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

Mobile Vaani: Technology. Media. Development
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

- 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

- Run sponsored channels and programs
- Incentivize local entrepreneur networks in social marketing

- 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

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 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’

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

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

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

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

<table>
<thead>
<tr>
<th>Caller</th>
<th>Handled by</th>
<th>Received at</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>00911400360018</td>
<td>Recorded Call</td>
<td>Jul 05</td>
<td></td>
</tr>
<tr>
<td>00911400360018</td>
<td>Recorded Call</td>
<td>Jul 02</td>
<td></td>
</tr>
<tr>
<td>00911400360018</td>
<td>Recorded Call</td>
<td>Jun 30</td>
<td></td>
</tr>
<tr>
<td>00911400360018</td>
<td>Recorded Call</td>
<td>Jun 26</td>
<td></td>
</tr>
<tr>
<td>00911400360018</td>
<td>Recorded Call</td>
<td>Jun 19</td>
<td></td>
</tr>
<tr>
<td>00911400360018</td>
<td>Recorded Call</td>
<td>Jun 15</td>
<td></td>
</tr>
</tbody>
</table>

Mobile Vaani: Technology. Media. Development
Fullcircle: MCD project on waste management


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

To dispute Dhalao status:
Call: 9910133713
Email: modelward@gramvaani.org
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
  - 8 min average call duration
  - 100,000+ unique callers
  - 800,000+ households reach
## Mobile Vaani presence

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

- 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.

- 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.
Partner engagement methods

- **network**
  - We provide the network
  - Partner provides content

- **manage**
  - Joint ideation on programs
  - We manage the content and discussion

- **joint program**
  - From formulation to execution
  - We manage the project ICT piece

- **MobileVaani Portal**
  - 1st Point of brand impression as the consumer enters the portal- 15 second only
  - 2nd Point of brand impression as the consumer chooses his favorite program and then enters his favorite channel- 15 seconds only

- **channels**
  - 3rd point of brand impression as the consumer chooses his favorite program and enters inside to consume the program contents- 2 slots of 15 second each

- **program activities**
  - Outreach
  - Feedback
  - Engagement
  - Research
  - Data collection
  - Accountability
  - Analytics
  - Measurable RoI

Technology. Media. Development
Services on Mobile Vaani

- Sponsor the network
- Sponsor channels
- Sponsor campaigns
- Become our partner and build your own network
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

Listen to actual voices of people

Draw statistics on community perceptions
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
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.

Advocacy for institutionalization as part of decentralized/devolved governance.

Integrating with institutional systems.
Understanding community perceptions

- Poor awareness about entitlements is not the reason for poor uptake of public health services
More about us
## Our team

### Strategy and business development

<table>
<thead>
<tr>
<th><strong>Dr. Aaditeshwar Seth</strong></th>
<th>Assistant Professor, IIT Delhi, Ph.D, University of Waterloo, B.Tech, IIT Kanpur</th>
<th>Aaditeshwar leads the strategy and application design, bringing new generation solutions to the rural Indian context</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zahir Koradia</strong></td>
<td>Ph.D candidate, IIT Mumbai M.Tech, IIT Kanpur</td>
<td>Zahir is among the leading global researchers in designing technology for community engagement, and heads our tech development</td>
</tr>
<tr>
<td><strong>Ashish Tandon</strong></td>
<td>6 years with FMCGs in India, 8 years of new business incubation in Africa MBA from Hult, Boston</td>
<td>Ashish brings his business acumen to structure our revenue streams and ensure sustainable partnerships</td>
</tr>
<tr>
<td><strong>Ritesh Datta</strong></td>
<td>8 years in the social sector Post graduation from Jadavpur university in Human Rights and Duties education</td>
<td>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</td>
</tr>
</tbody>
</table>
## Our team

### Technology

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Education/Merits</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dinesh Kapoor</strong></td>
<td>Product Manager Voice Applications</td>
<td>3 years with Microsoft M.Tech, IIT Delhi B.Tech, IP University</td>
<td>Dinesh leads the development of voice applications and is driving the current vAct and vNews applications</td>
</tr>
<tr>
<td><strong>Balachandran C.</strong></td>
<td>Technical Consultant</td>
<td>B.Tech, IIIT Allahabad</td>
<td>Bala architected the voice platform and ensures that our technology is converted into relevant and user-friendly applications</td>
</tr>
<tr>
<td><strong>Kapil Dadheech</strong></td>
<td>Technical Support Engineer</td>
<td>BTech, Arya College of Engg</td>
<td>Kapil single-handedly manages 30+ installations of GRINS and 10+ installations of voice applications</td>
</tr>
<tr>
<td><strong>Rohit Jain</strong></td>
<td>System administrator</td>
<td>MCA, Sikkim Manipal University Microsoft certified sys. admin.</td>
<td>Rohit manages remote installations of GRINS and voice applications</td>
</tr>
</tbody>
</table>
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
Thanks

Gram Vaani Community Media

Website: http://www.gramvaani.org

Email: contact@gramvaani.org