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MOBILE SOCIAL IMPACT SURVEY

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EXECUTIVE SUMMARY

Awaaz.De's voice messaging platform enables client organizations to efficiently address their "last mile" connectivity challenges. End users can listen to client generated voice messages and apply what they hear to their work and personal lives.

Although measuring social impact across a variety of different social sectors and client organizations is inherently difficult, our field research has led to a standard and efficient social impact survey Awaaz.De can use to track social impact. The survey is designed to be administered over the phone through individual, synchronous voice exchanges between a survey administrator and respondent (a client's end-user). An asynchronous, automated administration method may be possible in the future, once the survey questions have been sufficiently tested.

The survey described in this report consists of 10 questions. We believe these 10 questions will help Awaaz.De gain more qualitative and quantitative insights into how their mobile communication platform is positively (or negatively) affecting the end users' lives. During our time in the field, we found these questions to be the most effective in indentifying and measuring Awaaz.De's social impact. We believe this survey gets Awaaz.De closer to a valid way of assessing the social impact of its voice messaging platform as it contributes to increased knowledge, awareness of resources, change in behavior, change in income/profit, competence, and personal growth of end-users.

A fundamental challenge to this project was developing a mobile social impact survey across social sectors. End users were receiving voice messages from one of several different client organizations in different social sectors. Some clients use Awaaz.De's technology in a supportive manner while others use the technology as the sole method of reaching rural communities.

After validating this survey, we recommend Awaaz.De develop a mobile social impact survey for each social sector in the future. By segmenting the end users by sector, we believe Awaaz.De will be able to better track and more deeply understand the social impact of their technology.

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PROJECT DESCRIPTION

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Company

Awaaz.De provides a mobile communication platform for delivering information to individuals in rural communities throughout India. Client organizations use the platform to deliver important information that benefit individual end users in their communities.

Over 230 client organizations (NGOs, non-profits, other social and commercial enterprises) have used the platform since it was launched in 2011. 6 million calls have reached over 1 million individuals with helpful information related to agriculture, education, health, and microfinance, along with information supporting social justice and women's empowerment. The technology leverages the widespread use of mobile phones in India by enabling client organizations to customize and deliver their intended messages to individuals these organizations serve.

Awaaz.De's unique technology allows its client organizations to efficiently address the challenges related to last mile connectivity, especially for individuals who may not be able to read and live in hard-to-reach rural villages. End users are able to listen to voices messages and apply the information received to their work and personal lives thereby improving their quality of life.

Task

Awaaz.De sees their technology creating value and social impact in communities across India. However, they are still searching for an effective way to measure their social impact nationwide. Our goal as Global Social Benefit Fellows from the Miller Center for Social Entrepreneurship was to develop a social impact survey to measure social impact across various social sectors preferably using a mobile survey medium. This would enable Awaaz.De to gain a better understanding of their social impact of their mobile communication platform, and possibly with it.

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Research

Throughout June, July, and August, we conducted research with Awaaz.De to understand the social impact of their mobile communication technology. We traveled to the three states of Gujarat, Bihar, and Assam, to interview end users of four different client organizations: Ambuja Cement Foundation (ACF), CRISIL Foundation (CRISIL), Jan Jagaran Shakti Sangathan (JJSS), and Precision Agriculture for Development (PAD). Since we traveled with team members from Awaaz.De, they were able to translate the survey questions into Gujarati, Hindi, or Assamese, and then translate the survey responses once again back to English for us to record.

Throughout April and May, we worked with Awaaz.De's team, our mentors, and two professors at Santa Clara University to develop two versions of survey questions for each client organization. Our goal with these survey questions was to determine which were most effective in determining Awaaz.De's social impact.

