SOUTH ASIA SBCC CONVERSATION

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9 DECEMBER 2021

BBC MEDIA ACTION

JOHNS HOPKINS Center for Communication Programs

Center for Communication and Change - India

Breakthrough Act. End Violence Against Women.

unicef for every child

Mobile Vaani

A federated network of Community media platforms

A Voice based alternate media for Social change

gramvaani

mobilevaani

Technology can support human development only when people adopt it wholeheartedly.
At Gram Vaani, we use technology to create participatory media platforms that people find accessible and adaptable.

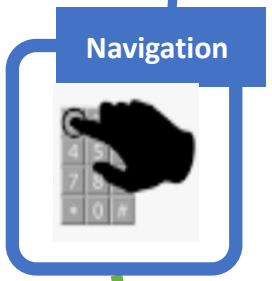
We develop communication platforms where **people whose voices are often unheard can share their opinions, hear from each other, and build communities.** We believe that such **inclusive, bottom-up media platforms**, which are by and for the people, will **build empathetic societies**.

Mobile Vaani – How Does it Work?

Users call-in the platform

User dials a 10-digit number; call gets automatically disconnected; user receives a call back from server

User access



Navigation

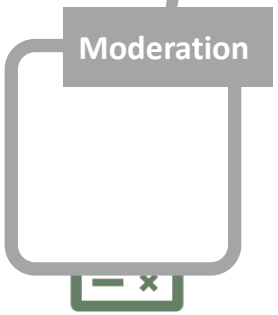
Navigating the playlist

Users navigate the available playlist using their keypads. They can like-share-forward the audio content

Participation

Engagement

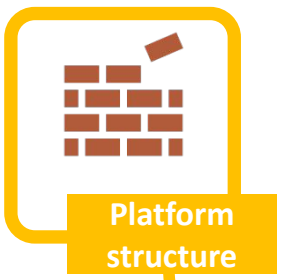
Users can simply record their concern/query on the platform, in their own voice and language



Moderation

Content moderation

A team monitors the platform. The user voices relevant for wider community, get published back on the platform



