

# **Saarthi – Voice That Drives Social Change**

**Category:** Social Welfare

**Powered by:** Murf AI (Text-to-Speech API)

**Tech Stack:** HTML/CSS/JS or React + Murf API + Netlify

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## **What is Saarthi?**

**Saarthi** is a web-based platform that empowers **grassroots activists, NGOs, and volunteers** to create **professional-quality voice-based awareness campaigns** — instantly and in multiple languages — using the **Murf AI Text-to-Speech API**.

It acts as a **digital voice assistant for social causes**, enabling people to craft, customize, and share important messages related to **health, safety, rights, and education** — especially for audiences in rural or low-literacy areas where voice has more impact than text.

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## **Key Features**

Feature	Description
 Campaign Builder	Users type a custom message or select from <b>pre-written templates</b> (e.g., child safety, hygiene, voter awareness)
 Voice Selection	Choose from Murf's <b>realistic voices</b> , languages, and tones (e.g., calm, urgent, friendly)
 Audio Generation	Instantly converts text into <b>lifelike Murf narration</b> , streamable and downloadable
 Preview + Download	Audio file can be <b>previewed, downloaded, or shared</b> (for WhatsApp, public loudspeakers, etc.)
 Multilingual (Optional)	Support for <b>English + Indian languages</b> for mass reach
 Mobile-Responsive	Designed to work seamlessly across <b>devices and bandwidth levels</b>

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## **Why It Matters**

In many parts of India, **text alone is not enough**.

**Saarthi** bridges that gap by giving **everyone the power to speak up, inform, and create change** through voice.

Whether it's an **ASHA worker** educating about hygiene, a **college student** running a civic campaign, or a **village volunteer** spreading flood alerts — Saarthi becomes their **digital voice companion**.

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## **Sample Use Cases**

- A school teacher generates a campaign on **menstrual health** in Hindi for a rural girls' school
  - An NGO creates an **emergency alert** for an upcoming **heatwave** and distributes it via WhatsApp audio
  - A student organization makes a **voter registration PSA** using a friendly female voice
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## **Final Output**

- A modern, clean **web app** deployed on Netlify
- Users can generate, preview, and download **customized campaign voice messages**
- Open-source on GitHub, with a published Dev.to post