

GOONJ

- A Social Media Network for the Bottom of the Pyramid -



A QUICK PEEK INTO DISCUSSIONS ON GOONJ

FEBRUARY 2013

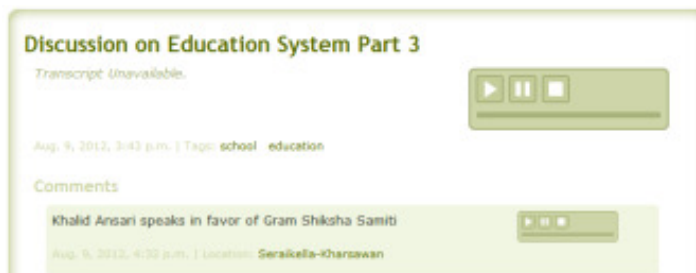
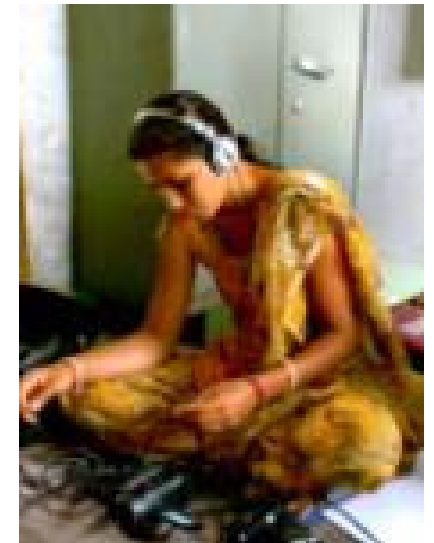


VOICE OF THE VILLAGE

What is the Goonj network?

