Gram Vaani Community Media
- Technologies for Community Empowerment -

DEMAND DRIVEN ACCOUNTABILITY: FROM MICRO TO MACRO

NOVEMBER 2013

VOICE OF THE VILLAGE
Demand driven accountability needs feedback loops

Community knows what’s working & what’s not

Generates data required for action

Service provider responds to the data

Implement the fix

Community

Service provider
What hampers these feedback loops

Community knows what’s working & what’s not

Generates data required for action

Service provider responds to the data

Community

Service provider

Awareness

Empowerment, inclusiveness, institutional processes

Capacity building, TV, radio...

PRIs, SMCs, VHSCs

Social audit

Consultations

Systemic change or one off solution

Implement the fix

One off cases, poor pattern detection

Grievance helplines

MIS

Poor tracking

RTI, elections, media

Poor accountability

Poor tracking

Service provider
Pieces of the puzzle on which we have worked

Service provider

Community

Awareness

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Practicals

Grievance helplines

Poor tracking

Poorest accountability

Poor tracking
How it 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 government (local + other), NGO partners, social enterprise partners

Mobile Vaani: Technology. Media. Development
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

Reach
- 2,500+ calls per day
- 6.5min average call duration
- 100,000+ unique callers
- 7 most active districts in JH
- Expanding to Bihar
Bringing contextual relevance via localized campaigns

- **Important to capture context**
  - Increases relevance
  - Localization improves understanding
  - Quicker behavior change

- **However, hard to execute**
  - Requires community ownership
  - Feedback loops to react to community demands
  - Processes to serve information and services at local levels

**Campaign process on Mobile Vaani**

Engaging seed content is provided, to encourage discussion

Content played out to Mobile Vaani users

Feedback is analyzed and channeled back for community response

Leads to contextualization of even hard topics including gender equity and early marriage

![Chart showing reasons for early marriage](chart)

- Financial reasons
- Cultural preference
- Lack of education and awareness
- Girls considered burden
- Insufficiency

![Chart showing suggestions on how to close the gap](chart)

- Self-employment: 9%
- Sector implementation of Government: 22%
- Awareness about rights and entitlements: 20%
- Change in societal norms: 31%
- Government initiatives: 9%
- Education: 13%
Understanding community awareness and perceptions

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

Awareness about ANC care

Mobile Vaani: Technology. Media. Development
Participatory media provides an open forum to demand accountability

- Hard evidence gathered on public health facilities
  - 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
Getting accountability loops to work externally

Fear of escalation can make things work at the local level.

Can this be leveraged as an institutional part of the decentralized governance model?

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.
Getting accountability loops to work in partnership with the state

Adoption largely depends on conscientiousness of officer

However, inefficient in implementation since it is top-down in principle
Ideal scenario: Integrate community inputs with internal tracking


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
Several challenges need to be simultaneously tackled
  - Make communities aware of their rights and entitlements
  - Get service providers on board to respond to community demands

Mobile phones can bring inclusiveness to a significant extent. Inclusion of women is still questionable though

Technology can help systematize workflows

Thanks for listening!
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 60+ 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
  - 10 most innovative companies in India (by Fast Company)
  - Economic Times Power of Ideas 2010
  - Manthan Award 2009
  - Knight News Challenge 2008
Our partners
Thanks

Gram Vaani Community Media

Website: http://www.gramvaani.org
Email: contact@gramvaani.org
Participatory media is effective at creating context.

Current Internet users in India ~ 150M
Projections until 2017 ~ 300M

Population still left without Internet access > 400M

- Poor literacy to use text based communication media
- Inability to afford smart phones

Even with government subsidy for Internet access and devices, there is a large user base that may not be on the Internet and able to use interactive communication technologies.

Mobile Vaani is a voice-based participatory media platform for this disenfranchised population.