Platform structure

MV Platform structure

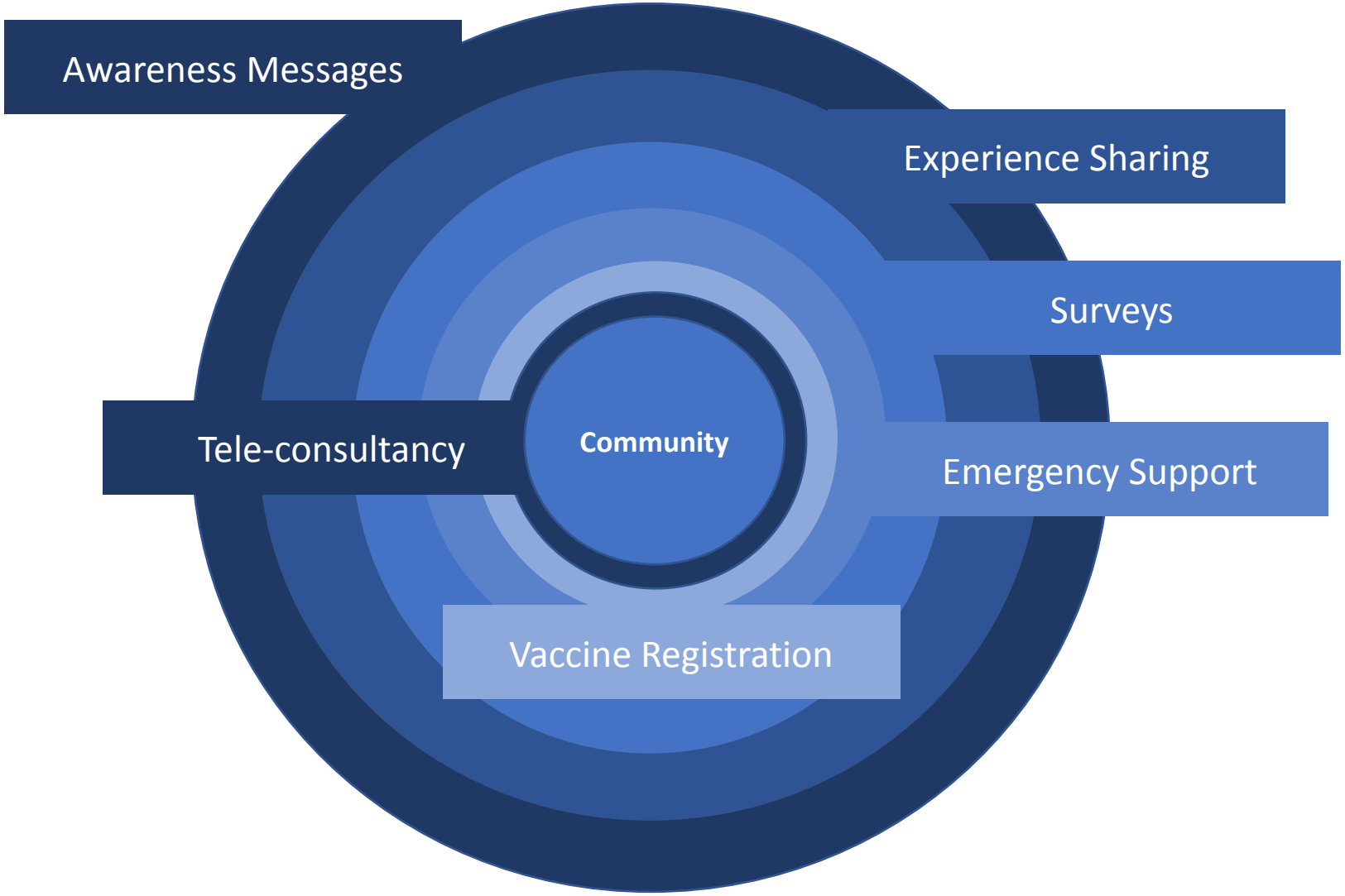
The platform becomes a combination of pre-existing playlists and user voices

Analytics

Feedback & insights

Strong analytics at the backend offer insights around user engagement, preferred content and dominant info-gaps

Participatory Media for the Community



Campaigns based on communities' requirement

Collaborations toward supporting community

Action based research

Advocacy oriented networks

COVID-19 and Mobile Vaani

- Developed audio messages on government guidelines in 10+ regional languages to build community awareness and counter misinformation.
- Captured community experiences of the lived reality of the COVID-19 outbreak and its influence on social and economic life. In particular, this allowed us to highlight issues faced by migrant workers and rural communities, which prompted a policy response from local administrations and response actors.

Conducted multiple surveys to capture the ground realities, including -

School Reopening Survey

Vaccination Survey

- Health Survey

A three-phased Migrant Workers Survey

COVID-19 Action and Requirement

- State of Provisioning of Relief Services Survey

COVID-19 and Mobile Vaani

- Initiated campaigns on the basis of the findings from the surveys and voice reports, including:
- Right to Food Campaign
- Campaign with to assist visually challenged beneficiaries
- #NotStatusQuo campaign to draw attention towards and address issues with the public distribution system, direct benefit transfers, banking channels
- Rozi Roti Adhikar campaign, keeping the context of returning migrants in view
- Grievance redressal support and assistance to vulnerable households
- Emergency support such as cash, transportation, ambulances, oxygen, etc. to people requesting for help on our platforms
- Deployed voice based registration system for supporting vaccine registration, especially for those, who were unable to access the online vaccine registration systems themselves

Coordinated with district level government health committees to organize vaccination camps

- Provided tele-consulting facility through partners such as the Healing Fields Foundation, Basic Health Services, Kshamtalaya, and the Yumetta Foundation, Noorah Health

