

Mobile Vaani

- A Voice-based Social Media Network for Rural India -



INFORMATION AND BEHAVIOR CHANGE CAMPAIGNS

SEPTEMBER 2014



VOICE OF THE VILLAGE

The problem



Glut of information out there, more and more users are getting online, but how do we make this information useful?

Context
Completeness
Credibility

Conversations can help build these 3Cs into Content

How do we create conversations in rural environments where is poor connectivity and literacy?



How Mobile Vaani 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 different stakeholders -- government, NGOs, social enterprise partners, corporate

The offline connect via Mobile Vaani volunteers



Workshops with women SHGs and artisans

Wall paintings by community volunteers





Nuts and bolts of running campaigns

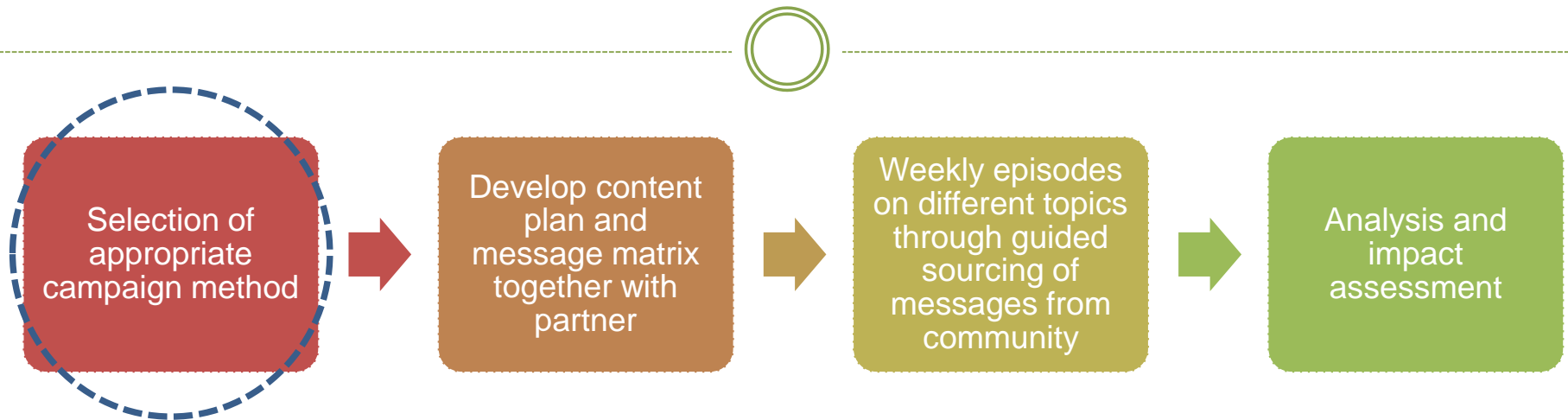
Information campaigns on Mobile Vaani



- Mediated discussions formulated with partners
 - Early marriage
 - Domestic violence
 - Maternal health – preparedness and entitlements
 - Family planning, sex selection
 - State of health services
 - Rural-urban migration
 - State of MNREGA
- Context: People learn through examples of similar people
- Completeness: Multiple viewpoints from various stakeholders
- Credibility: Authenticated messages



