Mobile Vaani

A federated network of Community media platforms

A Voice based alternate media for Social change
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.

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

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

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

**MV Platform structure**
The platform becomes a combination of pre-existing playlists and user voices.

**Analytics**
Strong analytics at the backend offer insights around user engagement, preferred content and dominant info-gaps.
Participatory Media for the Community

- Awareness Messages
- Experience Sharing
- Surveys
- Emergency Support
- Vaccine Registration
- Tele-consultancy
- 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
Mobile Vaani: Technology Media Development

Live Statistics and Analytics

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yesterday Calls</td>
<td>16,878</td>
</tr>
<tr>
<td>Total Calls</td>
<td>10,853,780</td>
</tr>
<tr>
<td>Studio Contents</td>
<td>1,667</td>
</tr>
<tr>
<td>Avg. Callback (Mins.)</td>
<td>4.62</td>
</tr>
<tr>
<td>Avg. OB (Mins.)</td>
<td>3.48</td>
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<tr>
<td>User Contributions</td>
<td>34,949</td>
</tr>
<tr>
<td>SOS Received</td>
<td>7,211</td>
</tr>
<tr>
<td>Impacts</td>
<td>2,278</td>
</tr>
</tbody>
</table>

Report generated by:
- Reporter
- Studio
- User

Total MOUs heard by theme:
- Procurement and prevention: 2,608,842
- Basic information and queries: 34,059
- Positive story: 288,007
- Migrant labour issues: 283,264
- Covid Test issues at isolation centers: 228,509
- Myths and misconceptions: 193,600

Day-wise Calls and Callers:

<table>
<thead>
<tr>
<th>Month</th>
<th>Calls</th>
<th>Callers</th>
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</thead>
<tbody>
<tr>
<td>April</td>
<td>284,19</td>
<td>23,076</td>
</tr>
<tr>
<td>May</td>
<td>23,397</td>
<td>17,998</td>
</tr>
<tr>
<td>Jun</td>
<td>17,998</td>
<td>16,061</td>
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<tr>
<td>Jul</td>
<td>17,689</td>
<td>14,583</td>
</tr>
<tr>
<td>Aug</td>
<td>21,075</td>
<td>19,067</td>
</tr>
</tbody>
</table>

Map showing contributions, 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
Mobile Vaani: Technology Media Development
Thank you