

Gram Vaani Community Media

- Technologies for Community Empowerment -

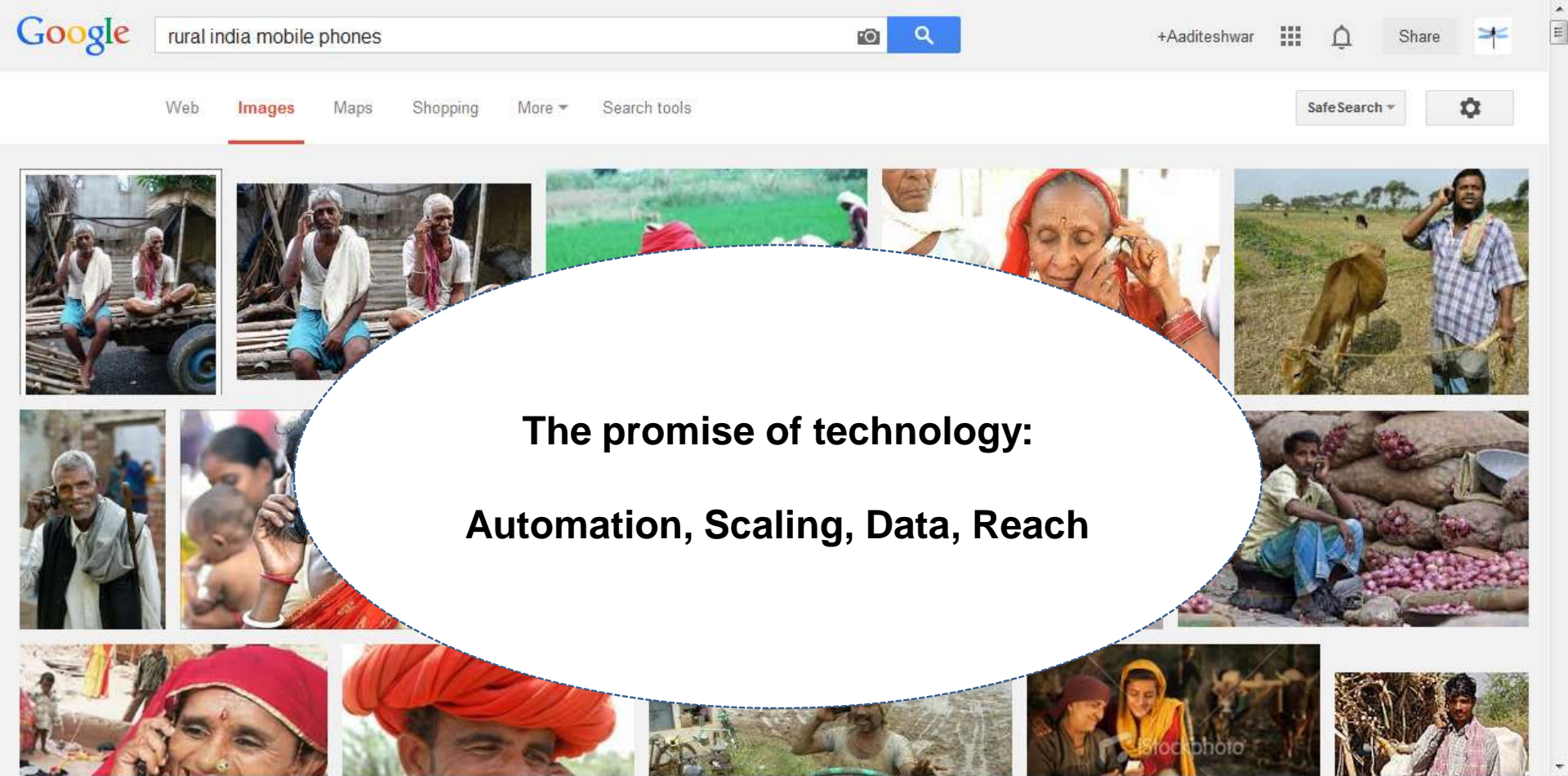


REALIZING THE PROMISE OF TECHNOLOGY

NOVEMBER 2013



VOICE OF THE VILLAGE



**The promise of technology:
Automation, Scaling, Data, Reach**

- Agriculture: IKSL, RML, Behtar Zindagi...
- Health: Mobile Kunji, ASHA Kiran, CommCare, eHealthpoint...
- Livelihood: Saral Rozgar, Babajobs, Just Rojgar...
- Accountability: Mobile Vaani, CGNet Swara, I-Change-My-City, I-Paid-A-Bribe...
- Education: Galli Galli Sim Sim, Millee...



Challenges behind the scene



- ✓ Operating model: Self driven Vs Partner driven
- ✓ Usability and appropriate technology design
- ✓ Training
- ✓ Context
- ✓ Integration with multiple stakeholders
- ✓ Evaluation
