Mobile Vaani

- A Voice-based Social Media Network for Rural India -

INNOVATIONS IN RURAL COMMUNITY ENGAGEMENT

DECEMBER 2013

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VOICE OF THE VILLAGE

Mobile Vaani: A **Social** social media platform

The answer to earning a high RoI in rural India

Mobile Vaani:

A platform that actually reaches the masses, in an **interactive** and **measurable** manner, integrates with local **community processes**, and brings about actual **social impact**
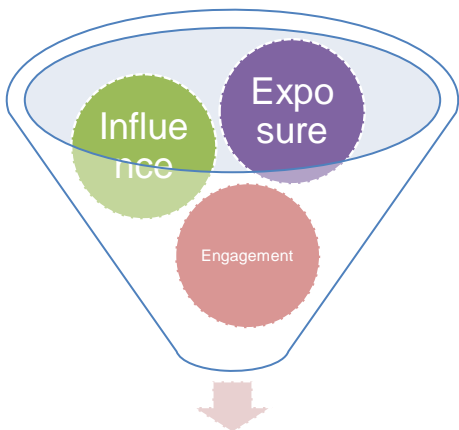
Traditional media

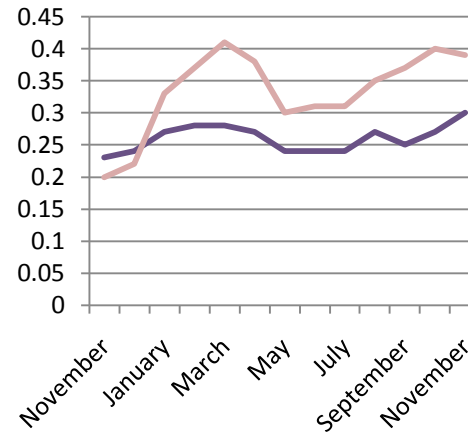

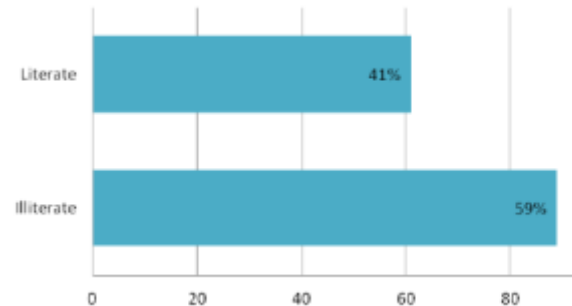One way, non-interactive

Literacy barriers

Not measurable

Conversion rate ?

Mobile Vaani

DAU:MAU = 40%

59% illiterate users
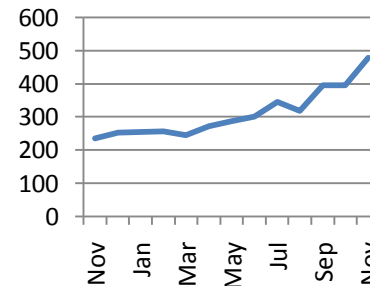
70% BPL
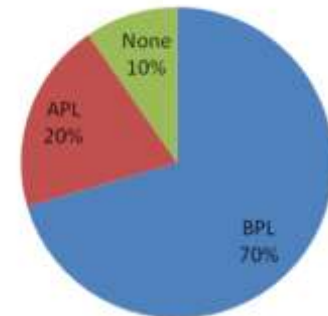
Precise analytics

Using ordinary phones for integrated development

Spread your message to communities that are listening
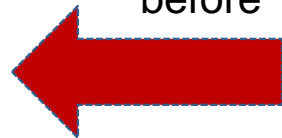
Bring about local action

Build social capital

Empower communities for change

before

after

Using voice-based communication on ordinary phones, bring about integrated social development

Mobile Vaani: The **Social** social media platform for the bottom of the pyramid

3,000 calls per day

8min engagement per call

Reach of 800,000+ households

How Mobile Vaani works

1. Speak

2. Moderate + Share

3. Connect to stakeholders

Users speak and listen to contributions over our intelligent IVR platform

Content moderated locally and centrally, then published on IVR, web

Inputs connected to different stakeholders -- government, NGOs, social enterprise partners, corporate

