

Sakhsham: Report of the Pilot Phase

Sakhsham is a mobile based monitoring and reporting programme for SHG members, which has been initiated by UNDP in the blocks of Varanasi, in partnership with Video Volunteers and Gram Vaani.

Concept:

While ‘One-sixth of the country, or 200 million Indians, don’t possess any of the most basic assets like a transistor or TV, phone, vehicle of any kind or a computer...Over half of rural households and three-quarters of urban households now own a mobile phone.’ – Times Of India

(http://articles.timesofindia.indiatimes.com/2012-03-14/india/31164801_1_households-penetration-mobile-phone)

‘Rural India overtakes urban India on the base of both ‘users’ as well as ‘active SIMs’...saw higher increases in both ‘penetration’ & ‘tele-density’ (as compared to urban India) ... 218.9 million rural versus 188.4 urban mobile subscriptions.’ – (<http://indiatechonline.com/juxtconsult-india-mobile-phones-study-2011-545.php>)

All of these recent studies show a surge in the number of mobile users both in rural and urban India. While access to Internet or landlines may be limited in rural parts of India, access to mobile technology has become increasingly widespread. Given the kind of penetration, along with flexibility of using it, the mobility and user-friendliness mobile technology provides a useful and powerful tool for non-profit advocacy work, especially in developing countries like India. This is important because it indicates that people are familiar and comfortable with using mobile technology as a tool for communication.

The idea behind this mobile based monitoring and reporting programme is to leverage this advantageous position and use it towards the progress of Saksham Program’s by addressing questions/concerns, as well as by engaging the women and in turn the SHG members through their active participants in the conversation. It was envisaged that through this initiative, a collaborative system of empowerment can be created, which will be both sustainable and self-reflective, allowing continuous improvement of the programme.

The Project:

The project offered the following services:

- Monitoring the self help groups
- Reporting on local issues
- Doing surveys and polls (e.g. on satisfaction with SHG operations)

What it offered to the SHG/federation members?

- Any SHG member can call in the number and respond to two questions
- The first question is a multiple choice questions where the SHG members can choose among the options of loans, livelihood and asserting your rights, thus indicating their preference about the issue on which they would like their SHG/ federation to focus on.

- The second question is an open ended question asking them about anything that they would like to mention to UNDP about services and needs they have

The project offered the following to UNDP:

- UNDP representatives can listen to the women and hear their issues, while also soliciting feedback from them through a micro-surveying/polling tool.
- From the data they can draw an understanding of the requirements of the SHG/ federation members’

Data Analysis:

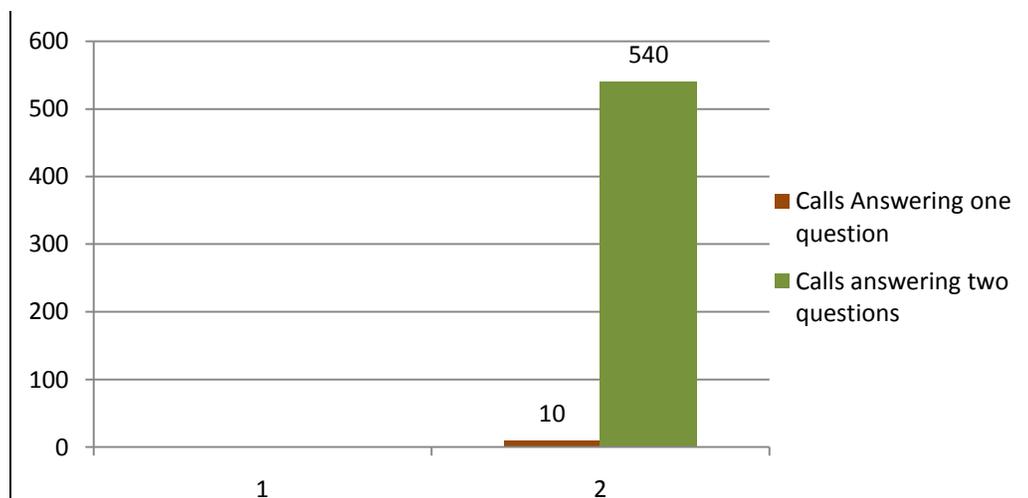
The following section analyses the data received during the pilot phase.

