Gram Vaani Community Media

- Technologies for Community Empowerment -

MOBILE VAANI PARTNER PROGRAM

APRIL 2013

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VOICE OF THE VILLAGE

Call for Expressions of Interest

Do you work on local media for community empowerment?
Do you run a community radio station?
Do you run an online campaign website?
Do you have a communication program for your social work?

Mobile Vaani can help you extend your reach, use mobile ICTs to engage with non-Internet savvy communities, collect people-sourced reports on developmental work and convey them to relevant stakeholders

AND
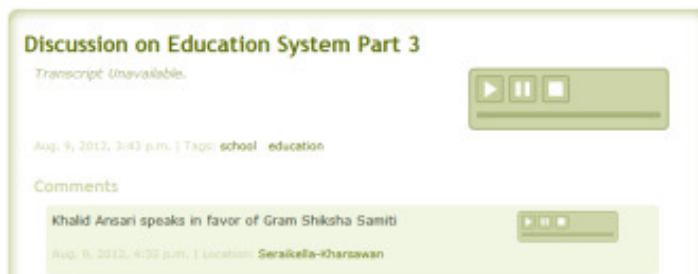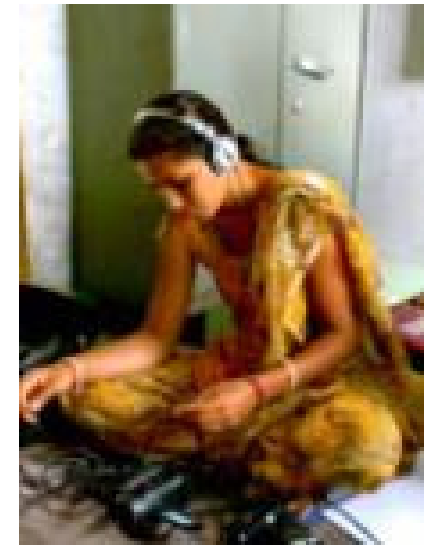
Help you run the network in a financially viable manner

Read on and send us a response to the EoI to discuss this further

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Mobile Vaani: Technology. Media. Development
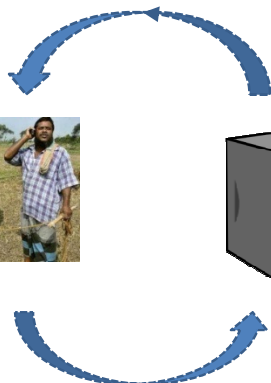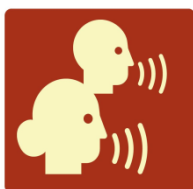
What is the Mobile Vaani network

- Network of voice-based community media stations in rural and suburban India
- Mobile radio
  - Interactive radio over phone technology pioneered by Gram Vaani
  - Jharkhand Mobile Vaani: Over 2000 calls per day, 30000+ callers
- Community radio
  - Gram Vaani's GRINS automation system enhances community engagement over FM community radio
  - UP, MP, Uttarakhand, Haryana, AP, Maharashtra, Gujarat, Rajasthan

Discussion on Education System Part 3

Transcript Unavailable.

▶ ❚❚ ■

Aug. 9, 2012, 3:43 p.m. | Tags: school education

Comments

Khalid Ansari speaks in favor of Gram Shiksha Samiti

▶ ──────

Aug. 9, 2012, 4:30 p.m. | Location: Seraikella-Kharsawan

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Mobile Vaani: Technology. Media. Development
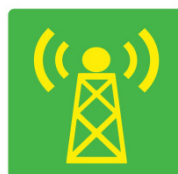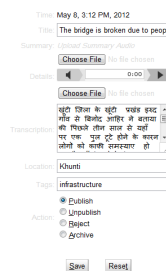
How does it work

