



## Gender Rights Campaigns on Mobile Vaani Gram Vaani Community Media Pvt Ltd, New Delhi, India

In partnership with organizations such as Oxfam, Breakthrough, CREA, IHBP, and WRAI, Gram Vaani ran several campaigns on gender rights throughout the year.

Topic	Duration	Main touch points
<b>Close the gap</b>	Mar – Apr 2013	<ul style="list-style-type: none"> <li>- Why have women remained excluded from political participation?</li> <li>- Why is violence against women incited?</li> <li>- What kind of occupations are women involved in?</li> <li>- How do women participate in agricultural activities?</li> <li>- Why are women ignorant about their own health?</li> <li>- How can the gap between men and women be closed?</li> </ul>
<b>Early marriage</b>	Sep 2013	<ul style="list-style-type: none"> <li>- What are common reasons for persisting early marriage?</li> <li>- Implication of early marriage on the health of girls?</li> <li>- Implication of early marriage on the career choices of boys?</li> <li>- How can early marriage be stopped?</li> </ul>
<b>Land rights for women</b>	Oct 2013	<ul style="list-style-type: none"> <li>- What are reasons why women are commonly excluded from property rights?</li> <li>- What are the implications of the absence of land rights for women?</li> <li>- How should relevant policies be put in place?</li> </ul>
<b>16 days of activism: Violence against women</b>	Nov-Dec 2013	<ul style="list-style-type: none"> <li>- Where is violence inflicted on women? Why? Who are the main perpetrators?</li> <li>- What forms does the violence take?</li> <li>- What are the reasons for such violence?</li> <li>- What are the effects of violence on the lives of women?</li> <li>- How can we put an end to violence against women and have greater respect for them?</li> </ul>
<b>Women’s reservation bill</b>	Feb 2014	<ul style="list-style-type: none"> <li>- Are equal rights for women linked to peace, prosperity, human development and democracy? How?</li> <li>- What is the importance of the bill towards achieving gender justice?</li> <li>- Are women ready to lead?</li> </ul>
<b>Maternal care, rights and entitlements</b>	Mar 2014	<ul style="list-style-type: none"> <li>- Government schemes related to maternal care, including JSY and Mamta Vahan</li> <li>- Quality of care a mother should receive when she goes delivery, such as availability of ambulances, facility for blood transfusion, blood banking, clean drinking water, and respectful behaviour of doctors and nurses towards the mother and family</li> <li>- Preparing for institutional delivery, like having identified the nearest hospital, knowledge of the services it offers</li> </ul>

Detailed reports for these campaigns can be downloaded from our website [here](#).

The campaigns ran on the Jharkhand and Bihar Mobile Vaani network, and several community radio stations. The overall outreach gained by the campaign was over 500,000 households, and brought more than 2,000 messages and feedback from the people. Some campaigns also had a significant offline component where volunteers sought pledges from village Sarpanches, school teachers, and police men.

The campaigns have been appreciated by the listeners as opening up hard topics for discussion which are otherwise not discussed in public.

Gram Vaani has done more such campaigns on topics including

- Quality of care for maternal health
- Child rights
- Policies around provision of free medicines
- Assessment of health services delivery
- Assessment of education services delivery
- Rural-urban migration
- Income inequity
- Problems in gaining higher education
- Awareness of HIV/AIDS
- Success of livelihood schemes like MNREGA
- Building people's manifestos for the elections

Mobile Vaani is a unique voice-based social media platform specifically meant for rural and low-income communities. It enables people to share information over a simple phone call from any mobile or landline. Started two years back, Mobile Vaani has clocked over 1.5 million calls, over 25,000 voice reports, and reached out to more than 500,000 households in the North and North Eastern belt of India. Callers discuss topics related to agriculture, health, folk songs, entertainment, and other themes. This provides a unique opportunity for brands, government departments, and NGOs alike to leverage the social capital created by Mobile Vaani and get targeted impressions in a measurable manner. Mobile Vaani solves the problem of indeterminable ROI when using traditional mass media or offline activation strategies, and can in fact seamlessly supplement these additional marketing activities. Further, using our vSurvey technology to conduct one-time and longitudinal voice surveys, partners can also run research activities to understand the community perceptions and fine-tune their outreach campaign.

Mobile Vaani is the flagship program of the parent organization, Gram Vaani. Gram Vaani, meaning 'voice of the village', has been building innovative technologies and sustainability processes to empower poor and marginalized communities to voice their opinions and demands. Started in 2009, Gram Vaani built a pioneering radio automation system that now runs at 40+ community radio stations in India and 5 in Africa, enabling an aggregate population of 2 million people to create their own local media. In 2011, Gram Vaani built a radio-over-phone citizen journalism service that is now deployed at Jharkhand and eastern UP in India, and in Afghanistan and Pakistan internationally, and has a cumulative usage of over 7,000+ calls per day. They have also built similar services in urban areas for citizen-based monitoring of public services. Gram Vaani's technologies thus empower even poorly-literate and low-income communities to create and share local content. They have won several awards, including the Knight News Challenge in 2008, the Manthan Awards in 2009, the Economic Times Power of Ideas awards in 2010, the mBillionth South Asia Award in 2012 and 2013, the Grand Challenges Rising Stars award in 2012, and were finalists in the Ashoka Changemakers and Vodafone Mobiles for Good competition this year.

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