Gram Vaani Community Media
- Technologies for Community Empowerment -

V-AUTOMATE SOLUTION SUITE FOR SOCIAL ENTERPRISES

APRIL 2014

VOICE OF THE VILLAGE
About Gram Vaani

- Vision: “Connect the disconnected through simple technologies”
- Pioneers in building innovative voice-based technologies that are in use with more than 80+ 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
A quick peek into vAutomate capabilities:

Providing technology solutions to the health, education, agriculture, livelihood, and accountability social enterprise sector.
The problem

How to engage with consumers, communities, and staff that are poorly literate and unable to use the Internet?

How to avoid heavy capex by not having to purchase smartphones for field staff?

How to track consumer satisfaction, field staff activities, and stakeholder partnerships in real time?

The solution: Revert to the lowest common denominator — basic phones and voice, which are accessible to everybody
vSurvey: Collect 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.

Mobile Vaani: Technology. Media. Development
vComm: Build a community of users & customers

1. Ask your community to simply give a missed call to register
   Database gets created automatically

2. You can broadcast voice announcements, or listen to questions asked by your community and even re-broadcast them

   - Ideal if you have feet on the ground or access to mass media channels, through which you can tell people about the missed call number
   - Thus, build your community and keep them updated with the latest news and announcements
   - Also administer surveys, help answer questions from the people
vForum: Voice-based discussion forum

1: Speak
Users speak and listen to contributions over our intelligent IVR platform

2. Moderate
Whet and publish

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

- Get your community to discuss problems, find solutions, arrive at consensus, and uphold local accountability
- Jharkhand Mobile Vaani: 100,000 users discussing corruption issues
- Read India: 10,000 users exchanging agricultural information
vAct: Customer grievance management

1. Customers will have grievances, no matter how efficient your team.

2. Customers call in to a toll free number, select the type of grievance, and record their message.

3. Staff listens to the messages and delegates to appropriate officer for action.

4. Officer works on the issue and provides a report of the redressal status.

Redressal statistics also available to area manager.

- To be used by Sa-dhan to capture grievances against MFI staff in the field.
- Used by MCD to gather grievances on garbage collection sites all across Delhi.
- Used by Action India to understand grievances from slum areas in Delhi.
vHelp: Running a mobile callcentre/helpline

1. In case you are unable to budget for a call center, but you do have staff to respond

2. Customers call into a toll-free number to request for assistance/advise

3. Calls are patched to the closest first response network of staff

4. Calls are archived if nobody answers, and can be reviewed over a web interface. Never miss a call request
vAutomate is flexible to support many use-cases

- Send voice messages and survey questionnaires to a database of customers
- Collect daily reports from staff on sales and distribution
- Build a community of users as simply as having people give a missed call
- Build a positive brand image by allowing your community to conference with experts, share voice messages with other members, ask questions, etc
- Collect testimonials from customers and give incentives through mobile recharges to collect referrals to friends
- Provide helplines for live conferencing with management
- Manage your call data via a web dashboard, to control messages to publish, exposure, stats on messages heard, stats on message contributions
- Subsidize all this optionally through ads and social messages relevant to your community

Mobile Vaani: Technology. Media. Development
Some customers of our vAutomate suite

- Customer feedback survey administered to over 1,700 customers in three languages
- 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

- **tech**
  - We provide the tech
  - Partner manages deployment

- **consult**
  - Joint ideation on tech usage
  - Partner manages deployment

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

- **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
Select case studies
vSurvey for Shubham and Inventure

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

- Shubham approached us to survey 1700+ people in Hindi, Gujarati, and Marathi to get customer feedback
  - 70% response rate

- Inventure uses us to track 5,000 people in Tamil Nadu, Karnataka, and Gujarat to get feedback on their experience with financial inclusion services
  - 80% response rate
• CINI works with over 500 ASHA workers in Jharkhand
• Educates ASHA workers on better maternal care practices, vaccination updates, and improved sanitation and nutrition

• vForum provided to ASHA workers through which they can listen to audio learning packs on seasonal diseases like malaria and diarrhea, maternal care, and improved community health
• vHelp integrated with the setup so that ASHA workers can also conference with a CINI staff to clarify doubts
• If no staff is available, the ASHA workers can leave a recorded message a voice answer is sent to them shortly
vSurvey for MCD towards waste management


2. vSurvey used to collect daily reports on cleaning status from MCD contractors and staff.

3. Community members use vForum to 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.
Building audience engagement for PFI

- A TV serial produced by Population Foundation of India, towards better family planning and reproductive health
- Broadcast on Doordarshan
- vForum and vSurvey IVR set up to engage the audience on discussions, quizzes, and entertaining behind-the-scenes content
- Peaks of over 6,000 calls per day. 20,000+ users in 2 weeks
### Radio over telephony for Sesame

- **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 vComm system was used to build community engagement and create listenership**
vForum for the Score Foundation

- The Score Foundation produces *Roshni ka karwaan* serial on All India Radio for visually impaired people
- vForum was used to invite callers to ask questions, answer quizzes, and give feedback to Score
- Engagement rose 5x
- The Score Foundation was able to reach out to more people using IVR than via SMS and emails
- Referrals used to invite more users
More about us
### Our team

#### Strategy and business development

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Education and Experience</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Dr. Aaditeshwar Seth</strong>&lt;br&gt;Co-Founder and CEO</td>
<td>Assistant Professor, IIT Delhi, Ph.D, University of Waterloo, B.Tech, IIT Kanpur</td>
<td>Aaditeshwar leads the strategy and application design, bringing new generation solutions to the rural Indian context</td>
<td></td>
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<tr>
<td><strong>Zahir Koradia</strong>&lt;br&gt;CTO</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>
<td></td>
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<tr>
<td><strong>Rohit Singh</strong>&lt;br&gt;Principal Director Programs</td>
<td>12 years in the social sector MBA in social entrepreneurship from NMIMS Univ</td>
<td>Rohit brings extremely an diverse experience of working in CSR, NGOs, social enterprises, impact investment and brand building, and guides the development and growth of new initiatives at Gram Vaani</td>
<td></td>
</tr>
<tr>
<td><strong>Ritesh Datta</strong>&lt;br&gt;Director Programs</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>
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Our team

Technology

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Education</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td>Dinesh Kapoor</td>
<td>Product Manager Voice Applications</td>
<td>3 years with Microsoft</td>
<td>Dinesh leads the development of voice applications and is driving the current vAct and vNews applications</td>
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<tr>
<td></td>
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<td>M.Tech, IIT Delhi</td>
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<td>B.Tech, IP University</td>
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<tr>
<td>Balachandran C.</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>Kapil Dadheech</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>
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</tr>
<tr>
<td>Rohit Jain</td>
<td>System administrator</td>
<td>MCA, Sikkim Manipal University</td>
<td>Rohit manages remote installations of GRINS and voice applications</td>
</tr>
<tr>
<td></td>
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<td>Microsoft certified sys. admin.</td>
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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
Our partners

MCD Delhi  Knight Fndn.  IIT Delhi
Thanks

Gram Vaani Community Media

Website:  http://www.gramvaani.org

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