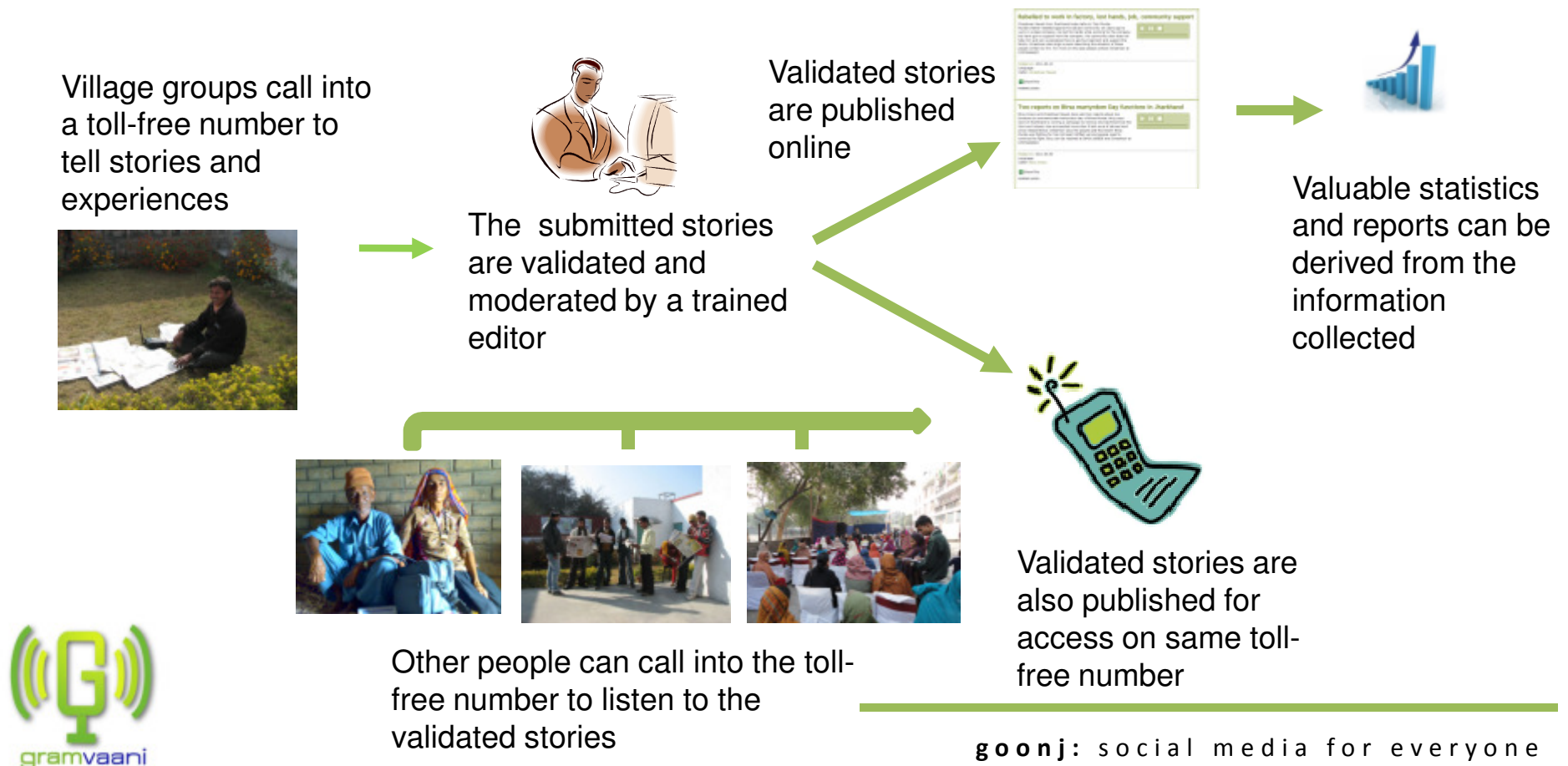


- Network of voice-based community media stations in rural and suburban India
- Mobile radio
 - Interactive radio over phone technology pioneered by Gram Vaani
 - Jharkhand Mobile Radio: Over 2000 calls per day, 20000+ callers
- Community radio
 - Gram Vaani's GRINS automation system enhances community engagement over FM community radio
 - UP, MP, Uttarakhand, Haryana, AP, Maharashtra, Gujarat, Rajasthan



Goonj's flagship deployment: Jharkhand Mobile Radio

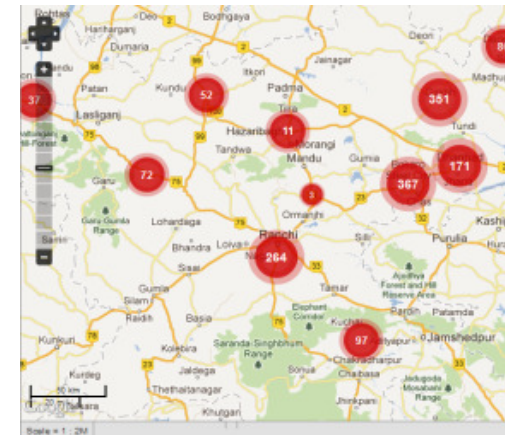
- Mobile phone based platform for crowd-sourcing local information from remote villages, and making it available for anyone to access over phone