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
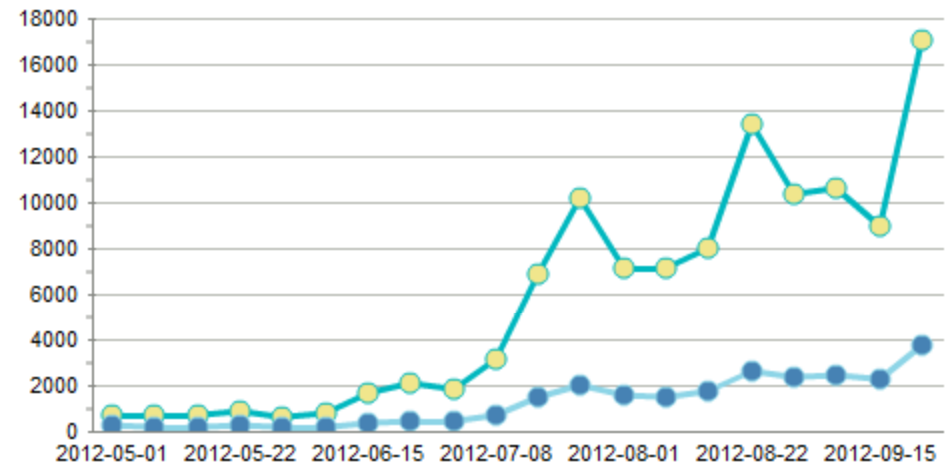
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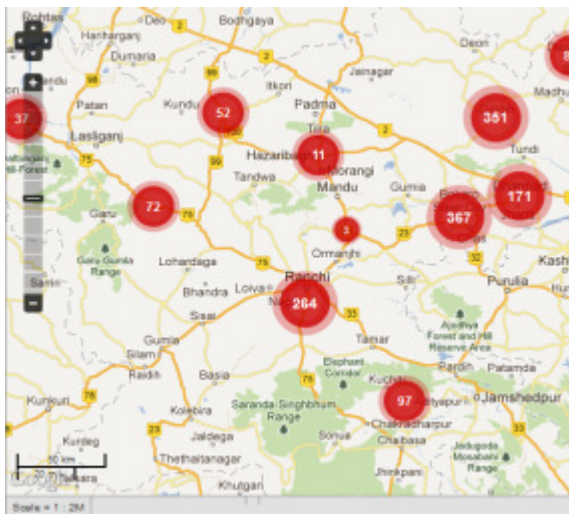# The tremendous response in Jharkhand

- ~ 2,000 calls per day
- ~ 30,000 callers
- ~ 4.5 min average time per call
- ~ 15,000 returning callers

- Main areas: Dhanbad, Giridih, Bokaro, Lathehar, Palamu

Call volume

Content on Mobile Vaani

- ## 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

- ## Propagation through word-of-mouth and field partners
  - Gram Swaraj Abhiyan
  - Public Health Resource Network
  - Leads Trust
  - JSACS
  - Red Cross Society
  - PRADAN

Goonj : Jharkhand Mobile Radio

HOME   TOPIC CHANNELS   LOCATIONS   ALL STORIES   REPORTS

कांग्रेस पार्टी के कार्यकर्ताओ की बैठक

ON MARCH 12, 2013, 3:23 A.M.

महिलाओ 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, 2:13 P.M.

चतरा से राजू कुमार ने झारखण्ड मोबाइल वाणी पर महिला सशक्तिकरण पर एक कविता प्रस्तुत की, तीर्थ कर है स्त्री ...

Mobile Vaani: Technology. Media. Development

How to leverage Mobile Vaani for community engagement

- Build community
  - Through workshops and field meetings, you can build a large and dedicated network of community representatives
  - You can actively solicit opinion from the community on how various development programs are working for them

- Translate community media into impact
  - Issues and questions raised on the forum can be conveyed to civil society partners, non-profit organizations, and resource experts

- Use media for accountability and transparency
  - You can connect with government departments to use the forum for citizen-government engagement
  - Announcements, grievance redressal, and community audit of government schemes can be done through Mobile Vaani

- Generate livelihoods
  - The Mobile Vaani forum can be used to advertise local products and services, classifieds, etc, and help entrepreneurs earn a livelihood from the mobile channel

Some examples from Jharkhand

- ## Escalating grievances

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

- ## Community reports

  - Campaign on water conservation brought inputs from 30 panchayats that even though all panchayats had water bodies funded under MNREGA, but due to poor engineering none of the works were being used as productive assets

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

How will the partner program work

Mobile Vaani partner program

Phase 1

1. You send us an EoI

2. We will set up a separate number for you

3. We will train you on operations

4. Simple per-min billing

5. We will do a monthly training review on programs

Phase 2

6. You achieve community traction within 6 months

7. We include you as a part of the Mobile Vaani network

8. Revenue and cost share agreement

9. We help you make the network financial sustainable

10. We help you grow the network

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Mobile Vaani: Technology. Media. Development

Send us an Expression of Interest

Name of organization:	Operational since:

Geography of work (describe at the panchayat/block/district level):

Nature of work (for example, media/health/education/agri extension):

Size of operations (number of field reps, number of households):

Document the use of communication tools in the past (for example, if you have used mobile phones, radio, mobile vans, etc for outreach):

How do you plan to use Mobile Vaani? What is the most interesting part of the proposition for you?

Contact person name:	Email:
Website:	Phone number:

The partner program is ideal for community radio stations, local community media organizations, online campaign websites, and developmental organizations

How to get in touch with us

Send your EoI to contact@gramvaani.org

Visit our website and browse the activities section:
http://www.gramvaani.org

Drop by our office in the IIT Delhi campus

We will immediately get back to you on your expression of interest and set up a separate line for you within one week

Other projects by Gram Vaani

Fullcircle: MCD project on garbage site monitoring

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

Self-reported status by MCD staff

Citizens can query and dispute

General Information

To dispute Dhalaos status:
Call: 9910153713
Email: modelward@gramvaani.org

Report time: Jan. 24, 2012, 11:15 a.m.

