

Gram Vaani Community Media

- Technologies for Community Empowerment -



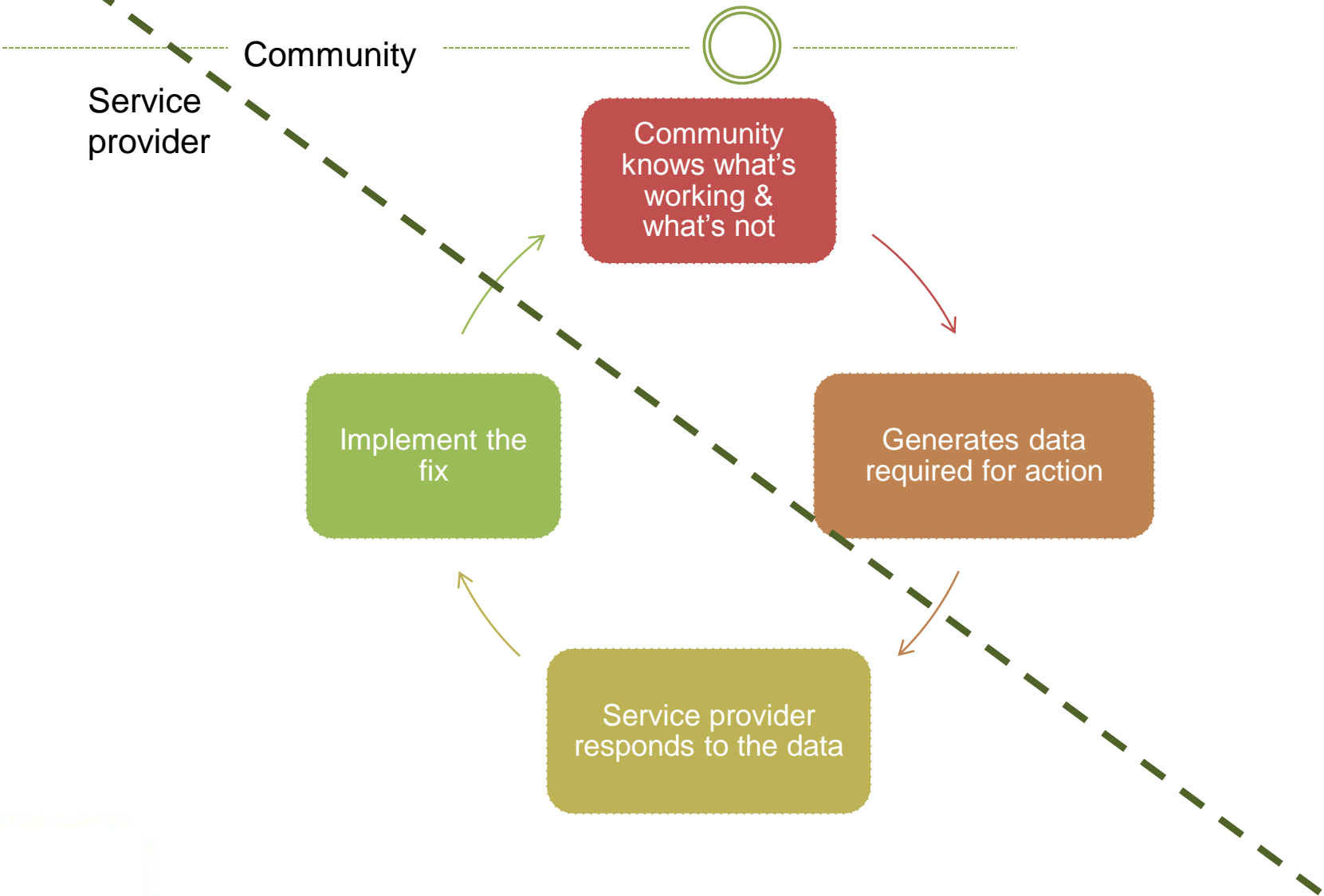