- ✓ Financial sustainability
- ✓ Scaling

We need all elements to be correct!

Mobile Vaani: Bringing citizen media to the BoP



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 forum meant for this disenfranchised population



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

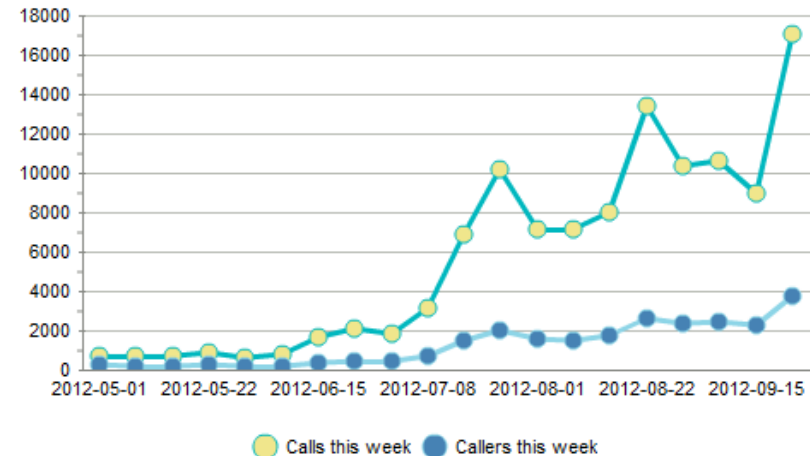
Content on Mobile Vaani



- 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
 - 2,000+ 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 सब की अवाज
झारखण्ड मोबाइल रेडियो
संख्या: 0880-0097-458

अपने सोच और अपने पास हमारा सोच सब आपका
है। आप अपने सोचों को हमारे माध्यम से
सुनाने, फैलाने और सार्वजनिक
करने की राह खोजें।

आप किस विषय पर बात करना चाहते हैं?
- स्वास्थ्य
- शिक्षा
- कृषि-जल
- महिला
- समाज
- पर्यावरण
- अन्य