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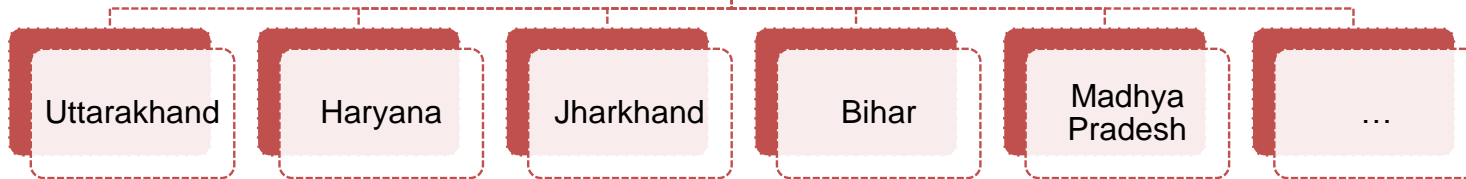Mobile Vaani: Technology. Media. Development

The Mobile Vaani Network

Single call-in number to interact with voice groups

- Culture and folk songs
- Governance
- Children education
- Visually impaired support
- Mothers groups

Browse to regional channels

| Uttarakhand | Haryana | Jharkhand | Bihar | Madhya Pradesh | … |

Detailed demography and outreach numbers for each region

Each regional channel has its own local call-in number as well. Some regional channels also use community radio

Regional channels are operated by either
- Gram Vaani, or
- Regional partner

Regional channels can also have local topic specific channels

- Culture and folk songs
- Governance
- Children education
- Visually impaired support
- Mothers groups

Mobile Vaani presence

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

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
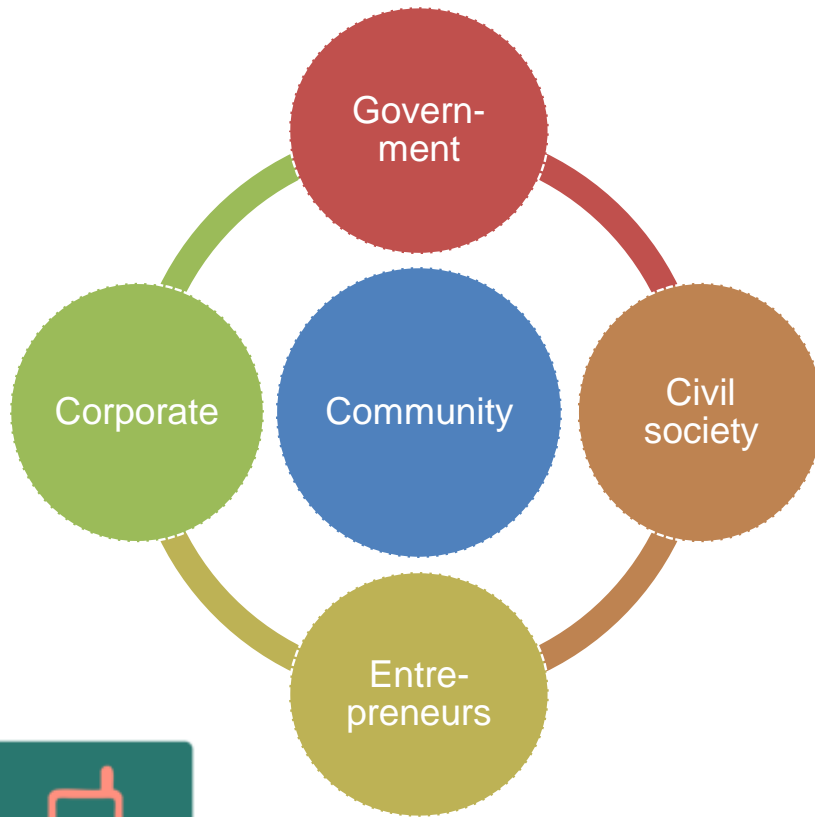 - Cultural artifacts including folk songs and poems
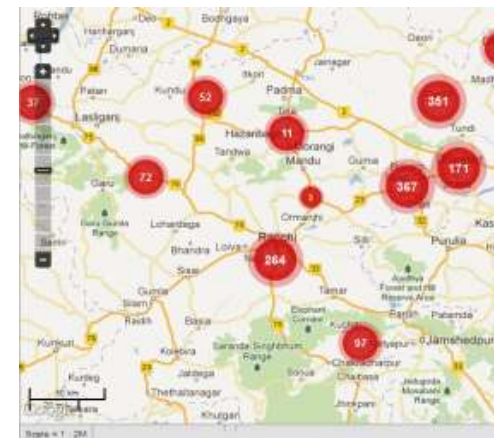
- **Current reach**
  - 3,000+ calls per day
  - 8min average call duration
  - 100,000+ unique callers
  - 800,000+ households reach