DEMAND DRIVEN ACCOUNTABILITY: FROM MICRO TO MACRO

NOVEMBER 2013

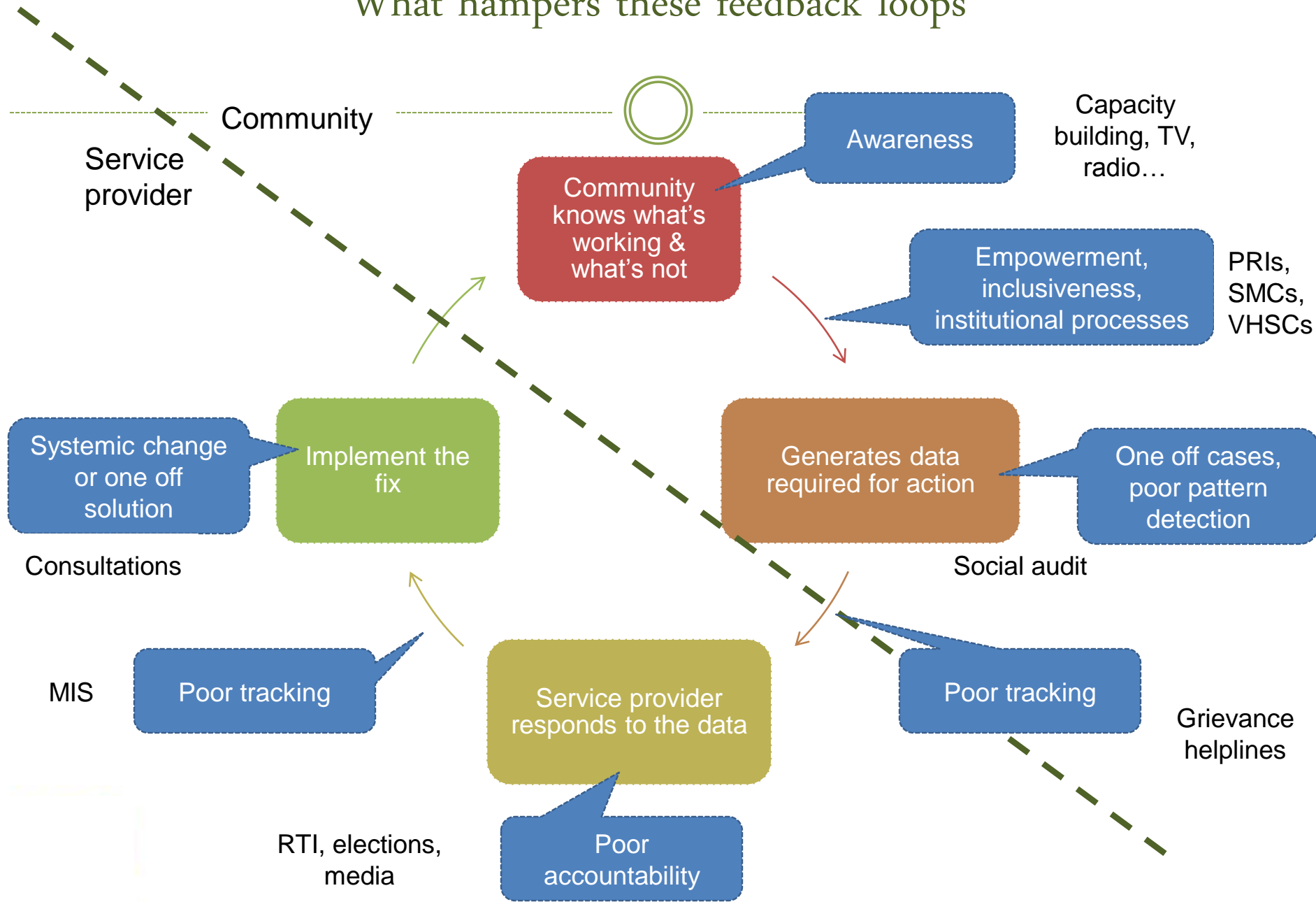