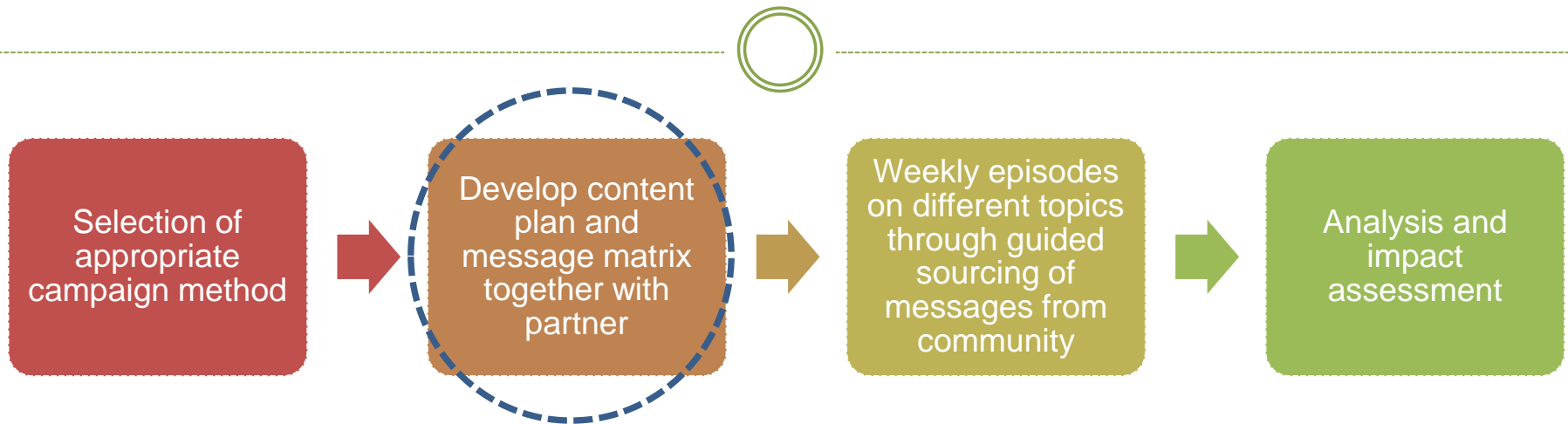
The campaign execution process: Step 1



Consultation with key volunteers

General audience			Specific audience		
Level 1	Level 2	Level 3	Level 1	Level 2	Level 3
Direct questions and messages posed to community	Dramas or mini-case study capsules to anchor discussions	Multiple touchpoints required	Seed content solicited by volunteers	FGDs with community to understand specific issues	Multiple touchpoints required

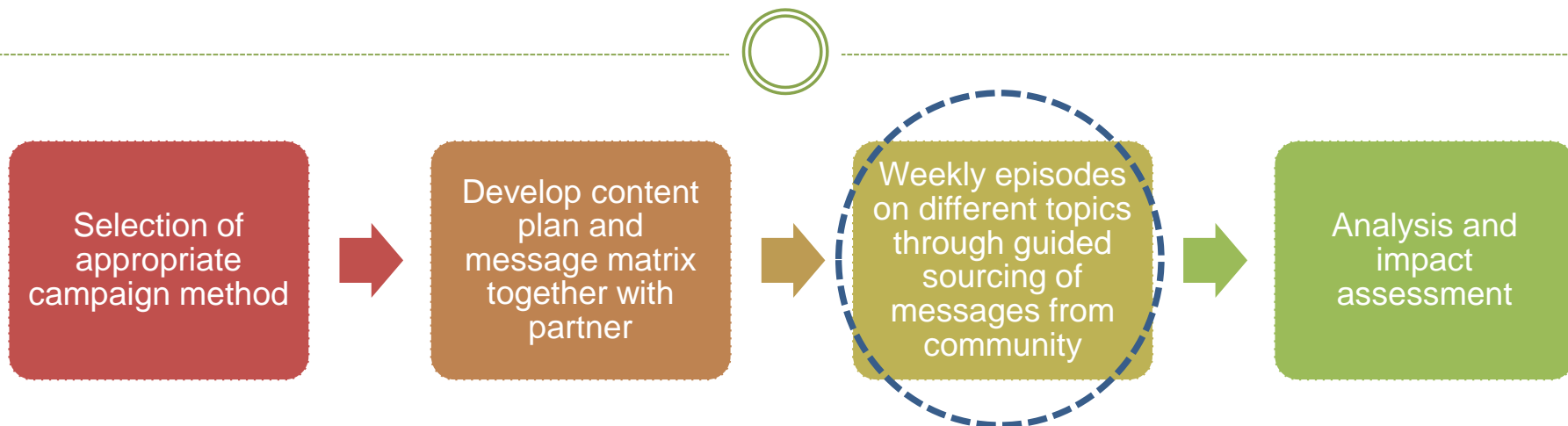
The campaign execution process: Step 2



Consultation with partners

Week	Content format	Sub-topic	Objective	Anchored questions
1	Drama – 2 episodes	Discussion in family of why it is important to marry off Chutki	Uncover reasons for early marriage	Why in your village have you seen early marriage happening
2	Drama – 2 episodes	Ups and downs of Chutki in her new family	Disclose problems faced	Why do you think Chutki is having these problems

The campaign execution process: Step 3



Ep-1 बाल विवाह कानून की जानकारी

Introduction to the issue of Early Marriage – Information about the concept of Early marriage was provided and statistics on the graveness of the situation were shared. The first promo informed people about the campaign and discussed the existence of such a custom. The episode carried important clauses from the Child Marriage Prohibition Act (2006) along with the interviews of various government officials and civil society members working on the issue also formed a section of the first episode.