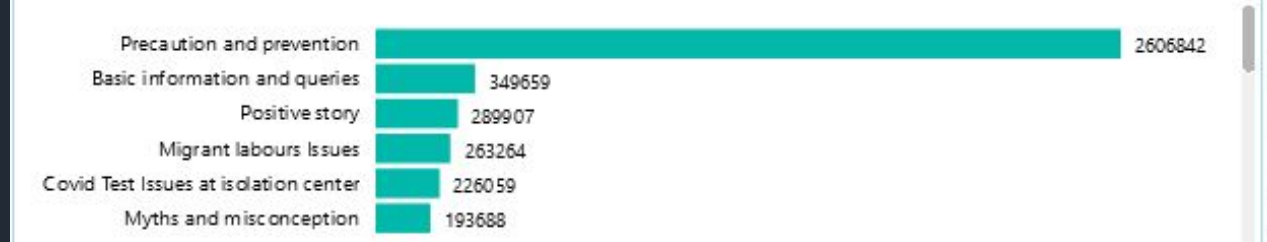
Live Statistics and Analytics

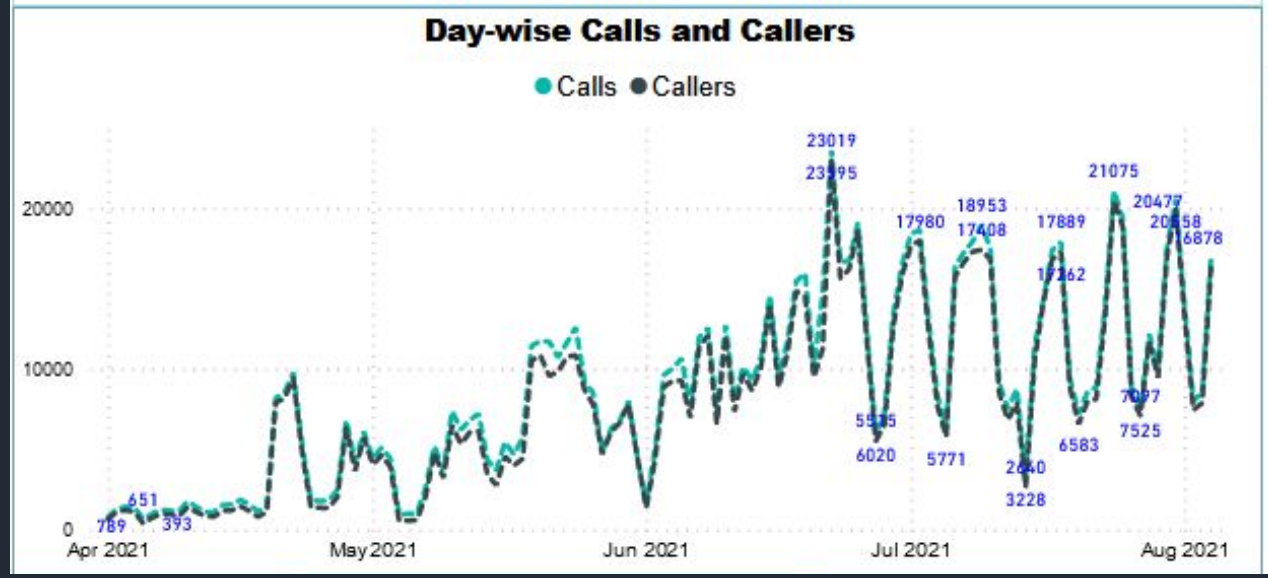
16878	16274	1085378	230257	1667
Yesterday Calls	Yesterday Callers	Total Calls	Total Callers	Studio Contents

4.62	3.48	34949	7211	2278
Avg. Callback (Mins.)	Avg. OBD (Mins.)	User Contributions	SOS Received	Impacts