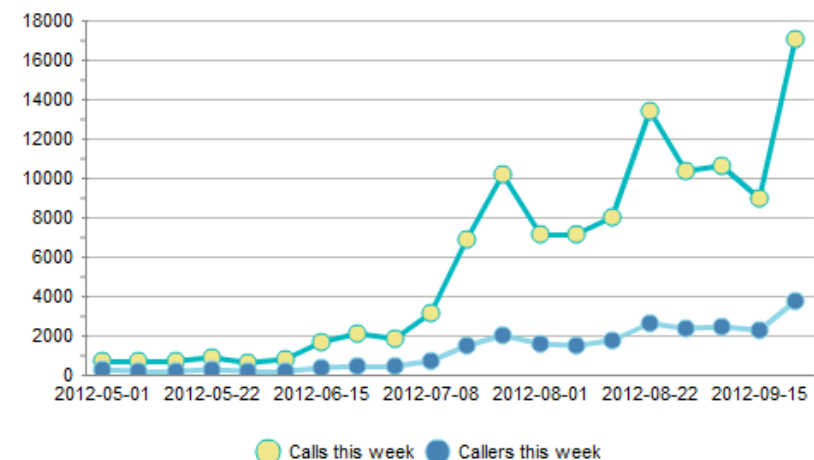
Content on Goonj



- 90% community sourced content
 - Local news
 - Interviews and informational services
 - Opinion on topical issues
 - Guided discussions and campaigns
 - Grievances and feedback on government schemes
 - Cultural artifacts including folk songs and poems
- Propagation through word-of-mouth and field partners
 - Gram Swaraj Abhiyan
 - Public Health Resource Network
 - Leads Trust
 - JSACS
 - Red Cross Society
 - PRADAN



Call volume



हमारी आवाज़ गाँव की आवाज़
झारखण्ड मोबाइल रेडियो

नंबर: 0880-0097-458

आप कॉल करिए और आपके पास हमारा कॉल वापस आयेगा फिर आप खबरें, टीजिये या दूसरों के द्वारा दी खबरें सुनिए

क्योंकि यह एक मीडिया चैनल है। तो आप इसमें अपनी समस्याओं के अलावा सामुदायिक सूचनाएं, किसी कार्यक्रम की जानकारी और सामूहिक बातें भी छोड़ सकते हैं।

आप किन किन विषयों पर बात कर सकते हैं?

- शासन-प्रशासन
- स्वास्थ्य
- शिक्षा
- कृषि-खेती
- बाढ़ें
- योजनाएं
- महिलाओं से सम्बन्धी बातें

- मनोरंजन: जैसे कि लोकगीत, कविता
- नाट्य, चोटकले
- पंचायती राज
- सामाजिकी: रोज़ मरों की खबरें
- खबरों का निवारण करना

हम आपकी बातों को राज्य एवं राष्ट्रीय स्तर पर प्रसारित करेंगे

ग्राम वाणी

A barometer to assess the delivery of government schemes



Critique of Rajiv Gandhi Vidyutikaran Yojana

Dilip Kumar Singh from Lewaradih village, Chilga Panchayat, Jamua Block, district Giridih called up to highlight the irony behind the power crisis in Jharkhand. In his message, he elaborates that on one hand Jharkhand is one of the leading producers of electricity, so much so that other states get power from the Power plants in Jharkhand, quite literally on the behest of the people living in the state. He says that the government has installed infrastructure for power distribution but it is not working properly. He says that the government has not provided power as per the requirement of the people.

Chilga panchayat, Jamua Block, Giridih: Electricity distribution infrastructure funded under RGVY two years back but no power provided as yet

July 3, 2013, 11:04 a.m. | Location: Bokaro, Bermo, Not Known | Tags: MNREGA corruption

५ महीना के बदले मिला १ महीना का रासन, ग्रामीणों किया हंगामा

धनबाद: बीरबल महतो ने झारखण्ड मोबाइल वाणी को बताया कि आज सुबह से ही बाघमारा प्रखंड अंतर्गत महुदा पंचायत में रासन वितरण किया जा रहा था. ग्रामीणों ने रासन लेने से इंकार कर दिया. ग्रामीणों का कहना है कि पिछले ५ महीना से लाभार्थी को रासन नहीं मिल रहा है. ग्रामीणों ने रासन न मिलने पर प्रदर्शन किया.

Mahuda panchayat, Baghmara Block, Dhanbad: Only 1 month ration disbursed with 4 months pending, villagers go on a protest and call the MO for inspection

[grievance](#) [follow up](#) [PDS](#)

जॉब कार्ड वितरण में गड़बड़ियाँ

सरायकेला -खरसावाँ: अख्तर हुसैन ने सरायकेला-खरसावाँ जिला के कुकड़ प्रखंड के चोड़ा गाँव से झारखण्ड मोबाइल वाणी को बताया कि चोड़ा गाँव में जॉब कार्ड वितरण में भारी अनियमितता बरती गई है, यहाँ पर दलालों के द्वारा वैसे-वैसे लोगों को जॉब कार्ड बनाया दिया गया है जो की 80 साल के उम्र वाले हैं तो वहीं 14 साल के उम्र वाले बच्चों को भी जॉब कार्ड बना दिया गया है। उनका कहना है कि चोड़ा गाँव में एक-एक घर में 2 से 3 जॉब कार्ड हैं लेकिन लोगो को कम सही से नहीं मिल रहा है। अतः केंद्रीय ग्रामीण विकास मंत्रालय से से अनुरोध है कि इस पर उंच स्तरीय टीम से जाँच कराये जाए .