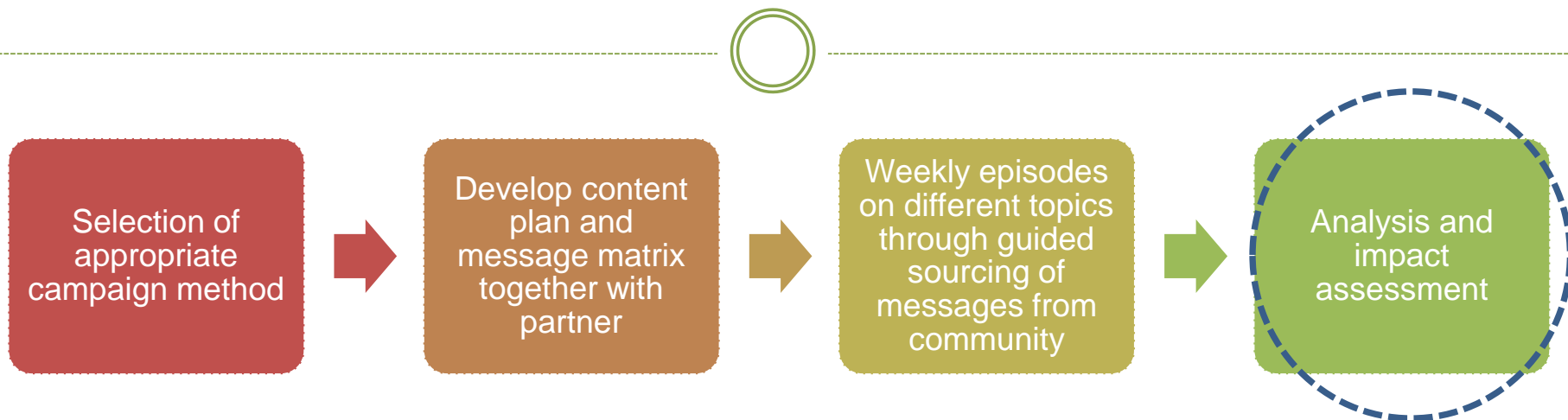
Sept. 1, 2013, 6:45 p.m. | Location: [10: JH. Ranchi](#) | Tags: [BT](#) [information](#) [campaign](#) | Category: Social Issues

Episode 2 - The Cons of Child Marriage

Reasons for Early Marriage – The second promo motivated people to listen to the campaign episode by informing them of the time when the episode would be aired and sought solicitations from the community about the reasons and implications for early marriage. The episode carried facts about the reasons for early marriage within communities.

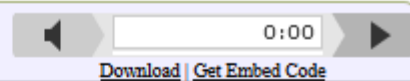
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The campaign execution process: Step 4

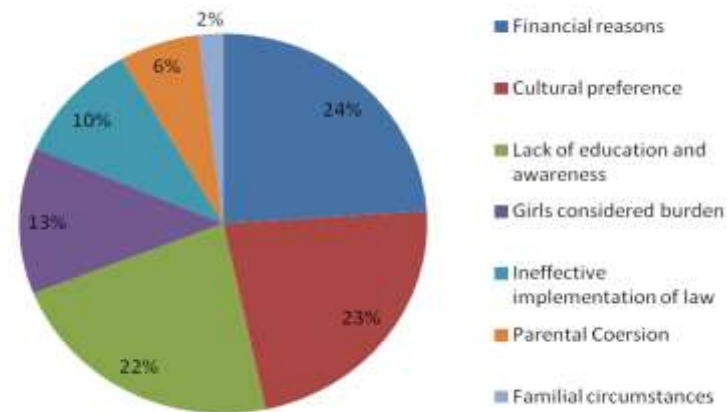


Early Marriage takes place in Bhuiyan Tola

Vipul Hazari from Baghmara, Dhanbad, talks about tribals living in B... early because of the lack of space in their dwellings. According to the... solution is to marry their kids at a young age so that they can have eno... migrate out their house so that they can earn some money and get... Government to look into the matter and prepare policies that can b...



