

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

Marandi villagers left out of development process

A disillusioned resident of Marandi told us that in his village, apart from a few shops and some houses under the India Area Yojana, no other development related activity has taken place in all these years. The children do not have anganwadi facilities, no piped drinking water is available and there are just worn-out roads to access the village. When will development reach us, he asks.





A quick peek into vAutomate capabilities:

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



The problem



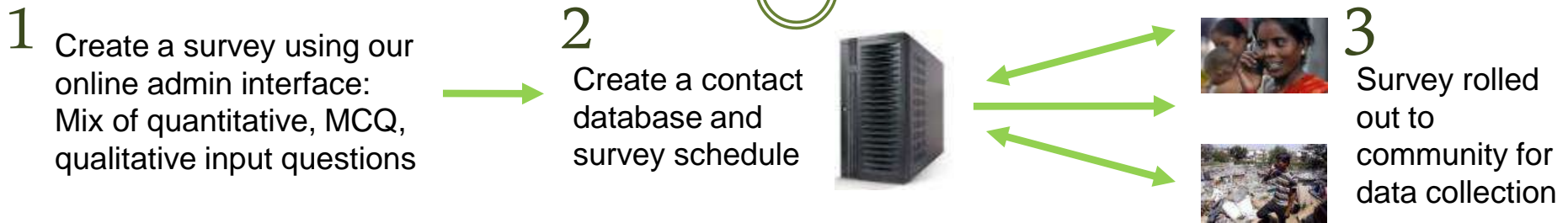
How to engage with consumers, communities, and staff that are poorly literate and unable to use the Internet?

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



- 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



vComm: Build a community of users & customers

1
Ask your community to simply give a missed call to register



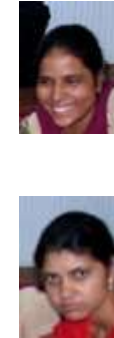
2



Database gets created automatically

3

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

Statistics

Calls and Callers
Average Duration
VR Classes
RFI Listed Parts
RFI Watched List



• Calls: Number of calls received on the given date
• Callers: Number of unique phone numbers from which calls were received on the given date

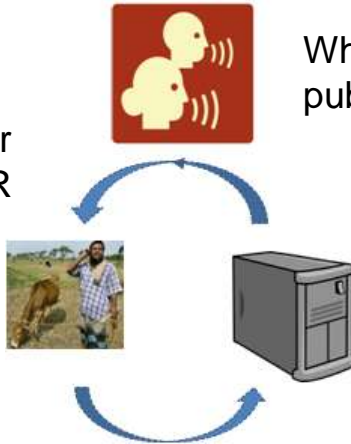
Mobi

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

Channel: Main

Published News:

Item ID	Title	Date
(25)	खबर के सचवादी खरी खरी है खरं खरं	05/22/2013
(24)	Raja Ram Mohan Roy 150th anniversary	05/22/2013
(23)	Stop obsessive cutting of trees	05/22/2013
(22)	Electric wire fall burns house	05/22/2013
(21)	Corruption in ACHIAAR card delivery	05/22/2013
(20)	आपे दिन खरने खली खरने के खरने है खरने	05/22/2013
(19)	खली के खली के खली	05/22/2013
(18)	Health related question: EP 5 preview	05/22/2013
(17)	खली खली के खली के खली	05/22/2013
(16)	खली खली के खली के खली	05/22/2013
(15)	खली खली के खली के खली	05/22/2013
(14)	Promo: Children program	05/22/2013
(13)	Shivard Parvin - 7	05/22/2013