Reporter Generated | Studio Generated | User Generated

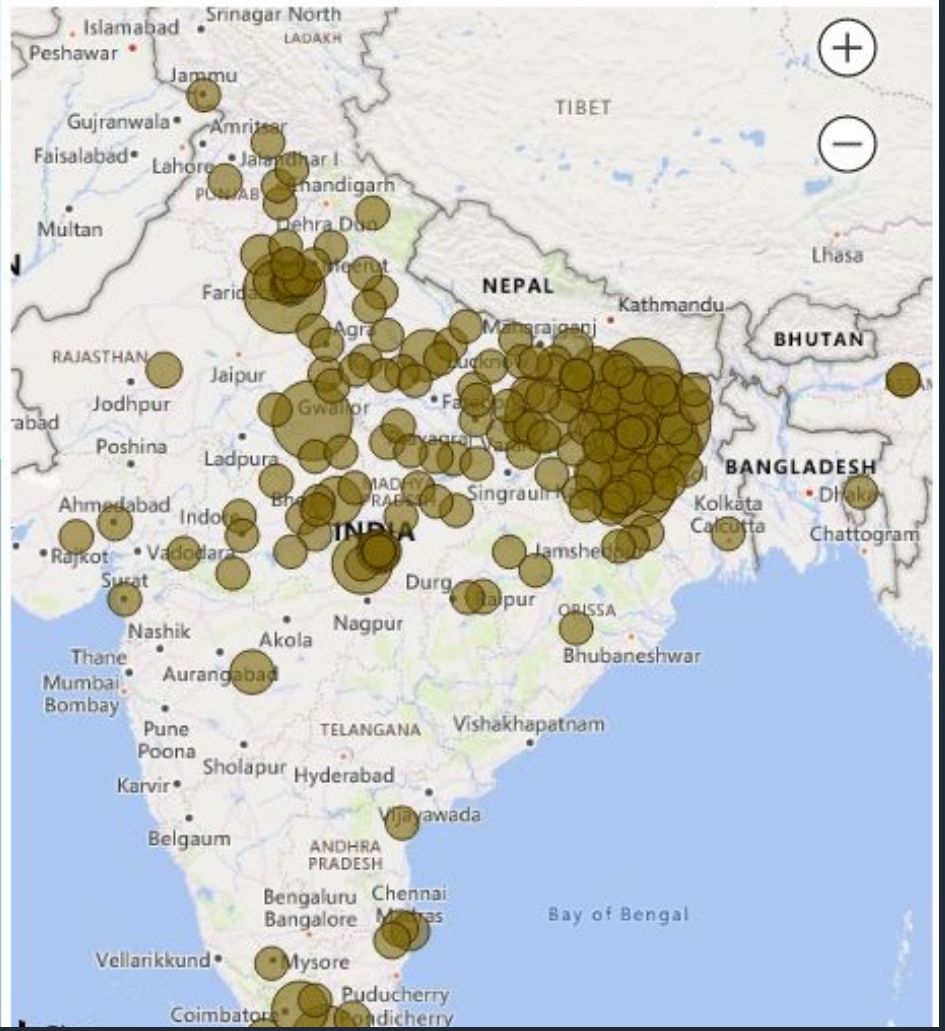
Total MOUs Heard by Theme





COVID-19 (Corona Virus)

Contributed Items, Item Listeners and Heard Count by District State



Impact through Numbers

- 1600+ awareness oriented audio capsules created and shared
- 2 lakhs + users listened to the awareness messaging
- 10 lakhs + calls on COVID-19 specific platforms
- 1000+ impact stories recorded by beneficiaries
- 1000+ users received vaccines through camps in MP, Bihar, Jharkhand, & Tamil Nadu
- 200+ users received emergency support such Oxygen/ICU beds
- 500+ users received advice from doctors within one month
- Cash Transfer – 200 (IYRC + IIT K group) & 193 (Visually Challenged)
- Dry ration materials received by more than 1000+ beneficiaries

Roadmap

Mobile Vaani

- Deploying a participatory media platform
- Building a community network of volunteers
- Collation of voice reports – Grievances/questions/experiences/views recorded on the Community media platforms

Collaborative response

- A complaints repository
- Survey based finding
- Collective advocacy
- Targeted campaigns