हम आपकी बातों को राज्य भर में प्रसारित
करेंगे।

जे. न्यूज़ - 08800097458



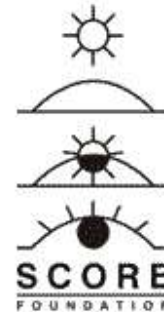
Other applications



- Data collection



- FAQ and helplines



- Fullcircle



- MIS extension



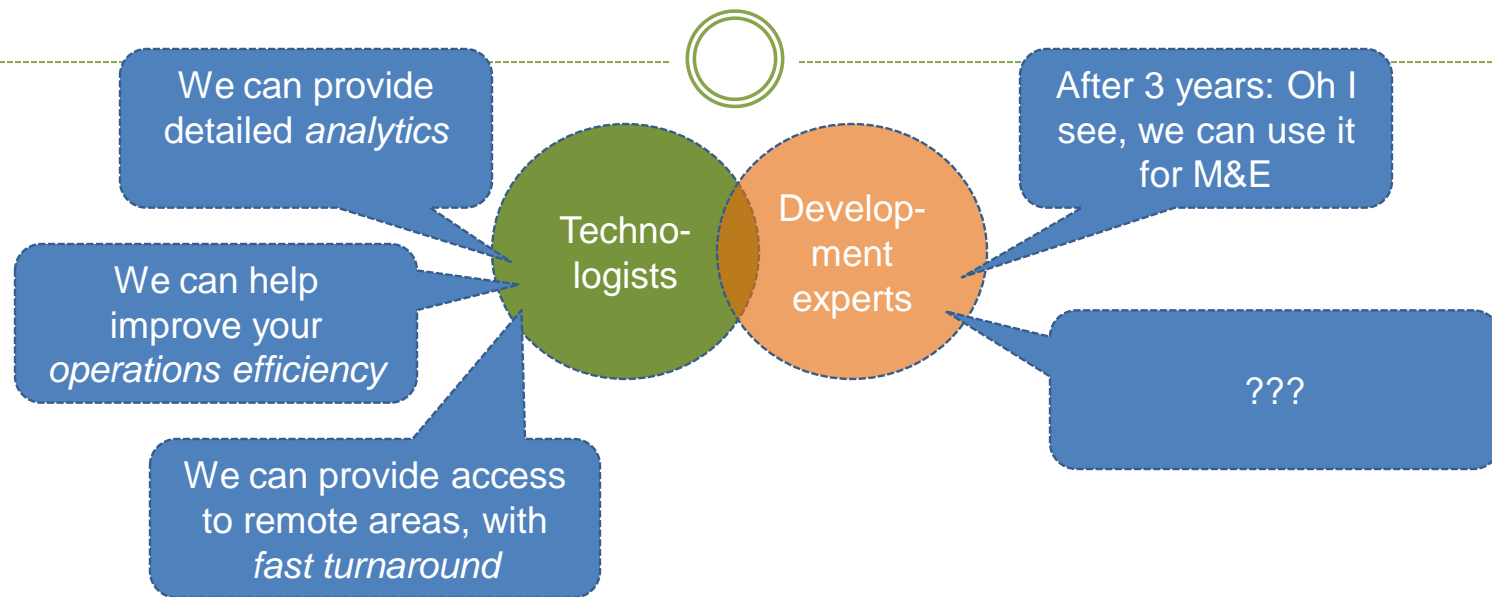
- GRINS





Challenges to realize the magic of technology

Operating model: Self driven Vs Partner driven



- Gram Vaani's mission: Use technology to empower communities to demand accountability
 - 2009-11: Tried working via partners but very slow cycle
 - 2012 onwards: Set up our own operations. Chose Jharkhand. Now much quicker traction even with partners
 - Overall eco-system has also matured and a lot more talk of ICTD (and availability of funds)

Technology usability and training

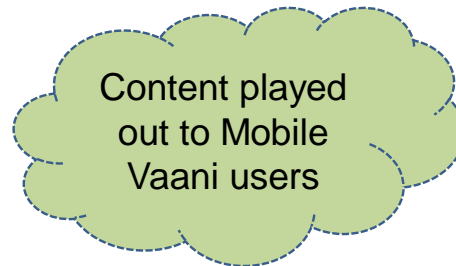
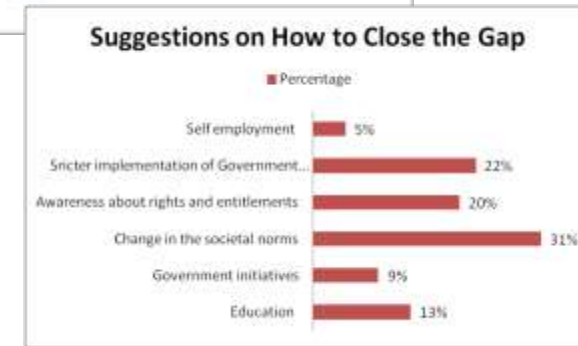
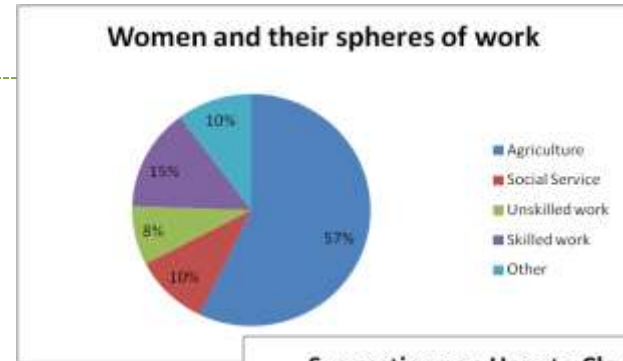