Call volume

Mobile Vaani: Technology. Media. Development

Integrated development model

- Government
- Corporate
- Community
- Civil society
- Entre-preneurs
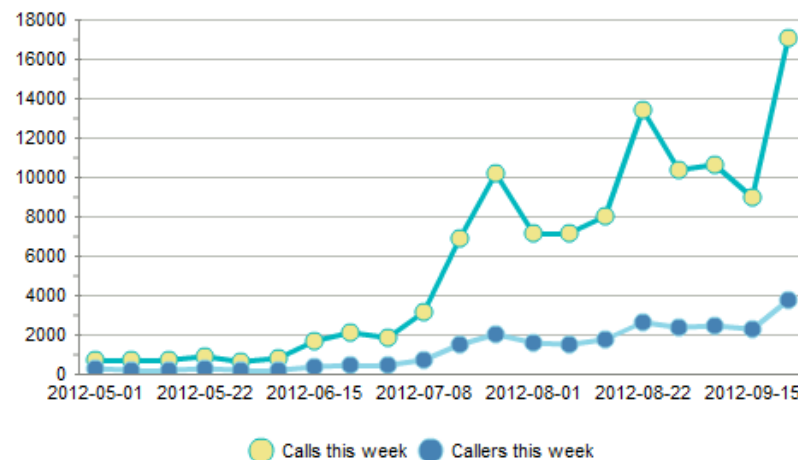
Social development
- Decentralized governance
- Water conservation
- Information and awareness

Behavior change communication
- Gender empowerment
- Health & nutrition
- Agricultural practices

Livelihoods
- For entrepreneurs
- Local economic development

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Mobile Vaani: Technology. Media. Development

The offline connect via local Mobile Vaani partners

Workshops with women SHGs and artisans

Wall paintings by community volunteers

Why is the offline connect important?

- Faster feedback from the community on what's working and what's not

- Helps reshape campaigns

- Gives a face to the technology. Actual people. Real motivation.

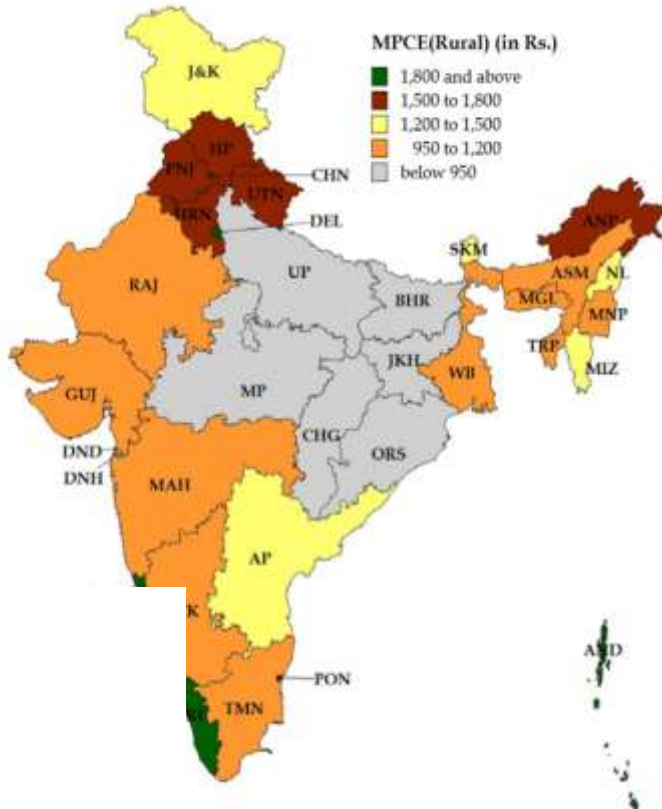> "लोग हमारे साथ भावनाओ कि वजह से जुड़े हैं"
>
> "People are linked with us because of emotions"