Edit Selected

May 22, 12:18 PM, 2013

Stop obsessive cutting of trees

Category: Environment

Qualifier: Negative

Format: Information

Buttons: Save, Reset, Copy

vAct: Customer grievance management



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



Caller	Handled by	Received at			
0091400580073	Recorded Call	9:00 am			
0091989110566	Recorded Call	Feb 20			
004344	Recorded Call	Feb 23			
0091989110566	Recorded Call	Feb 18			
001400580073	Recorded Call	Feb 18			
00919813740707	Recorded Call	Feb 18			
0091989110566	Recorded Call	Feb 15			
00919813739601	Recorded Call	Feb 15			
00919911741342	Recorded Call	Feb 15			
00919871286392	Recorded Call	Feb 13			
00919871636378	Recorded Call	Feb 13			
0091400580018	Recorded Call	Feb 06			
00919813070095	Recorded Call	Feb 02			
0091981111234	Recorded Call	Feb 02			
0091981111234	Recorded Call	Feb 02			

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



4



Redressal statistics also available to area manager

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



- 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

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		

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

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

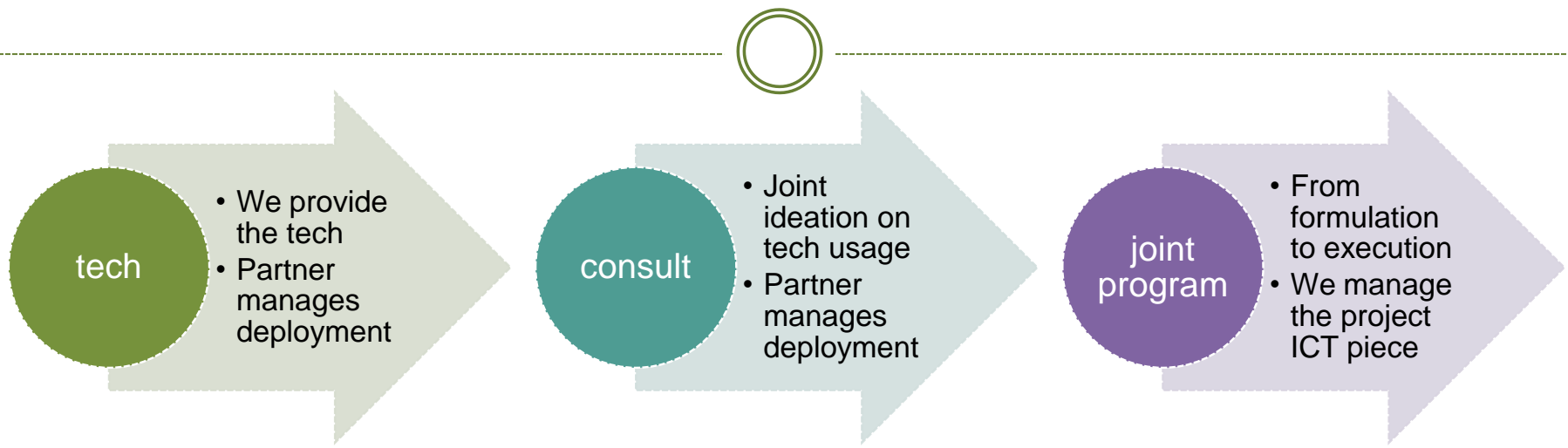


- Run a news-over-phone network across Afghanistan, to provide local news in voice to poorly literate populations



- Get community inputs during a reality show on farming best practices run across a network of community radio stations

Partner engagement methods



- 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

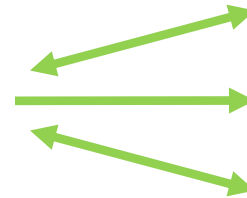
vSurvey for Shubham and Inventure



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
Child In Need Institute

vHelp for CINI



- 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

1 Municipal Corporation of Delhi approached Gram Vaani for phone based citizen monitoring of waste disposal in the city



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

Self-reported status by MCD staff

Citizens can query and dispute

Dhalao	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 Ballimaran	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

The designated garbage sites (Dhalao) 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:



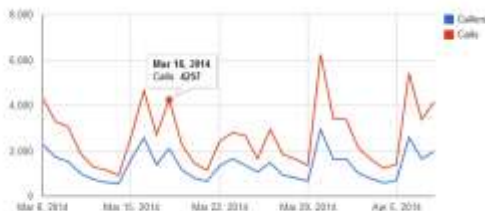


Building audience engagement for PFI



- 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

Calls and Callers
Average Duration
Mn Choices
PFI User Profile
PFI Watched List



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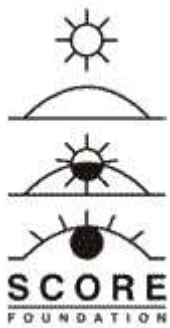