Monthly Report

Dhalaos	Location	Color	Last Report Time	Comments	Disputed(Yes/No)	Citizen Reports	Cleaning Consistency	Action
41/86/CTZ	Badsha Bulla Chow	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	Gali Kasim Jan	GREEN	Jan 24, 2012, 5 a.m.	Reported as Green	Yes	1 reports open	76 %	dispute

General Dhalaos 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

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Fullcircle: What we helped convey

- Need for internal monitoring
  - MCD did not have any internal monitoring processes to keep track of its own staff and contractors
  - Statistics on self-reports given by the staff helped the commissioner understand the relevance of reporting

- Need for community audit
  - Disputes filed by the community on mis-reported status of garbage sites helps generate internal discussion and reveals process ineffeciencies
  - Fortnightly meetings with the commissioner by community representatives also helped give community a voice to engage with the service providers

- Need for action
  - Community participation gradually fell because despite good discussions, many problems reported by the community were not solved. This highlighted that such projects will be successful if the authorities are more responsive
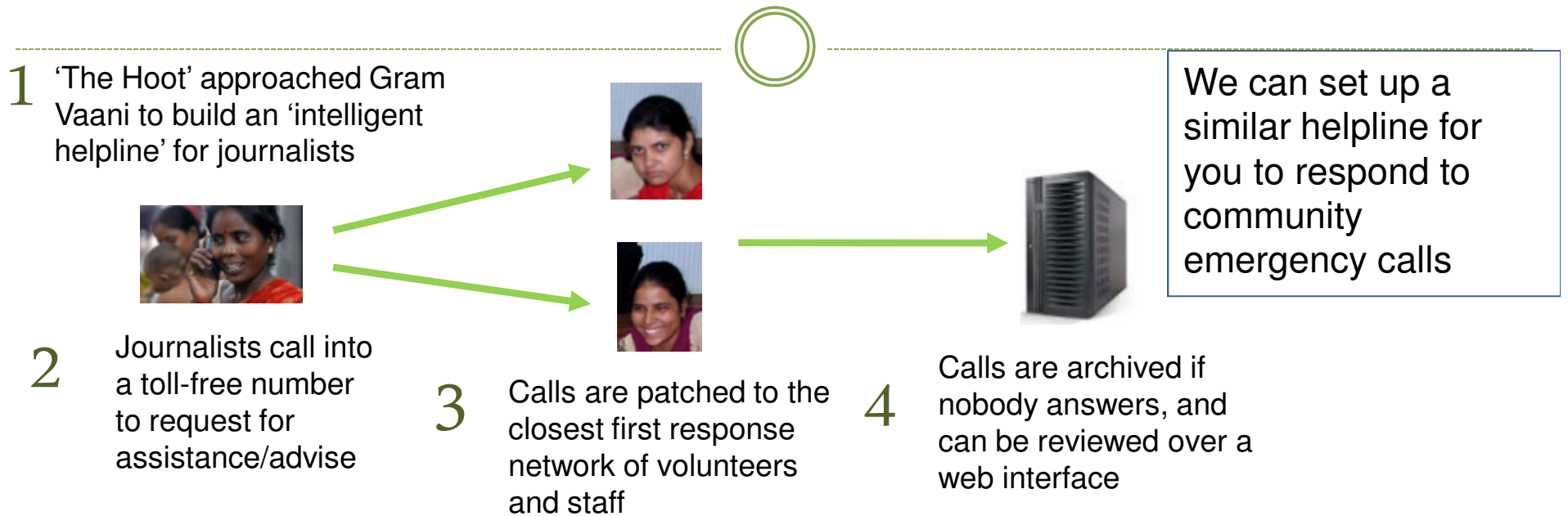
Fullcircle new avatar: ICDS monitoring

- Working closely with DC, Dhanbad to launch Fullcircle as a tool for ICDS monitoring
  - School teachers and principals report daily via SMS
    - Number of children who came to school today
    - Number of children fed
    - Menu
    - Ration remaining
  - Community can query reports filed by the service providers, and also listen to them on Jharkhand Mobile Radio
    - Lodge a dispute if they detect a discrepancy
    - Dispute is included in a weekly report that is discussed with the DC