- Supplement with local action

Enabling a local entrepreneurial eco-system

Classifieds, subscriptions, employment news

State clusters	Descriptor MPCE	Average spend by the rural consumer in the cluster	Growth in rural MCPE spend from one level to the next
Cluster 1	Below 950	900	NA
Cluster 2	950-1200	1075	13.50%
Cluster 3	1200-1500	1350	26%
Cluster 4	1500-1800	1650	22%
Cluster 5	1800 and above	2000	21%

MPCE(Rural) (in Rs.)
- 1,800 and above
- 1,500 to 1,800
- 1,200 to 1,500
- 950 to 1,200
- below 950

Classifieds heads	Monthly rate plan for personal ads
CATTLE (Buyer/Seller)	1000
Real Estate (Buyer/ Seller)	2000
Local grocer (kirana stores)	1500
Local stationery store	1500
Local tailor	200
Local electrician	200
Local civil contractor	2000
Local cycle dealer	1500
Local solar products dealer	500
Tractor/ farm equipment (buyer/seller)	3000
Local pump mechanic	200
Local tractor mechanic	200
Local tuition/Tutorial	2000
Local singer	1500
Local doctor	2000
Local pharmacy	1000
Local agric inputs distributor	3000
Local Mobile phone retailer/repair shop	200
Matrimony	200

Mobile Vaani: Technology. Media. Development

How can you use Mobile Vaani

Mobile Vaani's USP

- Online + offline
  - ✓ Reach to over 800,000 households in rural and low-income areas
  - ✓ Interactive engagement
  - ✓ Reach to over 35,000 SHGs, 100+ local NGOs
  - ✓ Offline facilitation for social development via local groups

- Single point agenda of social development

- Integrated model of bringing multiple stakeholders together in a synergistic manner
  - ✓ Communities – Civil Society – Government – Corporate – Development agencies

- Tried and tested principles for community engagement
  - ✓ Technology cannot be faceless
  - ✓ Design for self-learning and exploration
  - ✓ Capture local context
  - ✓ Manage expectations

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Services on Mobile Vaani

- Sponsor the network

- Sponsor channels

- Sponsor campaigns

- Become our partner and build your own network

Welcome to Mobile Vaani, brought to you by …

Welcome to the Mobile Vaani HEALTH channel, brought to you by…

Sponsored by… What do you think of the gap between men and women

Design your own campaigns

सर ! ईंधन की कीमत दिन बढ़ती जा रही है

Mobile Vaani

Campaign on impact of inflation on the common man

Hero

Hero मोटरसाइकिल 70 KMPL का लाभ देकर ईंधन लागत बचाने के लिए नंबर एक !

पढ़ लिखने के बाद भी नौकरी नहीं लग रही है

Mobile Vaani

Campaign on the need for skills training

N·S·D·C
National
Skill Development
Corporation

NSDC STAR स्कीम के अंतर्गत ट्रैनिंग के साथ १०००० रूपए भी पाये !