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Table 1: Survey Participants Segmented by Client Organization

Client Organization	Total # of People Interviewed	Total # of Group Interviews*	Total # of Individual Interviews
Ambuja Cement Foundation	20	1	12
CRISIL Foundation	56	6	4
Jan Jagaran Shakti Sangathan	9	0	9
Precision Agriculture for Development	21	1	17
Total	106	8	42

* The number of people in each group interview varied by village and client organization

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Method

Awaaz.De's clients are involved in a variety of different sectors and issues. As a result, our field work investigations used a "specific" and "general" survey for each sector or issue area. The specific survey was comprised of a set of questions designed for demographic and client specific information, and the general was used to identify matters related to the client's social impact. The specific survey consisted of 12 questions to act as screening questions to ensure that interviewees actually used Awaaz.De's technology. These questions also covered basic demographic factors (e.g., name, age, occupation, household size) and basic use of the voice messages. The general survey consisted of 10 questions covering increased awareness of information, changes in behavior, increased sense of one's confidence, and dependability of, and independence on, the information. Questions in both the specific and general surveys were used as a pilot to determine which ones worked best in measuring social impact.

Eventually, we selected 10 questions that would best elicit information from end users regarding the social impact of the technology.

*All survey questions for each client organization are located in Appendix A.

Challenges in the Field

During our time in the field, we overcame a variety of challenges. The general survey proved to be more difficult than we had expected. We were lucky enough to write the survey questions in English only and then have Awaaz.De's team members translate the questions instantly in the field. However, difficulties of working in the field and designing survey questions appropriate to the various audiences surfaced early. For example certain words like 'confidence' and 'empowerment' in English do not directly translate into Gujarati, Hindi, or Assamese. Additionally, we discovered many of the survey questions appeared to be too vague for individuals to understand. Too much clarification was needed. This would entail a team member from Awaaz.De adding a follow-up question or rewording the question. Finally, some of the survey questions only showed glimpses of real social impact.

While conducting interviews in the field, we found that talking to the end users individually was more effective than in groups. Group interviews were not effective because one end user's experience or opinion usually influenced the entire group.

In addition, during our first day in the field with PAD, we feared that end users might feel uncomfortable having foreigners and strangers around them. However, many people became comfortable soon after we asked our second or third question because they wanted to understand why we were there.

Despite these challenges, we have crafted a set of questions organized in three parts to better measure Awaaz.De's social impact across various social sectors.

PROPOSED SURVEY STRUCTURE

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PROPOSED SURVEY STRUCTURE

As a result of our work in the field, we propose a standard 3 part survey capable of handling differences inherent with each sector. The first part is comprised of four questions, eliciting mostly demographic information. The second part is composed of three questions, eliciting client specific information. The third part is comprised of three questions eliciting social impact information. The questions and analysis of each part is detailed below.

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Part 1: End Users Survey Question

1. What is your name?
2. How old are you?
3. What is your job(s)?
4. Do you have a basic or smart phone?

The demographic survey questions are used to learn more about the end user. It is important for the end user to feel comfortable first by answering simple questions first. Questions 1 through 3 are basic demographics. Question 4 acts more as a screening question to make sure the end user has a mobile phone, and whether it is a basic or smart phone. The answers to these questions will likely prove useful for future quantitative correlations of basic demographics with answers to subsequent sector & social impact questions.

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Part 2: Client's Social Impact Survey Questions

5. Do you listen to the voice messages from (insert name of client organization)?
6. How long have you been receiving the voice messages from (insert name of client organization)?
7. Do you always listen to the full voice messages from (insert name of client organization)?

All of the sector-specific questions may be customized to each client organization. These questions are primarily used for screening and associating the user and client organization. Question 5 is used to ensure the end users listen to the voice messages. Question 6 helps to understand how long the end user has been using the platform. Question 7 shows how much an end user values the information that is received. Answers to these questions should prove useful to validate the end users use, awareness, and value of the client's information.

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Part 3: Awaaz.De's Social Impact Survey Questions

8. Can you provide an example of how your work and home life has changed since you have started receiving these voice messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments, independence, household roles, etc)
a. If it has not, why?
9. Since you have started receiving the voice messages, has your seasonal income/profit changed?
a. If possible, please provide a numerical value.
b. If yes, what do you use this extra money for?
10. Do you feel more confident in your abilities since receiving these voice messages?
a. Why do you feel that way? Or why not?