- Choice of medium
 - SMS does not work
 - Phone models are diverse and use non-standard platforms, so apps are hard to do
 - IVR has shown great potential
 - Phone access to women or adolescent girls is still a problem. Alternatives such as offline screenings can go deeper, however increases cost and time to execute
- Training
 - Complicated workflows: Prominent mHealth intervention with CHWs, over 4 residential trainings in batches of 25 but still not fluent
 - Collaborative learning: Word of mouth works really well, self learning too
 - Incentives: Can handle 18+ steps to transfer videos using Bluetooth!
- Iterative design
 - Users won't tell you what they want, they'll discover their own ways and we just have to make it efficient for them

Context



- 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
- Examples from Mobile Vaani



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

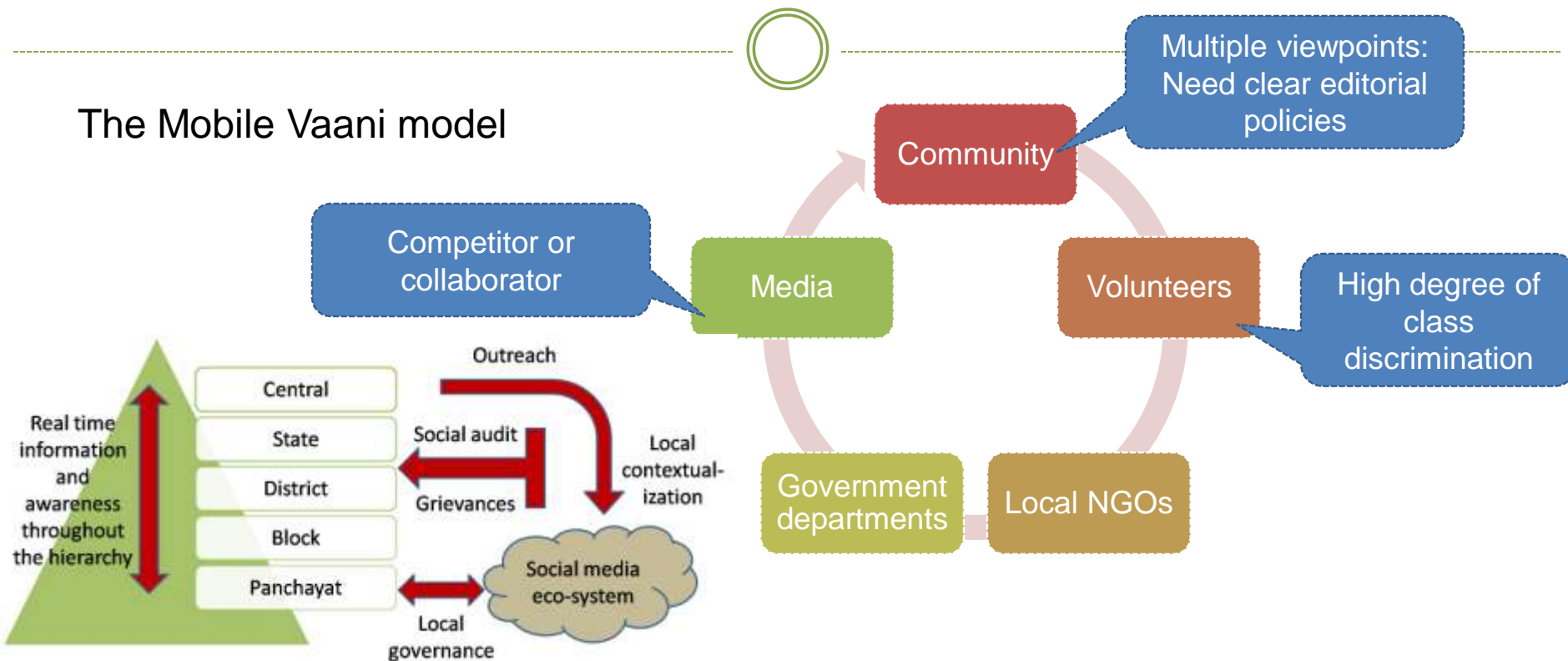
Feedback is analyzed and channeled back for community response