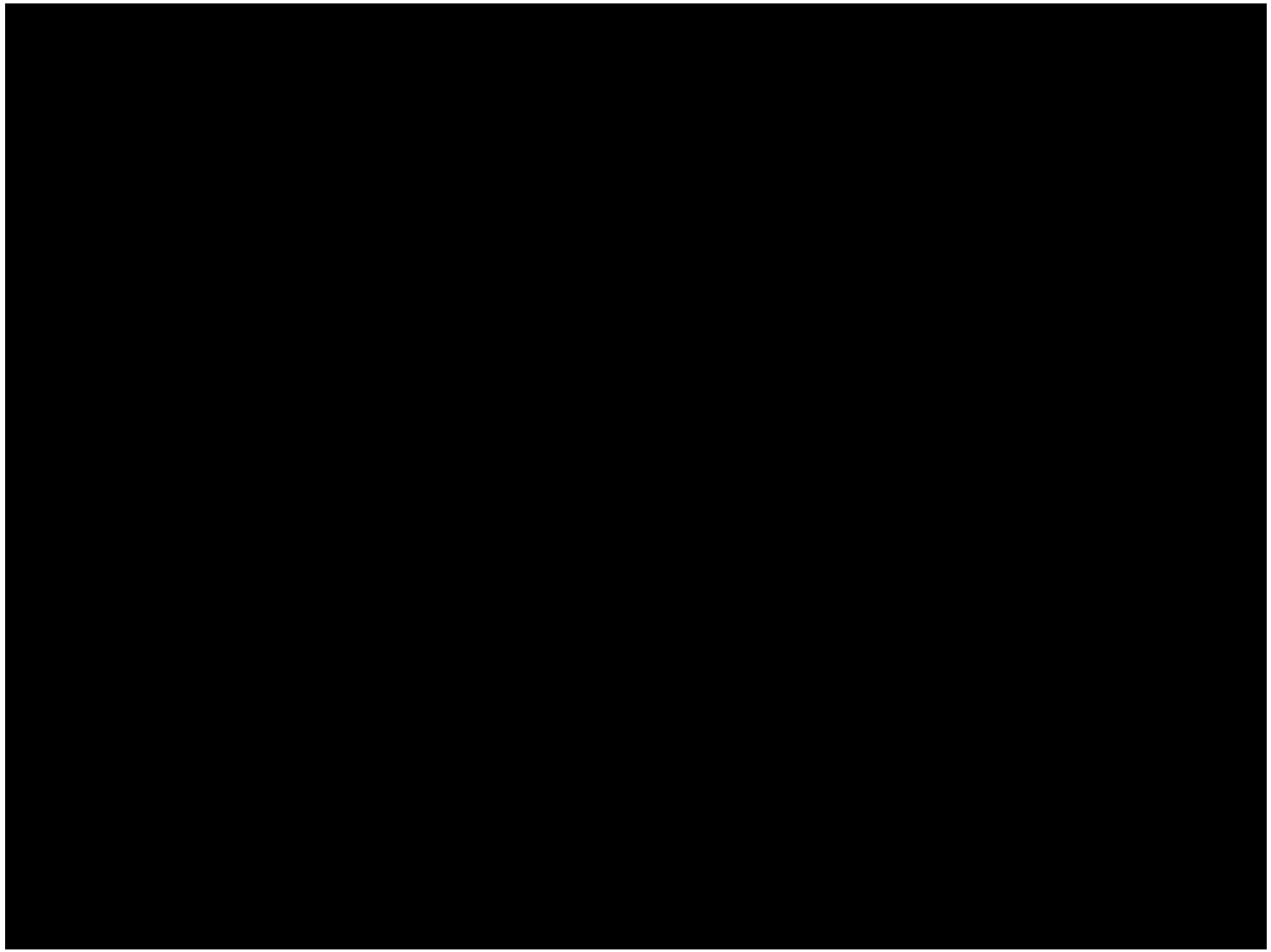
Improve accessibility of MIS

- Using voice technologies linked with IVR systems with real-time data for tracking

Leverage innovative technologies

- Use innovative tech tools like Voice Bot, Voice Based Q&A to improve beneficiary awareness and engagement

In short: Video



Video Link

Thank you

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