VOICE OF THE VILLAGE

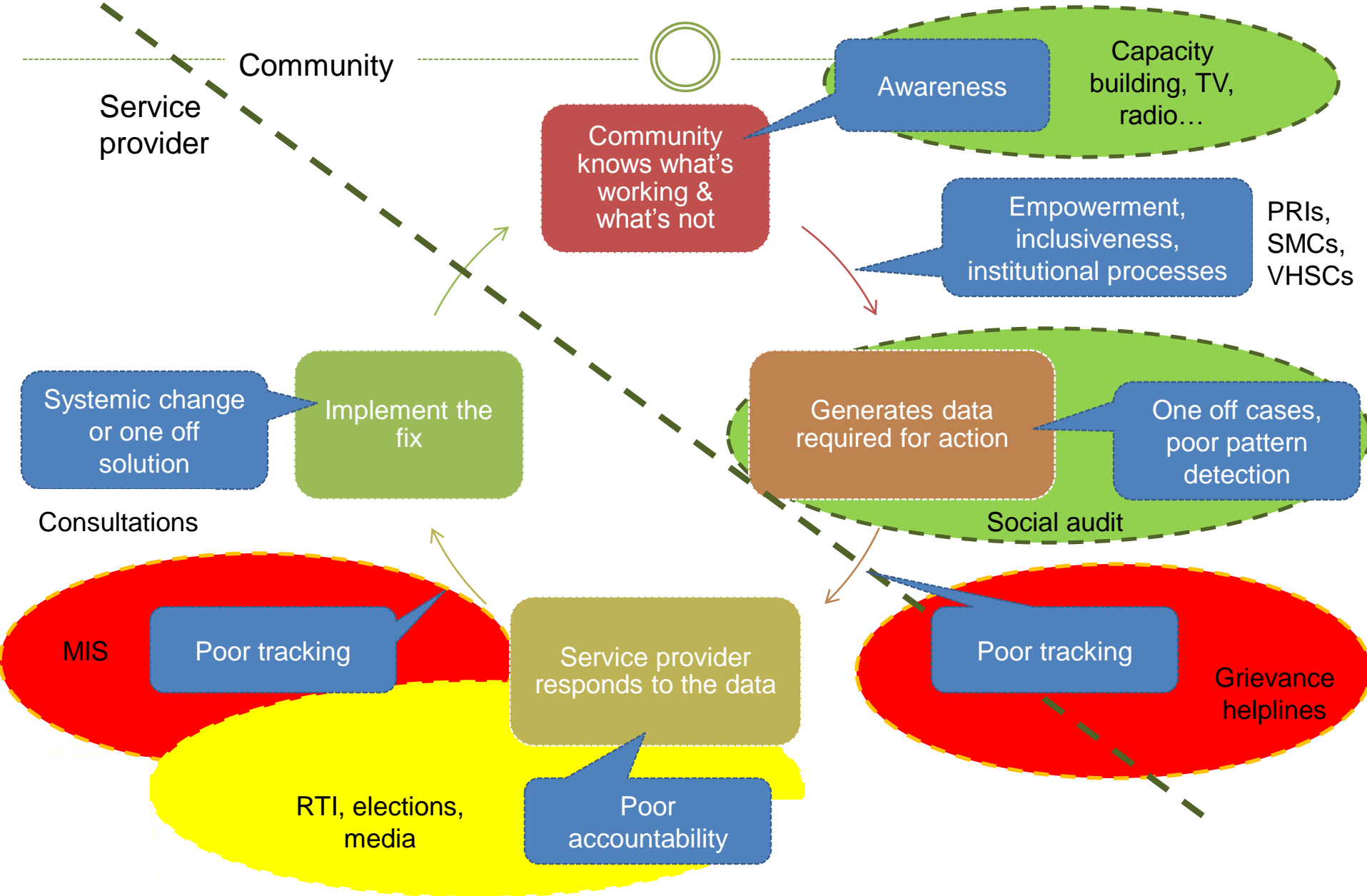
Demand driven accountability needs feedback loops