Feb. 1, 2013, 11:04 a.m. | Location: Bokaro, Bermo, Not Known | Tags: MNREGA corruption

Chauda panchayat, Kukar Block, Saraikela-Kharsawan: MNREGA job-cards distributed to 80 year olds and also to 14 year olds. Families have 2-3 jobcards each

Successful projects and community initiatives

Migration: Labourers saved from middlemen

Jaisaran Puri from Bhandaridah, Bokaro called to share with the listeners of JMR, how the labourers were saved from the hands of middleman. He said that, 1500 hundred labourers were being taken by the middleman from Ranchi to Tripura. In the history of Jharkhand for the first time such a huge number of migrants were saved, among which males, females and children were also there. These people were taken by the middleman to make them bricklin workers and pay very less wages. He said that this news is a happy news for the state as so many people were saved for the live of hardship and torture.



Bhandaridah Block, Bokaro: 1500 people were being taken to Tripura by middlemen to work as brick labourers. Highlights the need for MNREGA-like schemes to create livelihoods

Feb. 2, 2013, 8:17 p.m. | Location: Bokaro,Bhandaridah,Not Known | Tags: migration campaign

Chaita Panchayat, Dhanbad:

Villagers have since the last 5 years regularly been creating checkdams during the monsoons to divert water to their lands. The water table has risen and it does not dry up as quickly now. A great example of community driven initiatives to protect the environment

Farkeshwar Mahto's response on Water Campaign

Transcript Unavailable.



Nov. 19, 2012, 3:37 p.m. | Location: Dhanbad,Topchanchi,Kherabera Village, Chaita Panchayat | Tags: water MNREGA PNW campaign



Research and recommendations



- Instrument the state of water bodies in the villages. Findings with data from 30 panchayats
 - MNREGA has indeed reached remote areas and funded several works
 - But due to bad engineering and maintenance problems, none of the works are being used for livelihoods via aqua culture or irrigation
 - Recommendation sent to several district authorities

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

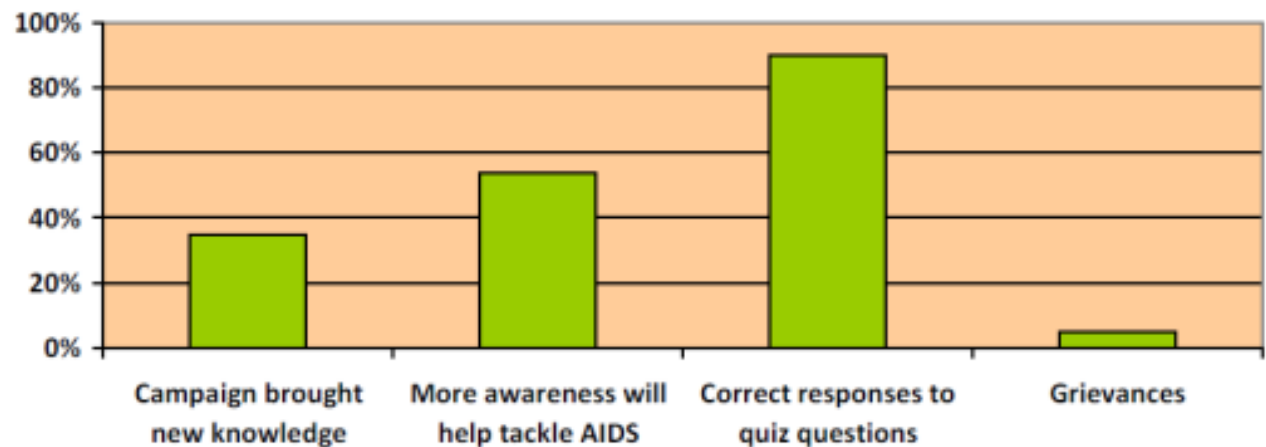
Awareness and information



- Spread of HIV/AIDS
 - Awareness limited, but people willing to discuss prevention methods openly
 - Recognize the importance of open discussions to tackle this problem