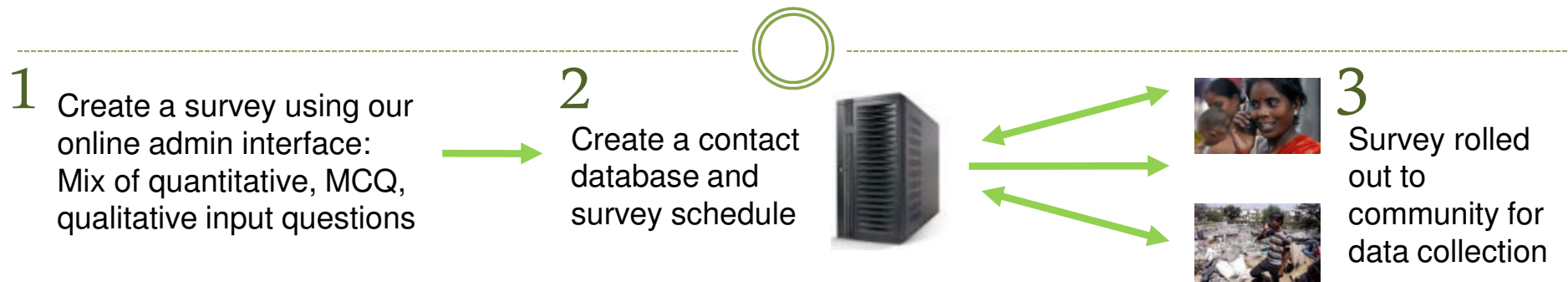- Also trying to start a similar project for urban municipal schools

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

We can set up a similar helpline for you to respond to community emergency calls

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		

Mobile Vaani: Technology. Media. Development

vSurvey: Collecting structured inputs from the community

1 Create a survey using our online admin interface: Mix of quantitative, MCQ, qualitative input questions

2 Create a contact database and survey schedule

3 Survey rolled out to community for data collection

- 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 sample 500+ women on whether their SHGs wanted help with livelihoods or savings or advisories. Used by InVenture to profile 1000+ people on their financial habits over time

Aggregate

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

- Value 1
- Value 3
- Value 2
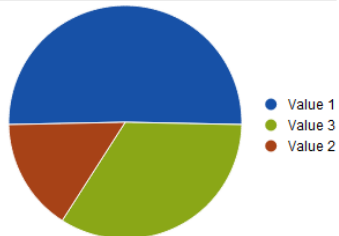
2. Is there anything you would like to tell UNDP about services or needs that you have?

1.
2.
3.
4.
5.

1-50 of over 611

Mobile Vaani: Technology. Media. Development

vAct: Community-based complaint management

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

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

4

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

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

Redressal statistics also displayed on website (and wall newspapers)

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

GRINS: Community radio automation system

- **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 Goonj network, for greater outreach and diversity**
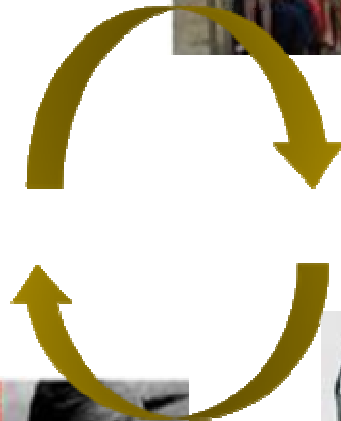
More about us

About Gram Vaani

- Vision: "Build citizen-driven media platforms that give communities a voice of their own"

- Working at the interface of
  - Technology | Media | Development

- Strategy
  - Evolve synergies between communities, the government, large development institutions, and media agencies

- We work all across India with more than 30+ non-profit organizations, and now in Africa too

- Awards and recognition
  - 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

Our projects

1. **Mobile Vaani: Social media for the BoP**
   - Voice-based social media platform, currently in Jharkhand

2. **GRINS: Automation system for community radio stations**
   - 35 deployments across 12 states in India, 6 deployments in Africa

3. **vAutomate: Community engagement tools**
   - Voice based tools to manage large field operations and collect data
   - Deployments in UP, AP, Karnataka, Afghanistan

4. **FullCircle: Social audit tools for communities**
   - A voice and SMS based community audit framework to review the performance of public services

Our partners

inVenture

cedpa

sesameworkshop.

FARM RADIO INTERNATIONAL

Satark Nagrik Sangathan

our SAY

Development Alternatives
30 years of creating sustainable livelihoods

Nomad

UNDP

OXFAM India

PHRN

VIDEO VOLUNTEERS india UNHEARD

TRF THE RESTORING FORCE

ai action india

KGVK
Raising Hopes. Realising Dreams.

imedia associates

marāa
A MEDIA & ARTS COLLECTIVE

MCD Delhi

Knight Fndn.

IIT Delhi

Grand Challenges Canada™

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Thanks

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Gram Vaani Community Media

Website: **http://www.gramvaani.org**

Email: **contact@gramvaani.org**