What hampers these feedback loops



Pieces of the puzzle on which we have worked



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

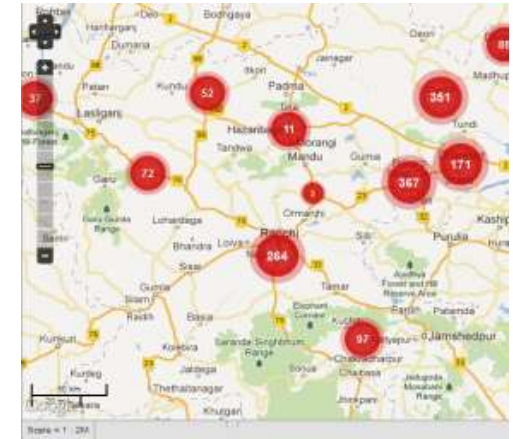


Inputs connected to government (local + other), NGO partners, social enterprise partners

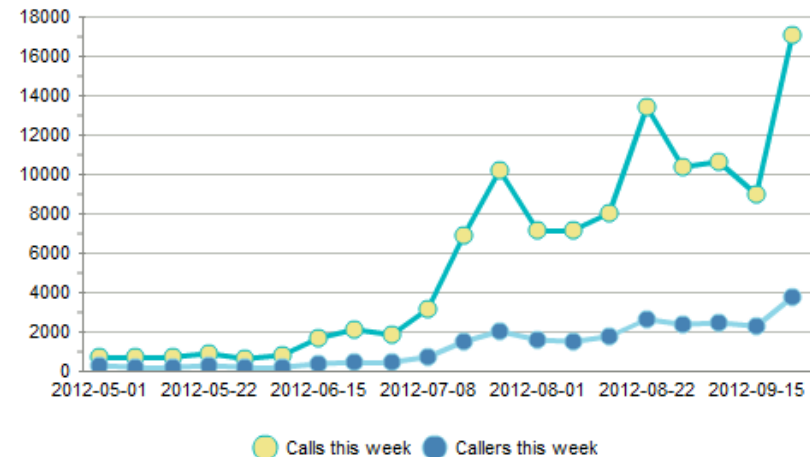
Content on Mobile Vaani



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



Call volume



हमारी अवाज मोबाइल की अवाज
झारखण्ड मोबाइल रेडियो
 नंबर: 0880-0097-458

अपने मोबाइल और आपके पास हमारा मोबाइल अवाज प्रसारण किया जाए, हमारे रेडियो के सुनने के द्वारा ही अपनी सुविधा प्राप्त करें।
 यह एक स्वैच्छिक केंद्र है।
 जो आम जनता को अपनी सुविधाओं के अलावा अत्यधिक सुधार, किसे सुविधा की जानकारी और सार्वजनिक कार्य भी प्राप्त करता है।

आप किस किस विषयों पर बात कर सकते हैं?
 -सामाजिक-सुधार
 -संस्कृति
 -शिक्षण
 -कृषि-उत्पादन
 -संस्कृति
 -संस्कृति
 -संस्कृति