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Mobile Vaani: Technology. Media. Development

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

Bokaro, Jharkhand, India
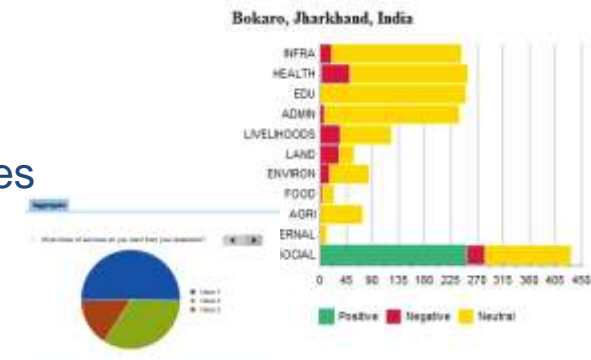
Mobile Vaani: Case studies

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

Reasons for women's political exclusion

- Unawareness: 18%
- Illiteracy: 25%
- Societal norm: 50%

Draw statistics on community perceptions

Suggestions on How to Close the Gap

■ Percentage

- Self employment: 5%
- Sricter implementation of Government...: 22%
- Awareness about rights and entitlements: 20%
- Change in the societal norms: 31%
- Government initiatives: 9%
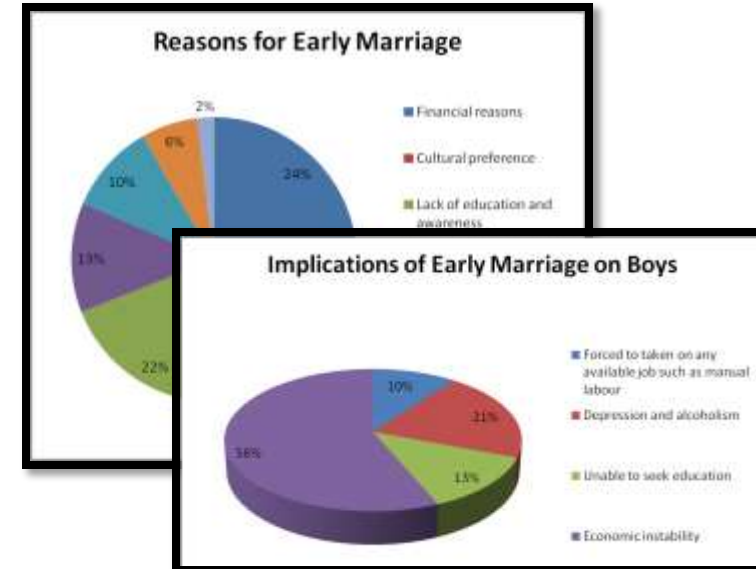- Education: 13%

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

Reasons for Early Marriage
- Financial reasons
- Cultural preference
- Lack of education and awareness

Implications of Early Marriage on Boys
- Forced to taken on any available job such as manual labour
- Depression and alcoholism
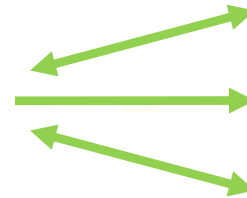- Unable to seek education
- Economic instability

Seek customer feedback

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

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

Bring 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

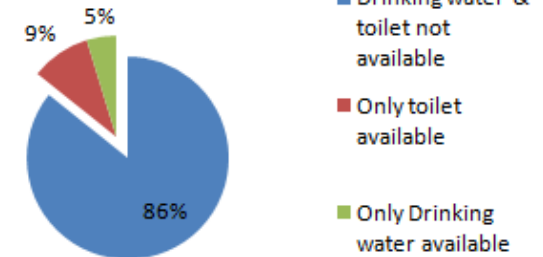- Estimated 100,000 people thus indirectly impacted

