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

INNOVATIONS IN RURAL COMMUNITY ENGAGEMENT

DECEMBER 2013

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

Comparison:
- Traditional media: Influen, Exposure, Engagement
- Mobile Vaani: Activity of users, Activity of long lived users
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
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 different stakeholders -- government, NGOs, social enterprise partners, corporate
The Mobile Vaani Network

- Single call-in number to interact with voice 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

<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><strong>Orissa</strong></td>
<td><strong>10,000</strong></td>
<td><strong>Gram Vaani (IVR)</strong></td>
<td><strong>Rural</strong></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><strong>North East</strong></td>
<td><strong>20,000</strong></td>
<td><strong>Gram Vaani (IVR)</strong></td>
<td><strong>Rural</strong></td>
</tr>
<tr>
<td><strong>Cumulative</strong></td>
<td><strong>800,000 households</strong></td>
<td></td>
<td><strong>of primarily a rural low-income demography</strong></td>
</tr>
</tbody>
</table>
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
Integrated development model

- **Government**
  - Decentralized governance
  - Water conservation
  - Information and awareness

- **Civil society**
  - Gender empowerment
  - Health & nutrition
  - Agricultural practices

- **Community**
  - For entrepreneurs
  - Local economic development

- **Entrepreneurs**
  - Livelihoods

- **Corporate**
  - Communication

- **Behavior change**
  - For entrepreneurs
  - Local economic development

- **Social development**
  - Decentralized governance
  - Water conservation
  - Information and awareness
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.

“People are linked with us because of emotions”

- Supplement with local action
Enabling a local entrepreneurial eco-system

Classifieds, subscriptions, employment news

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

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

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
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

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!

NSDC STAR: NSDC STAR स्कीम के अंतर्गत ट्रेनिंग के साथ 10000 रुपए भी पायें!
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
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

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
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
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

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

Awareness about ANC care

<table>
<thead>
<tr>
<th>Awareness Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td>67%</td>
</tr>
<tr>
<td>Partially aware</td>
<td>25%</td>
</tr>
<tr>
<td>Unaware</td>
<td>8%</td>
</tr>
</tbody>
</table>

Reason for preferring private hospital

- Better QoC: 45%
- Better infrastructure: 35%
- Availability of staff: 25%
- Distance of Govt hospital: 10%
- Fast process of treatment: 5%

Reason for preferring Govt. hospital

- Low cost: 75%
- Govt. schemes: 25%
360° appraisal of public services


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
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
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Background</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Aaditeshwar Seth</td>
<td>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>
</tr>
<tr>
<td>Zahir Koradia</td>
<td>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>
</tr>
<tr>
<td>Ashish Tandon</td>
<td>VP, Strategy and Business Development</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>Ritesh Datta</td>
<td>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>
</tr>
</tbody>
</table>
## Technology

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

Project coordination

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Education/Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sayonee Chatterjee</td>
<td>Programs Innovation Officer</td>
<td>MA Sociology, Pune University. 5 years experience with PRADAN and PRIA NGOs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sayonee manages our Mericity.in and MCD initiatives in partnership with various NGOs in Delhi</td>
</tr>
<tr>
<td>Aparna Moitra</td>
<td>Researcher</td>
<td>Gold Medalist &amp; MSc Development Communications and Extension, Lady Irwin College</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aparna manages our Jharkhand deployment of mobile news and coordination with field staff</td>
</tr>
</tbody>
</table>

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®

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