हम अपनी बातों को राज्य एवं राष्ट्रीय स्तर पर प्रसारित करते हैं।

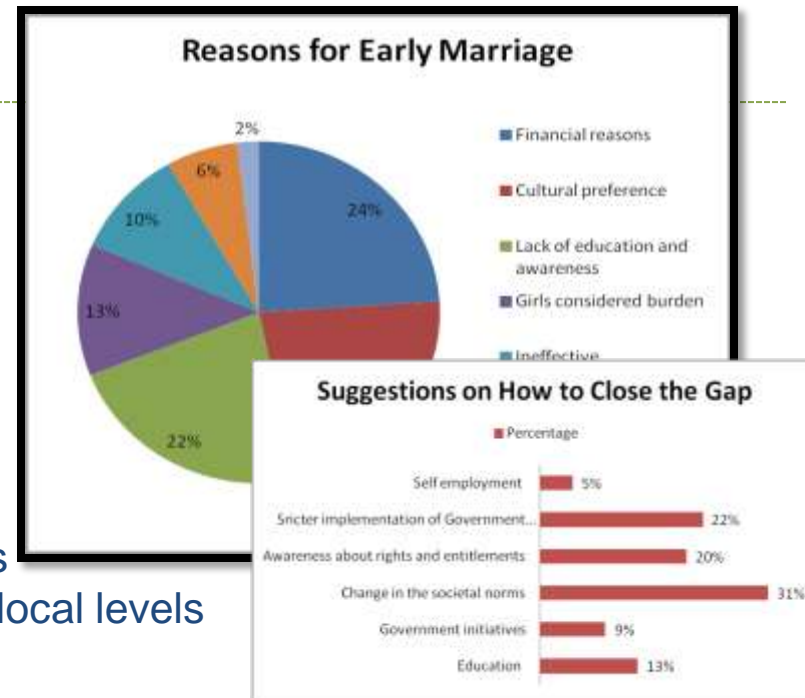
ग्राम वाणी

जे. न्यूज़ -08800097458

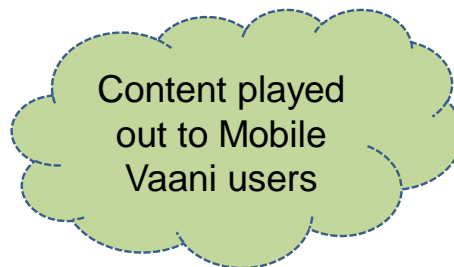


Bringing contextual relevance via localized campaigns

- 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



Feedback is analyzed and channeled back for community response

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

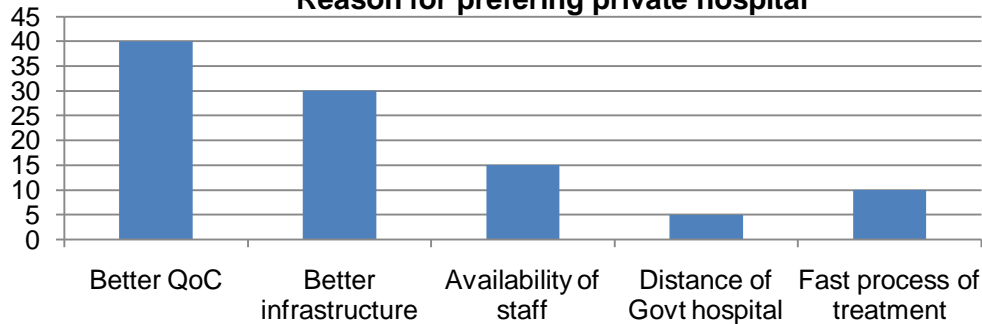
Engaging seed content is provided, to encourage discussion



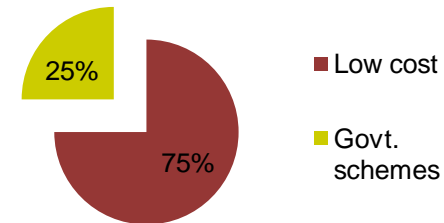
Understanding community awareness and perceptions