झारखंड में स्वास्थ्य सुविधा नदारद, बाथरूम में होते हैं प्रसव

प्रेषित समय :18:54:34 PM / Wed, Sep 18th, 2013
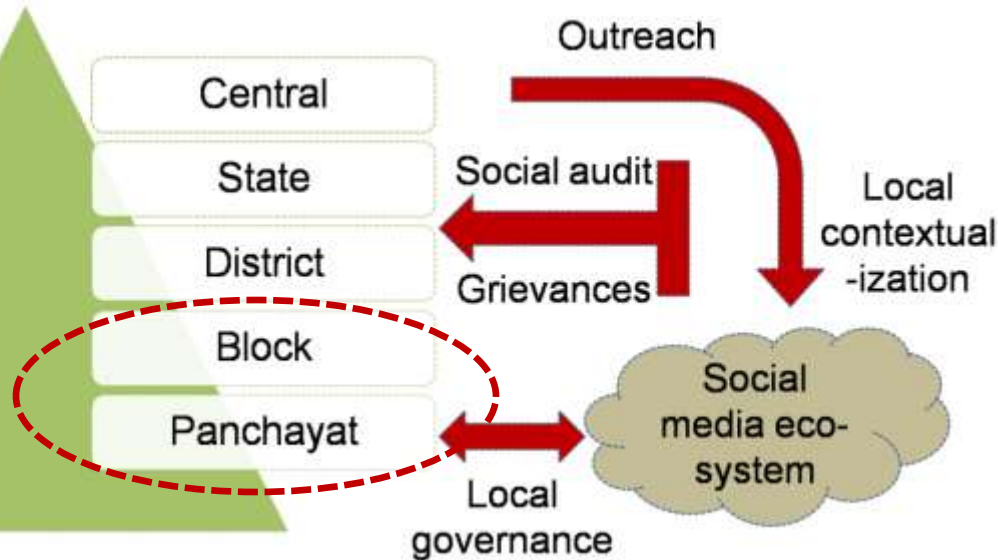
SHARE   Like 17

विकास सिन्हा, रांच
लोगों को कई किल
इन केंद्रों में भी स
जाने को विवश हैं.
भारी है व्यारगमेंट
v.palpalindia.com...

Availability of Drinking Water & Public Toilet at Health centers

- 5%
- 9%
- 86%

- Drinking water & toilet not available
- Only toilet available
- Only Drinking water available

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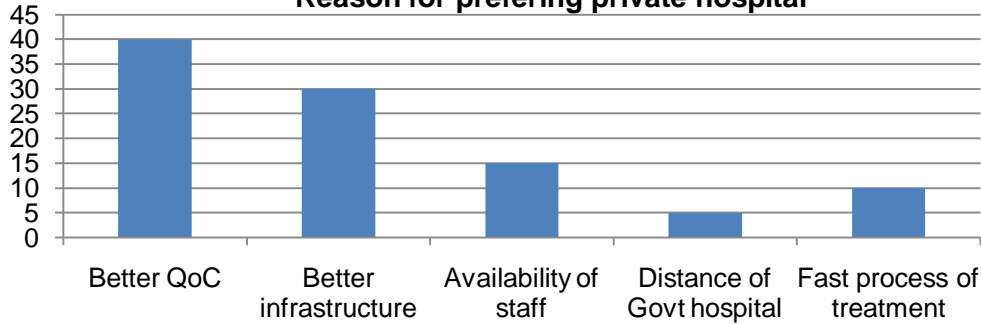
Integrate with institutional systems

Advocacy for institutionalization as part of decentralized/devolved governance

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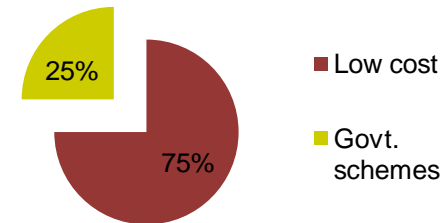
A village ignored by health agencies was reported to have had 3 malaria deaths in the last one week. A mobile ambulance was immediately dispatched, with fumigation equipment and first aid

Understand community perceptions

Reason for prefering private hospital

(Bar chart with values: Better QoC ≈ 40, Better infrastructure ≈ 30, Availability of staff ≈ 15, Distance of Govt hospital ≈ 5, Fast process of treatment ≈ 10)

Reason for prefering Govt. hospital

- 25% Govt. schemes
- 75% Low cost

- Poor awareness about entitlements is not the reason for poor uptake of public health services