Dr Virendra Singh, Project Director, JSACS spoke to JMR and shared with the listeners of JMR various information related to AIDS. He said that AIDS is an infection not a disease. It is transmitted by three main ways: unprotected sexual contact, exposure to infected body fluids or tissues, and from mother to child during pregnancy, delivery, or breastfeeding. With medical technology improving very fast these days the child in the womb of the mother can be protected from being infected. WHO has a programme of awareness called ABC, which means A for abstinence, B for be faithful to your partner and C for condom, as explained by NACO. Person infected by AIDS can stay healthy by regular treatment and proper lifestyle. He said one should have a positive attitude towards life even after being infected by AIDS, as AIDS doesn't mean the end of life.

Dr Virendra Singh, Project director JSACS: About the ABC approach to avoid AIDS, infection Vs disease, and government run ICTC centers for free ART treatment and medicines



Topical discussions

After a month, Para Teachers strike still continues

Transcript Unavailable.



Oct. 7, 2012, 12:57 p.m. | Location: Dhanbad | Tags: strike grievance education teacher

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

Discussion on Education System Part 3

Transcript Unavailable.



Aug. 9, 2012, 3:43 p.m. | Location: Not Known,Not Known,Not Known | Tags: school education

Comments

...id Ansari speaks in favor of Gram Shiksha Samiti



Aug. 9, 2012, 4:32 p.m. | Location: Not Known,Not Known,Not Known

Deepak Kumar Pathak takes the discussion ahead



Aug. 9, 2012, 4:53 p.m. | Location: Not Known,Not Known,Not Known

Savita Mishra agrees about the importance of sanitation and the role teachers should be playing in promoting sanitation and cleanliness among students.



Aug. 9, 2012, 5:37 p.m. | Location: Not Known,Not Known,Not Known

Aparna Marandi comments on commitment of parents to send their children to school. She says that the poor people who have the will to send their child would send him/her with whatsoever quality of clothing that they have. Belonging to a poor area, they are unable to spend lavishly on clothing when all this clothing-related issues become the risk. Telling the discussion a lot



आज भी समाज में व्याप्त है अंधविश्वास

Transcript Unavailable.



Oct. 25, 2012, 8:20 a.m. | Location: Chatra | Tags:

Chatra: Witch hunting is still prevalent. How do we put an end to such myths?

gramvaani

Migration: Raju Kumar tells his story

Raju Kumar from Simaria block of Chatra district shared his story on migration with the listeners of JMR. He said that, he migrated to Mumbai with his elder brother to earn a livelihood. He said that, the fast life in Mumbai was very difficult for him to get accustomed too. He said, that he



Simaria block, Chatra district: People tell their stories with migration, sing poems, and discuss how to stop migration

Tags: migration campaign

Resource exploitation

Illegal mining on the bank of Damodar river

Niraj Kumar Turi from Baghmara block of Dhanbad district called up to complain about the illegal mining near the banks of the river Damodar. He said that if such illegal mining is not stopped then there are chances of labours losing their lives. He requested BCCL to look into the matter.

Jan. 17, 2013, 9:09 a.m. | Location: Dhanbad, Baghmara, Not Known

Nawadih block, Bokaro: Due to extensive mining, water streams have been diverted and houses are developing cracks

Live Updates from Accident Site, Dead Body retrieved

Saifuddin Ahmed from Bermo Anumandal, Bokaro district called up to provide live updates from Kolyari 5,6,7 of Dhowri from where the casualties were reported. He reported that one dead body has been recovered from the mine which was water logged. He reinstated his earlier claim that no help from Government administration is being provided. He further informs that nothing has been found about the other labour who was inside the mine along with the one whose dead body has been found. The public is creating a lot of furor over this.