Reason for preferring private hospital

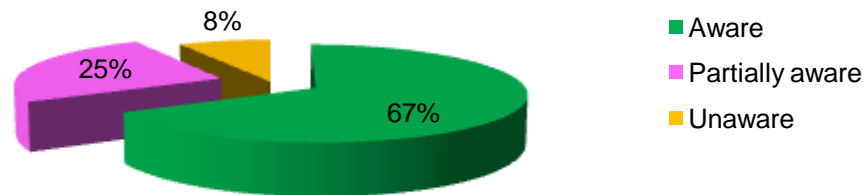


Reason for preferring Govt. hospital



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

Awareness about ANC care



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

झारखंड में स्वास्थ्य सुविधा नदारद, बाथरूम में होते हैं प्रसव

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

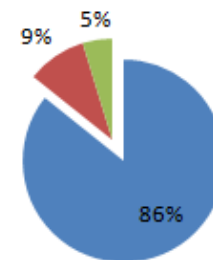
f SHARE

f Like < 17



Availability of Drinking Water & Public Toilet at Health centers

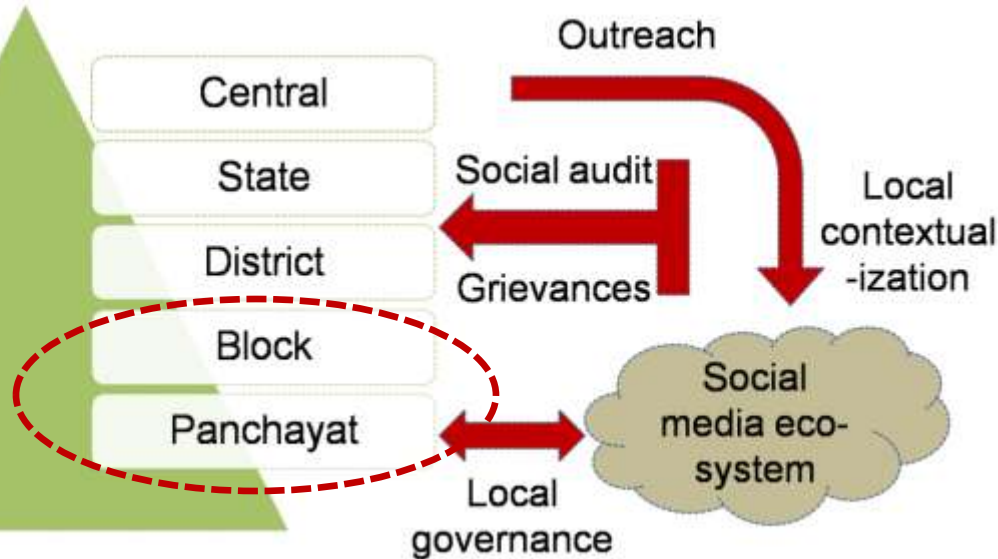
विकास सिन्हा, राँचे
लोगों को कई किलो
इन केंद्रों में भी स
जाने को विवश हैं।
भारती है व्यापकतः
w.palpalindia.com...



■ Drinking water & toilet not available
■ Only toilet available
■ Only Drinking water available



Getting accountability loops to work externally



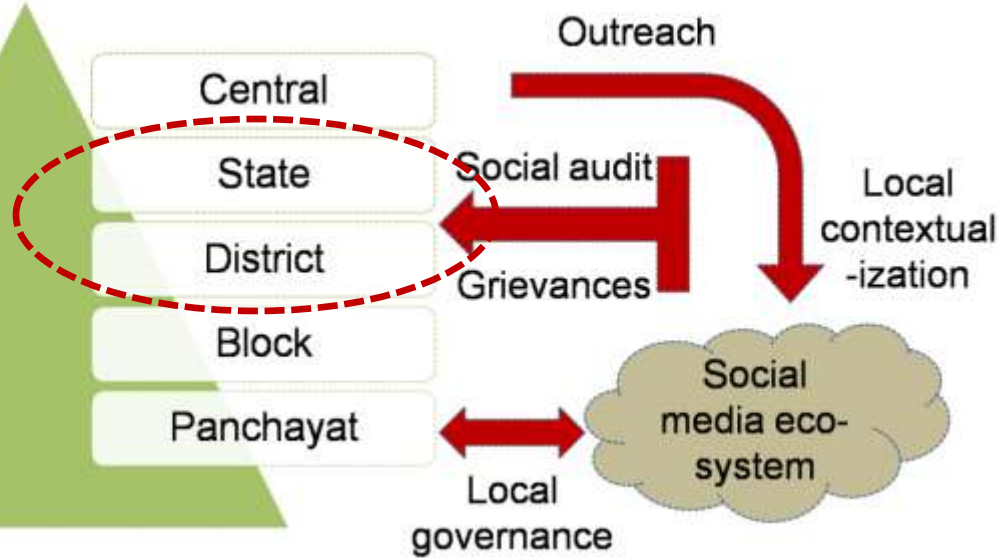
Fear of escalation can make things work at the local level

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

Dear Sir,

Following are grievance reports from Giridih & Bokaro district registered on Jharkhand Mobile Radio from 11/03/2013 to 12/03/2013.