Radio over telephony for Sesame



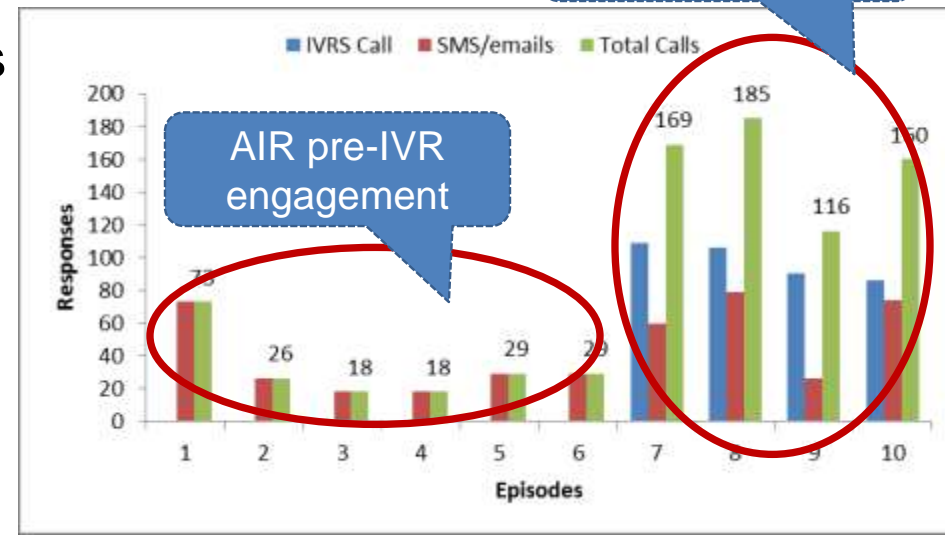
- Duration: 12 months
- Outreach: 350,000 households in Uttarakhand, UP, Haryana, MP, HP
- Topics
 - Sanitation
 - Numeric literacy
- Method
 - Sesame produced content that was played out on community radios
 - Localized content produced for each episode
 - The content was also available for listening 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



Dr. Aaditeshwar Seth
Co-Founder and CEO

Assistant Professor, IIT Delhi,
Ph.D, University of Waterloo,
B.Tech, IIT Kanpur

Aaditeshwar leads the strategy and application design, bringing new generation solutions to the rural Indian context



Zahir Koradia
CTO

Ph.D candidate, IIT Mumbai
M.Tech, IIT Kanpur

Zahir is among the leading global researchers in designing technology for community engagement, and heads our tech development



Rohit Singh
Principal Director
Programs

12 years in the social sector
MBA in social entrepreneurship
from NMIMS Univ

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



Ritesh Datta
Director Programs

8 years in the social sector
Post graduation from Jadavpur
university in Human Rights and
Duties education

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



Our team



Technology



Dinesh Kapoor
Product Manager Voice
Applications

3 years with Microsoft
M.Tech, IIT Delhi
B.Tech, IP University

Dinesh leads the development of voice applications and is driving the current vAct and vNews applications



Balachandran C.
Technical Consultant

B.Tech, IIIT Allahabad

Bala architected the voice platform and ensures that our technology is converted into relevant and user-friendly applications



Kapil Dadheech
Technical Support
Engineer

BTech, Arya College of Engg

Kapil single-handedly manages 30+ installations of GRINS and 10+ installations of voice applications



Rohit Jain
System administrator

MCA, Sikkim Manipal University
Microsoft certified sys. admin.

Rohit manages remote installations of GRINS and voice applications



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



Grand Challenges Canada



Thanks



Gram Vaani Community Media

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

Email: contact@gramvaani.org