Aug. 28, 2012, 9:08 p.m. | Location: Bokaro | Tags: mining death PNW water accident labour

Baghmara block, Danbad: Locals report illegal mining in progress in Baghmara. Verified by local NGO

Heavy blasting insecure farmers in Bermo

Vasudev Turi from Nawadih block, Bokaro called up to inform the listeners of JMR about the heavy blasting in Bermo. The farmers are in serious troubled situation as the government is constructing several power plants, and in order to do so the mountains are blasted out. This results in creating difficult situation for the farmers, the water sources are getting dried up as the ecology is disturbed.

Nawadih, Not Known | Tags: grievance mining agriculture farmer

Bermo block, Bokaro: Recent mining accident leads to deaths. No response from authorities causes great agitation among the people

Folk songs and poems



मनोरंजन

बोकारो : नवाडीह, बोकारो से महावीर प्रसाद महतो ने झारखण्ड मोबाइल वाणी एक ऐसे कलाकार से बातचीत किया है जो विभिन्न फ़िल्मी हस्तियों की आवाज़ में बात कर सकते हैं उनका नाम है सुरेश सिंह तो आइये सुनते हैं सुरेश सिंह के माध्यम से विभिन्न हस्तियों की आवाज़।



Interesting mimicry of Mithun!

Feb. 7, 2013, 7:07 p.m. | Location: Bokaro,Nawadih,Not Known | Tags: personal expressions

A poetry on the woes of migration

Migration : A poetry by Prem Kumar Parmeshwar from Surat

Prem Kumar Parmeshwar originally from Jharkhand, but migrated to Surat, Gujarat, called up to share his self composed poetry on the issue of migration.



Jan. 30, 2013, 7:49 p.m. | Location: Not Known,Not Known,Not Known | Tags: personal expressions migration campaign poetry

निरुपम महतो द्वारा "माँ" पर प्रस्तुत कविता

धनबाद: महुदा, धनबाद से निरुपम महतो ने झारखण्ड मोबाइल रेडिओ पर "माँ" आधारित एक कविता सुनाया है।



A poem for our mothers

Jan. 25, 2013, 11:48 a.m. | Location: Dhanbad,Baghmara,Not Known | Tags: poetry personal expressions