Item ID: JH/G/13W1/001/ 30042
 Caller: V.K Verma
 Date: 11.03.2013

V.K. Verma from Suriya Block of Giridih district called up to express his grief on the death of his friend Ganesh Mahto aged 38 years, the resident of Leda, Giridih who had migrated to Delhi for his job. Detailing on the matter he says that Mahto who died on 7th March 2013 is survived by his mother, wife and a daughter. He requests the Government to provide compensation to the family of the deceased because they have no other source of income left after the death of Ganesh Mahto.

Action taken report: ① On information myself Ramon P.L. Singh, Deputy Commissioner, Giridih, visited the residence place of the deceased for statement of his elder brother Chitto Mahto in presence of other family dependants.
 ② Contacted the Block Development Officer of the area and requested him for assistance. He has requested me to request B.P.L. Candidate/Minister he is residing under P.O. Act, He B.D.O. has given help and arranged some money.
 ③ Further more as the son of the deceased is a student of Intermediate a request has been made to B.P.O. of immediate assistance/management, if at all possible.

Signature: *[Signature]*
 Name: Ramon P.L. Singh
 Designation: D.C.
 Department: L.S. B. Jharkhand
 Date: 18/3/13

पत्रांक-ब०के०यो०(विधि प्रचार)-०५२०१३ ड०वि०-५६(ब०)

14

झारखण्ड सरकार
 श्रम, नियोजन एवं प्रशिक्षण विभाग

प्रेषक,

सुनील कुमार, झ०प्र०से०
 जगन्नाथपुर, झारखण्ड, राँची।

सेवा में,

सभी श्रम अधीक्षक, कृषि श्रमिक सहित,
 झारखण्ड।

विषय-
 महाराज,

राँची, दिनांक: 23/03/13
 ग्रामवाणी द्वारा संचालित कम्युनिटी रेडियो के माध्यम से श्रम शिवालयों के निष्पादन तथा प्रचार प्रसार के संबंध में।

उपरोक्त विषय के संबंध में ग्रामवाणी कम्युनिटी रेडियो से श्रम प्रस्ताव की Soft Copy आपके आवश्यक कार्यालय संचालन करते हुए कहना है कि कम्युनिटी रेडियो सेवा को विभाग द्वारा कर्षणित की जा रही योजनाओं के प्रचार-प्रसार हेतु उपयोग में लाया जा सकता है। इस हेतु आपके द्वारा निम्नलिखित कार्यवाही अर्पित है :-

1. इस सेवा के माध्यम से विभाग द्वारा संचालित योजनाओं के बारे में श्रमियों के द्वारा जानकारी माँगी जा सकती है या कतिपय शिकायत किये जा सकते हैं।
2. इस सेवा के माध्यम से विभागीय योजनाओं तथा कार्यक्रमों की जानकारी श्रमियों को दी जा सकती है।
3. यह एक तकनीक आधारित सेवा है, अतः अग्रेसर अपेक्षा की जाती है कि आप अपने कार्यालय से संबंधित किसी ऐसे कर्मी को जो कंप्यूटर तथा इंटरनेट के संचालन में जान के योग्य हैं, उन्हें नियुक्त करवाया जाये।

Ideal scenario: Integrate community inputs with internal tracking



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

Dhalaos	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 Dhalaos Information

Dhalaos status

What is Dhalaos self-reporting all about?

The designated garbage sites (Dhalaos) 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:

Achieving demand driven accountability in rural settings



- 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

Marandi villagers left out of development process

A disillusioned resident of Marandi told in Jammu district has called in to say that in his village apart from a few wells 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 even good roads to access the village. When will development reach us, he asks.



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



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

