



Gram Vaani Community Media Pvt. Ltd.

<http://gramvaani.org>

## About us

Gram Vaani, meaning 'voice of the village', is a social technology company incubated out of IIT Delhi. We started in 2009 with the intent of reversing the flow of information, that is, to make it bottom-up instead of top-down. Using simple technologies and social context to design tools, we have been able to impact communities at large – more than two million users in over 7 Indian States, Afghanistan, Tanzania, Namibia and South Africa – in partnership with over 80 organizations in the social sector. More interesting than this are the outcomes our work has led to: Forty rural radio stations are able to manage and share content over mobiles and the web, corrupt ration shop officials in Jharkhand were arrested due to citizen complaints made on our platform, Women Sarpanches in Uttar Pradesh shared learning and opinions on their work with senior government officials, and citizens were able to monitor and report on waste management in 18 wards of Delhi to hold MCD officials accountable for their work.

We have won several awards, including the Knight News Challenge in 2008, the Manthan Awards in 2009, the Economic Times Power of Ideas awards in 2010, the Rising Stars in Global Health award in 2012, the mBillionth South Asia Award in 2012 and 2013, and were finalists in the Ashoka Changemakers and Vodafone Mobiles for Good competition last year. We work with organizations all across India and in other developing parts of the world.

## Products and services

Gram Vaani has two main service offerings:

- **Sponsorships and community research on the Mobile Vaani network:** Mobile Vaani is a unified platform for rural voice-based social media that integrates our phone networks in Jharkhand, Bihar, and the North East, with our network of over a dozen community radio stations in the Hindi belt. This gives Mobile Vaani a reach of over half a million households, primarily comprised of low-income families in rural areas.

Mobile Vaani provides a facility of reaching out to this population with development messages, employment alerts, entrepreneurial activities, and also conduct market research studies. Using our vSurvey solution, we can survey users both one-time as well as longitudinally on their behavior and consumption habits, such as to understand sanitation practices, or energy usage norms, or financial income and expenditure habits. This becomes possible because of Mobile Vaani's reach to marginalized communities that are not accessible otherwise, and to do this in an interactive manner that allows us to collect data.

- **ICT (Information and Community Technology) solutions:** Gram Vaani has gained significant expertise in deploying its technology solutions in a wide variety of contexts and social sectors, and we understand the challenges it takes to conceptualize systems, train users, design technology, re-design based on feedback, and run monitoring and evaluation on the intervention. Some of our best use-cases include:
  - o Running health and education facility assessment to generate data for social audit
  - o Radio on telephony systems for children to listen to educational dramas, submit their own poetry, and vote on each other's poems to select the best winner
  - o Helplines for ASHA workers to listen to audio learning packs on seasonal diseases or maternal health and connect to experts to resolve doubts
  - o Helplines for parents seeking admission for their children under the EWS quota
  - o Self-reporting system for contractors on garbage cleaning schedules, that can be audited by community volunteers
  - o Data collection by Panchayat representatives, to auto-generate reports which they can take to the block and district level authorities to lobby for the release of funds for their respective villages

We work with over 80 organizations on sectors spanning education, health, agriculture, decentralization, accountability, and skills development. Our engagement starts right from conceptualization of the intervention, to the design of technology, field training, and continuous support in advocacy and continued fund raising.



Mobile Vaani network: 500,000 households in JH, BH, NE, UP, MP, OR, UK, HR, HP

Over 80 ongoing projects for Mobile Vaani campaigns and partnerships, vAutomate and GRINS technology

### Contact us

Please ask us for a meeting to brainstorm ways in which technology can help improve your efficiencies and reach, and get a better understanding of rural populations.

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