Engaging seed content is provided, to encourage discussion



Integration with multiple stakeholders

The Mobile Vaani model

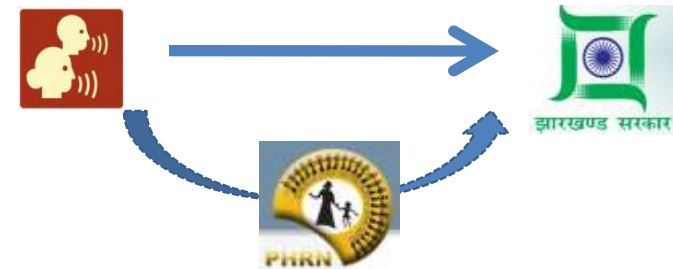
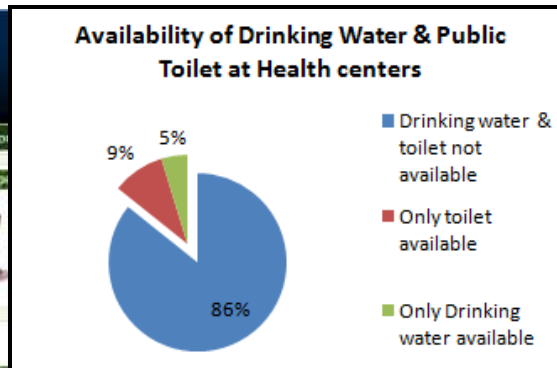


- These are generic problems even with other interventions
 - All stakeholders are not at the same level of technology expertise
 - Different modalities of information sharing: MIS/Automated/Manual/Written/Oral
 - Clean separation of roles and responsibilities becomes hard

Evaluation



- Hardly any large scale evaluation of ICT for development projects. We have no time or resources!
- Anecdotal evidence at best, but easy to collect
- Mobile Vaani
 - Is community awareness increasing?
 - Is behavior change actually happening?
 - What is the right model to demand accountability?

Financial sustainability and scalability



- Scale => Somebody other than donors have to pay! And the model should be replicable
- Will community users pay?
 - Maybe for information services, not for information alone
 - Example, people may pay to get a doctors advise if their child has malaria, but may not pay to just get information on preventing malaria. Information needs to be linked with direct tangible benefits
- Will the government pay? Institutionalize the system?
 - Very top-down view, slowly changing towards decentralized community driven initiatives
- Will other stakeholders pay?
 - Rural advertising, corporate service providers, CSR
- Building replicable models is hard though. Organizational structure, stakeholder linkages, technology design, all need to be geared towards a plug-n-play model

Conclusions



- Technology is hardly a magic bullet
- Has huge potential but needs several pieces to fall in place for it to be really effective
- How can donors help
 - Overcome inertia of partners to try technology
 - Support scaling and evaluation of existing projects
 - Help integrate systems with governments and other stakeholders
 - Cross pollinate experiences and learning of success and failures in other geographies

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 talu 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 gravel roads to access the village. When will development reach us, he asks.



Our partners



MCD Delhi



Knight Fndn.



IIT Delhi



Grand Challenges Canada



Thanks



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