Important Statistics:

- Duration of the Pilot – 47 days
- First call received - 30/5/2012
- Last call received – 25/7/2012
- Total Number of calls – 550

Table -1

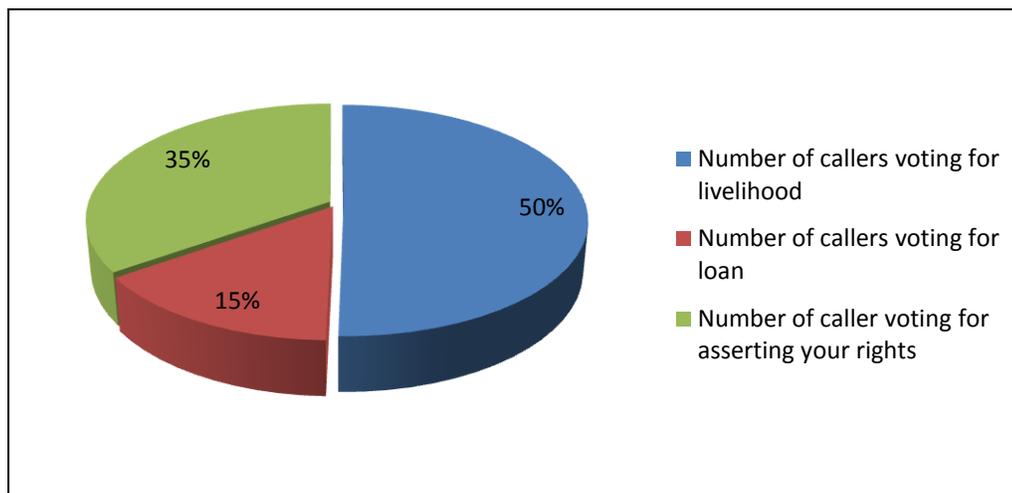
Number of calls answering one question vs number of calls answering two questions



- Average calls per day – 11
- Average in May -7 calls/day
- Average in June – 14 calls/day
- Average in July – 4.6 calls/day

Table – 2

Percentage of Caller Voting for Livelihood, Loans and Asserting your Rights



A snap shot of the stored data

5	Call ID	Number	Question Order	Question Type	Choice	Choice Label	Value	Audio Url	Transcript	Time
6	125387	00918969606413	2	ff				http://voice.gramvaani.org/fsmedia/recordings/32/18071.mp3		2012-05-31 09:27:31
7	125387	00918969606413	1	mc	1	training for livelihoods				2012-05-31 09:27:08
8	125009	00919452483780	2	ff				http://voice.gramvaani.org/fsmedia/recordings/32/18053.mp3		2012-05-30 18:07:57
9	125009	00919452483780	1	mc	1	training for livelihoods				2012-05-30 18:07:20
10	125007	00919452483780	2	ff				http://voice.gramvaani.org/fsmedia/recordings/32/18052.mp3		2012-05-30 18:05:42
11	125007	00919452483780	1	mc	2	loans				2012-05-30 18:05:12
12	125389	00918969606413	1	mc	2	loans				2012-05-31 09:28:48
13	125389	00918969606413	2	ff				http://voice.gramvaani.org/fsmedia/recordings/32/18072.mp3		2012-05-31 09:29:12
14	125524	00918969606413	1	mc	1	training for livelihoods				2012-05-31 13:21:34

The data is stored in an excel sheet that provides the following information:

1. Mobile number from which the call has been made, along with the respective date and time
2. Each call has an unique Call ID
3. It shows the numbers of question answered by a unique caller
4. It also shows the option selected by the caller, from among the multiple options
5. It shows the URL of the message left by the caller, where the message can be listened to
6. It gives an option for transcription of the audio files.

Apart from soliciting answers, feed backs and conducting poll for the SHG members, the data could also be used to understand the level of active participation with respect to each group/ federation by creating a data base of the members' mobile number.

Conclusions so far:

1. The project helped collect quantitative data about SHG preferences
2. Qualitative data obtained from the second question was limited. The on-ground training needs to enhanced to explain to the women SHG members that they can leave recorded messages to convey their thoughts to the federation coordinators
3. The qualitative data has not been transcribed as yet. An operator should be appointed to listen to the recordings and transcribe them
4. A second survey should be launched with planned training and outreach