Translation: “Give voice.”

Photo: http://assets.knowledge.allianz.com/

Neil Patel
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Give people a voice
M4D: Challenges & Opportunities

120+ **Major Indian Languages** and thousands of dialects.

**Over 25% Illiteracy** mostly women and poor.

**Gender Gap.** Women make up only **29%** of internet users.

**Oral culture.** People prefer the ‘human touch’ of voice over text.

**Internet penetration** in India just **27%**.

**Mobile phone subscriber** base more than **1 billion**.

Sources: Census of India 2001, Census of India 2011, Internet and Mobile Association of India (IAMi), Telecom Regulatory Authority of India (TRAI)
Our Mission:

To enable **social change** in underserved communities through **inclusive mobile solutions** and services.
5M phone calls to 600,000+ users for 180+ clients across 23 Indian states and 6 countries

Awards & Accolades

GSBI Accelerator 2016

Gates Foundation Grand Challenges Exploration Award 2015

Sankalp Artha Grand Prize 2013

Mashable Startups for Good 2012

Action for India Growth Prize 2013

Tech Awards Laureate 2011
“I use [Awaaz.De] to send information about what MNREGA is, how to get a job card, about our rights, or if something happened to a laborer. AD is mobile radio, with it we expand our reach.”
“I quickly noticed its importance when the attendance in my class shot up to 100% on a regular basis. Awaaz.De solved a pain point of engaging with students and the parents outside of my classroom hours.”
“Since 2012, Awaaz.De has enabled us to reach workers at hundreds of factories in South and East Asia. Even those who are not literate can give us feedback easily via their mobile phones. These insights drive decision-making at leading global brands, resulting in improved workplace conditions.”

Tom Rausch, Co-Founder
Good World Solutions
“Parents and Children really enjoy listening to our health & hygiene radio episodes on their mobile phones. Many even memorized the phone number! This has drastically reduced diarrhea incidences in the community.”
“We use Awaaz.De to keep 4,000+ villagers in rural Madhya Pradesh informed about government schemes and local government meetings. We have seen participation increase as a result.”

Apoorva Oza
CEO, Aga Khan Rural Support Network, India
8028 - National Agri IVR Line
Interactive Q&A piloted in 16 woredas
March-May 2016 (80K farmers)
3,600 “questions”, 3,000 mis-recorded
Now adding FAQ, Surveys
How Organizations Use Awaaz.De

Community Engagement & Awareness
Customized Audio Edutainment for Agricultural, Health & Financial Advice, Community Engagement

Monitoring & Evaluation
Accurate and efficient data collection and reporting; Database integration and Data Visualization

Operational Efficiency & Communications
Scalable and Effective Grassroots Staff Communications, Training & Support, Reminders & Alerts, Lead Conversion Campaigns

Research
Easy-to-implement Message-based Interventions and Surveys; Market Feedback & Insights

Privileged & Confidential
Unified Communications + Advanced Data Analytics Platform

Streams
Group messaging

Surveys
App or Voice-based data collection

Forums
Peer-to-peer content sharing

Xact
Dynamic, customizable API

Conversational

Transactional

Key statistics
- Women served: 0
- Total calls received: 139
- Total calls accepted: 68
- Satisfactory service received: 79%
- Free service received: 85%
- Best performing site: SITE 2
- Unique numbers: 60
- Repeating numbers: 3

PROJECT OVERVIEW

SITE WISE ASSESSMENT OF QUALITY

Realtime Calls

Privileged & Confidential
Technology Setup

Awaaz.De

Web Media Data

Data, Media

In-country call servers

VoIP

Play prompts, collect input

E1/PRI

Telco or Cloud Telephony Platform

Phone Call

Awaaz.De Beneficiary

Awaaz.De Client

Manage Account
Awareness campaign among 2,000 villagers in Madhya Pradesh about health and hygiene, with a focus diarrhea prevention. Topics included: Safe water storage, improved sanitation through hand-washing, and promotion of Oral Rehydration Salts as a treatment for diarrhea.

Successful 2-year pilot of IVR system for 1,500 girls along with their parents, teachers, and community members to promote girls’ secondary education. 45% reported IVR was useful for gaining information about education. Awareness and Interaction with School Management Committees increased.

2-year RCT conducted across 40 villages and 1,200 households in Gujarat to evaluate an interactive, mobile-based agricultural consulting service. Results showed that farmers invest more in recommended inputs resulting in dramatic increases in crop yield of up to 26%. 80% of the treatment group called into the service an average 20 times.

Supplemental training for 1,800 factory workers in Dhaka, Bangladesh in health, leadership and financial literacy, as well as field data-collection.
Challenges and Opportunities

User Experience and Connectivity
How to deliver rich information and make it interactive, even for offline communities

Language and Literacy
Speech-to-text in non-mainstream languages

Cost
Delivering via Voice is expensive; via data is (virtually) free

Hyperlocal Content
Create high quality, relevant content in local languages at scale.
Want to learn/share more?

IVR-4D Birds-of-a-feather session
15:30, Jambo Conf Hall, Table 2
Thank you!