Awareness about ANC care

- 67% Aware
- 25% Partially aware
- 8% Unaware
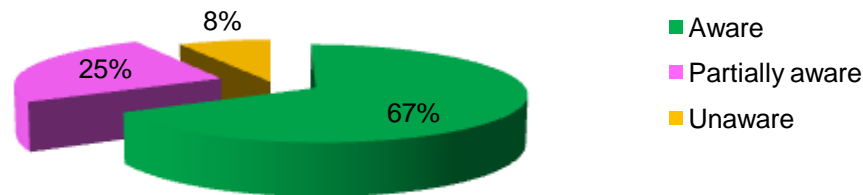
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360° appraisal of public services

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

nology. Media. Development

Self organizing media eco-system

Para Teachers Mobilize State wide strike using Jharkhand Mobile Vaani

Strike mobilization on JMV

Outreach	10,00 families
Total number of calls	30,000
Number of items published	200
Duration	1st Jul– 31st Oct
No. of Districts	13

After a month, Para Teachers strike still continues
Transcript Unavailable.

Oct. 7, 2012, 12:57 p.m. | Location: **Dhanbad** | Tags: strike   grievance   education   teacher

Discussion on Education System Part 3
Transcript Unavailable.

Aug. 9, 2012, 3:43 p.m. | Location: Not Known,Not Known,Not Known | Tags: school   education

Comments

Khalid Ansari speaks in favor of Gram Shiksha Samiti
Aug. 9, 2012, 4:32 p.m. | Location: Not Known,Not Known,Not Known

Deepak Kumar Pathak takes the discussion ahead
Aug. 9, 2012, 4:53 p.m. | Location: Not Known,Not Known,Not Known

Savita Mishra agrues about the importance of sanitation and the role teachers should be playing in promoting sanitation and cleanliness among students.
Aug. 9, 2012, 5:37 p.m. | Location: Not Known,Not Known,Not Known

Aparna Marandi comments on commitment of parents to send their children to school. She says that the poor people who have the will to send their child would send him/her with whatsoever quality of clothing that they have. Belonging to a poor area, they are unable to spend lavishly on clothing when, all this clothing related issues concerns the rich. Taking the discussion a level higher she asserts emphasis on the student teacher ratio of school. She says that if the balance is not maintained then eventually the quality of education would suffer.
Aug. 9, 2012, 7:31 p.m. | Location: Not Known,Not Known,Not Known

Jharkhand, state wide: Month long para-teachers strike paralyzes all schools across the state. Demand for permanent positions and increased salaries. Parents rebut with accusations of negligence of duty. Teachers send their petition to the government. District administrators respond with their point of view. A great example of multi-stakeholder discussions on the platform

More about Gram Vaani

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

Marandi villagers left out of development process

A disillusioned resident of Marandi tola in Jamtara district has called in to say that in his village apart from a few wells and some houses under the Indira Awas 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 not even good roads to access the village. When will development reach us, he asks.

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Our projects

Marandi villagers left out of development process

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1. **GRINS: Automation system for community radio stations**
   - 40+ deployments in India and Africa

2. **vAutomate: Community engagement tools**
   - 25+ Indian deployments
   - International: Afghanistan, Pakistan

3. **FullCircle: Social audit tools for communities**
   - Monitoring of garbage sites, in partnership with MCD in Delhi

4. **Mobile Vaani: Rural social network**
   - 12 partner networks
   - 2 self-owned and operated networks

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
	Ashish Tandon VP, Strategy and Business Development	6 years with FMCGs in India, 8 years of new business incubation in Africa MBA from Hult, Boston	Ashish brings his business acumen to structure our revenue streams and ensure sustainable partnerships
	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

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Mobile Vaani: Technology. Media. Development

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

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Our partners

Mobile Vaani: Technology. Media. Development

Get in touch with us to talk to India!

Gram Vaani Community Media

Website: http://www.gramvaani.org

Email: contact@gramvaani.org