Reasons for Early Marriage



People don't think before doing an early marriage

Subhrish Pathan from Chandrapura Bokaro, gives his opinion on how child marriage... that in his village, people don't think before getting their sons married at an early age. According to him, since the couple comes under a teenage category, the groom... comes with the marriage. On top of that, the wife is also pressurized to bear children... then they are forced to go to the hospital all of which lead to a financial distress lead... and finally leading to alcoholism. Thus child marriages destroy lives rather than mak...

Some testimonials



“

I comment on the health channel and spread awareness among people on health services like free medicines and Mamta Vahan. Through my contributions this helped me gain respect in the community and helped my work as an Asha.

–
Kunti, Asha Worker

”

“

I listened to a campaign on women rights and domestic violence. After hearing the women's stories I felt more confident so I went out and bought my own mobile phone.

–
Neha, Housewife Jharkhand

”



“

I listened to a campaign on early marriage. After hearing other people's experiences with early marriage I decided to only marry after I have finished school.

–
Kishore, Student Bihar

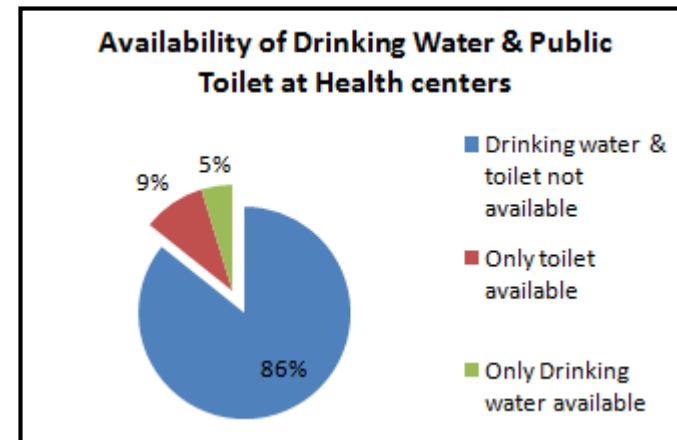
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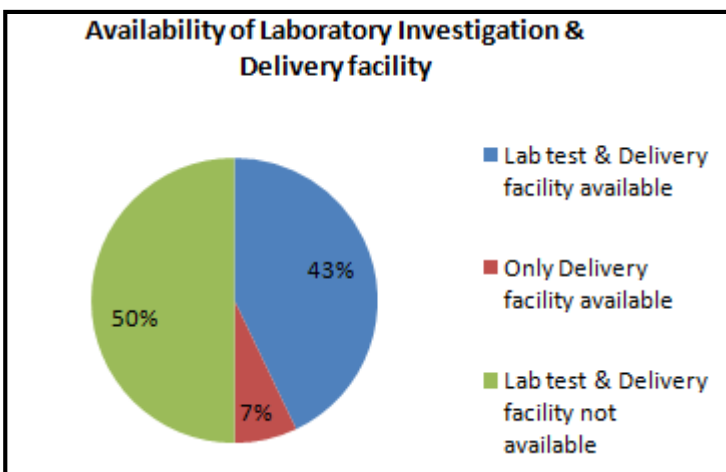
An accountability oriented campaign



Number of water bodies per Panchayat?	6.5
Drinkable water?	None. Used for bathing, washing clothes, water for animals.
Were some water bodies funded under MNREGA?	Yes, each village had at least one MNREGA funded body. Around 30% of the water bodies had been funded under MNREGA and RRR.
Renovations required?	Yes. But no maintenance funds had been sanctioned by the government.
Used for pisciculture? Agriculture?	A few small scale setups for pisciculture, but none of the bodies are perennial and hence not suitable for pisciculture and agriculture.



- 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



A multi-stakeholder discussion



Para Teachers Mobilize State wide strike using Jharkhand Mobile Vaani

Strike mobilization on JMV

Outreach	10,00 families
Total number of calls	30,000
Number of items published	200

Jharkhand, state wide: Month long para-teachers strike paralyzes all schools across the state. Demand for permanent positions and increased salaries. Parents rebut with accusations of negligence of duty. Teachers send their petition to the government. District administrators respond with their point of view. A great example of multi-stakeholder discussions on the platform

	Strike update	Problems caused	Valid cause	Invalid cause	Request to govt	Request to para-t
Para-teachers	24%	7%	31%		37%	
Activists	10%	24%	20%		31%	3%
Students		43%	4%	34%		
Parents	4%	38%	9%	38%		
Govt						90%
Media	53%	17%	23%		5%	

Thanks



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