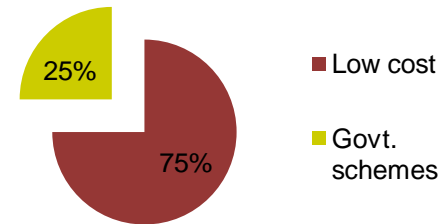
Understanding community awareness and perceptions



Reason for preferring private hospital

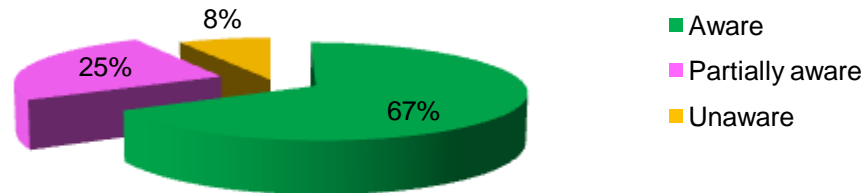


Reason for preferring Govt. hospital



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

Awareness about ANC care



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 60+ 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
 - 10 most innovative companies in India (*by Fast Company*)
 - Economic Times Power of Ideas 2010
 - Manthan Award 2009
 - Knight News Challenge 2008



Our partners



MCD Delhi



Knight Fndn.



IIT Delhi



Grand Challenges Canada

