Enable Vaani

Shanti Raghavan

Enable India
India

Parallel Session: IT-Platforms connecting Peers
ENABLE INDIA

Enable India, works for economic **independence** and **dignity** for persons with disability by bringing about **change in consciousness** of our stakeholders, and by being a learning organization.

- 11 disabilities
- Impacted 132,076+ stakeholders
- 272 job roles opened
- 600 companies, 27 sectors
- 300+ resources open source
- Livelihood Models for Scaling (Blueprint)
BACKGROUND FOR ENABLE VAANI: How do we reach the unreached

- 70% of people with disabilities rural and not connected to the internet
- 45% of people with disabilities are illiterate
- 0.1% Websites supporting national language
- 22 official languages
- 12% of people with disabilities Speak English
- 30% lack access to regular electricity
- 36% of people with disabilities are employed
- 45% of people with disabilities are illiterate
REDEFINING THE PROBLEM STATEMENT OF people with disabilities LIVELIHOODS

From
‘How do we cater to the vast diversity in disability, geography, languages, demand/solutions’

To
‘Empowerment is sustainable-what is the platform that can be a catalyst to empower people with disabilities and stakeholders?’
ABOUT ENABLE VAANI

• An unusual social network platform for change.
• For people with disabilities and all stakeholders.
  • Basic phone needed. No internet required.

Give a missed call  →  Get a call back from platform  →  Listen, like, share, and record your own experience
THE INNOVATION

Utilizing Interactive Voice Response Technology
Available in all languages of the community, catering to diversity

Holistic Engagement of Community
• Setting the foundation for meaningful dialogue
• Driving community engagement by encouraging:
  • User generated content
  • Key contributors ‘Posts’
  • Content sharing ‘Like’ and ‘Share’
  • Gamification
• Strategic Partnerships
IMPACT

1 call every minute
Across 14 states in India
291,000+ calls

19,700+ users
98% user generated content
THE ENABLE VAANI PHENOMENON

Information
‘You can…’

Awareness
‘Did you know…’

Motivation
‘I can…’

Opportunities
‘I have…’

Dignity
‘I feel…’

Advice
‘You must’

Crowdsourcing
‘Ten ways of…’

Networking
‘Call me at…’

Organic Growth
‘I believe…’
BEFORE & AFTER ENABLE VAANI

BEFORE
- Marginalized
- Static
- Dependent
- Alone
- Less Hope
- Isolated

AFTER
- Active Citizenship
- Driving change
- Positive Action
- Sharing
- Motivated
- Engaged