: social media for everyone

Upcoming discussion topics

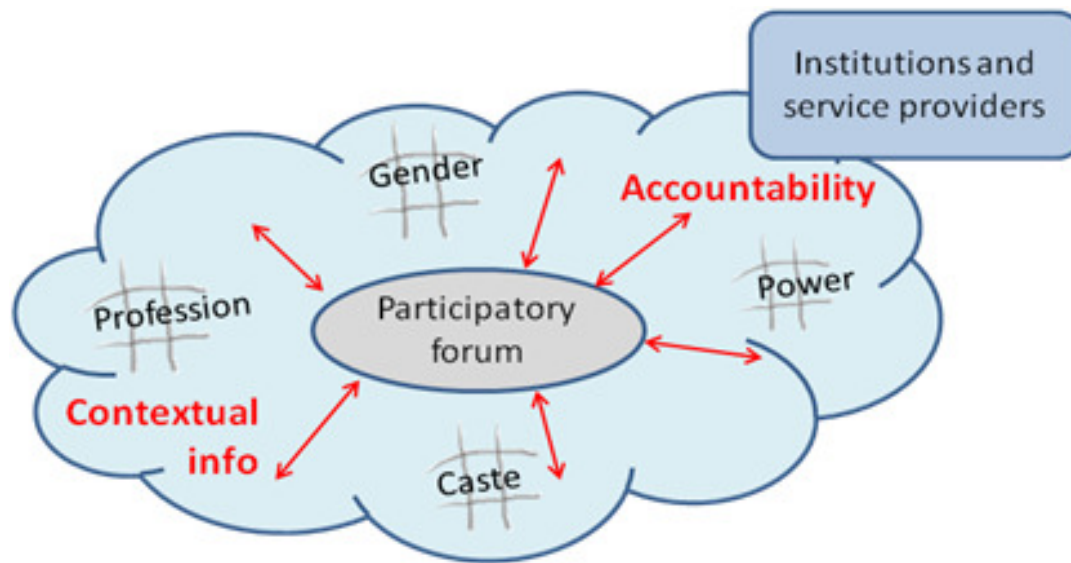


- Cash transfer
 - Is it working in your village? Working for YOU?
- Financial inclusion
 - Options available for loans and savings? Are SHGs functional?
- Maternal mortality
 - Experiences and stories from your village... how can this be improved?
- School meals programs
 - Do your children get hot food? Nutritious food?
- Suggest more topics, more questions, and help us work on these issues

Goonj's theory of change



- Rural communities are segmented on the basis of gender, caste, and power equations. Very hard to break out of these vicious structures
- Access to community driven media forums can help
 - Contextual sharing of stories within communities improves their awareness of rights and entitlements, more than external forms of communication
 - Free and transparent medium improves accountability by holding institutions and service providers answerable, which helps in better delivery of services



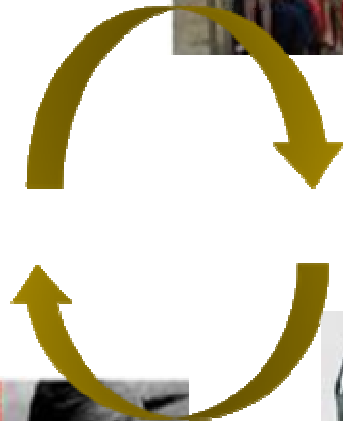


About Gram Vaani



goonj: social media for everyone

About us



- Vision: “Build citizen-driven media platforms that give communities a voice of their own”
- Working at the interface of
 - Technology | Media | Development
- Strategy
 - Evolve synergies between communities, the government, large development institutions, and media agencies
- We work all across India with more than 30+ non-profit organizations, and now in Africa too
- Awards and recognition
 - mBillionth award 2012
 - Rockefeller Challenge 2012
 - Finalists in Vodafone Mobs for Good 2012
 - 10 most innovative companies in India (*by Fast Company*)
 - Economic Times Power of Ideas 2010
 - Manthan Award 2009
 - Knight News Challenge 2008



Our projects



Marandi villagers left out of development process

A disillusioned resident of Marandi tola in Jamtara district has called in to say that in his village apart from a few wells and some houses under the Indira Awas Yojana, no other development related activity has taken place in all these years. The children do not have anganwadi facilities, no piped drinking water is available and there are not even good roads to access the village. When will development reach us, he asks.



Model Ward

Dhalaos	Street Sweeping	Malba		
Dhalaos	Location	Color	Comments	Disputed(Yes/No)
81	ROAD NO.1,WP,BAGH	RED	We have had some issues before and I think it is still not resolved	Yes
82	JHEEL PARK,MADIPUR	YELLOW	We have had some issues before and I think it is still not resolved	No
83	CENTRAL BANK,MADIPUR	GREEN	We have had some issues before and I think it is still not resolved	No
84	ROAD NO.77,WP,BAGH	BLACK	We have had some issues before and I think it is still not resolved	No
85	A-BLOCK,MADIPUR	GREEN	We have had some issues before and I think it is still not resolved	No



- Goonj.Net: Social media for the BoP**
 - Voice-based social media platform, currently in Jharkhand
- GRINS: Automation system for community radio stations**
 - 32 deployments across 12 states in India, 6 deployments in Africa
- vApps: Community engagement tools**
 - Indian deployments: UP, Bihar, AP
 - International: Afghanistan, Pakistan
- FullCircle: Social audit tools for communities**
 - A voice and SMS based community audit framework to review the performance of public services

Our partners



sesameworkshop®



Satark Nagrik Sangathan



MCD Delhi



Knight Fndn.



IIT Delhi



goonj: social media for everyone

Thanks



Gram Vaani Community Media

Website: <http://www.gramvaani.org>

Email: contact@gramvaani.org