From our research in the field, we found the following questions the most effective in isolating Awaaz.De's social impact. These questions focus attention on factors of increased knowledge, awareness of resources, changes in behavior, changes in income/profit, competence, and personal growth. They will reveal the benefits and value end users receive from the voice delivery of a particular client's voice message service. After each question, we provide a rationale for the subsequent analysis & answers.

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Question 8

Can you provide an example of how your work and home life has changed since you have started receiving these voice messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments, independence, household roles, etc)

If it has not, why?

This question was the most successful in all social sectors, because it targeted a variety of different social impact factors. We provided indicators of how an end user's work and/or home life has changed in the second half of the question. We found this to be useful to help end users think more critically in how the voice messages have influenced their lives. This question specifically targets changes in behavior, increased knowledge, changes in income/profit, and competence.

Table 2: Social Impact Examples from Question 8 Segmented by Client Organization

Client Organization	Social Impact Examples
Ambuja Cement Foundation	1. Increased crop yields leading to increased profits 2. Increased income for child education and home improvement 3. Purchased new and better agricultural technology
CRISIL Foundation	1. Personal confidence in discussing finances and making recommendations with household 2. Invested in small businesses of growing vegetables or weaving 3. Opened a bank account to save money
Jan Jagaran Shakti Sangathan	1. Became aware of marches, protests, and government schemes 2. Empowered to promote positive change for village communities 3. Brought communities together to mobilize for governmental change
Precision Agriculture for Development	1. Increased crop yields leading to increased profits 2. Decreased expenses on pesticides to save money 3. Increased income for child education, home improvement, or agricultural technology

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Question 9

Since you have started receiving the voice messages, has your seasonal income/profit changed?

If possible, please provide a numerical value.

If yes, what do you use this extra money for?

For all of the client organizations we visited, changes in income/profits was a common factor of social impact across all sectors. Even though social impact is much more than an increase in income and profits, through our interviews, we found that end users, particularly farmers, experienced an increase in income/profits, enabling them to become more financially secure. To gain more insight into the use of this extra income/profit, we usually followed up by asking how they spent the extra money. Many of the end users used it to improve the lives of their families. It is important to consider that answers are subject to individuals' inflationary/deflationary tendencies which we cannot account.

Table 3: Social Impact Examples from Question 9 Segmented by Client Organization

Client Organization	Social Impact Examples
Ambuja Cement Foundation	1. Increased income because pesticide expenses are lower from 1200 rupees to 300 rupees 2. Increased income by 30-50% from 70% increase in growth 3. Increased productivity by 15-20% but not profit because poor market prices
CRISIL Foundation	1. Consumed less meat and eat more vegetables to save money 2. Saved money to spend it on their children's education, illness, or animal husbandry 3. Saved money to purchase insurance or open a bank account
Jan Jagaran Shakti Sangathan	1. Signed up for NREGA to receive work and money 2. Were aware of government schemes like pension 3. Received notification to pick up payments from local banks
Precision Agriculture for Development	1. Increased land size from 10 to 15 acres leading to increased profits 2. Learned new sowing crop techniques and timelines to increase output by 15-20% 3. Increased profit from 30k rupees to 35k rupees

Question 10

Do you feel more confident in your abilities since receiving these voice messages?

Why do you feel that way? Or why not?

In order to learn more about the end user's' personal experience and development, we asked about level of confidence. Originally we asked, "Do you feel more confident in your abilities since receiving these voice messages? Why do you feel that way? Or why not?" We understand that measuring social impact by a person's opinions or feelings is subjective. However, we wanted to determine if there was a change in one's knowledge or personal confidence using this question. Many people nodded in agreement that they felt more confident in their abilities, but the Awaaz.De team members sometimes needed to provide clarification to the word 'confidence.'

Table 4: Social Impact Examples from Question 10 Segmented by Client Organization

Client Organization	Social Impact Examples
Ambuja Cement Foundation	1. Knew prices and types of pesticides and fertilizers so cannot be cheated by agro-dealers 2. Knew efficient sowing techniques for crops 3. Felt more confident because output has increased
CRISIL Foundation	1. Felt they have a larger say in the house and with their husbands in discussing finances 2. Felt more confident to go out, not just sit at home 3. Used to be scared to go to the bank, but now they know what to do and can deal with basic bank transactions
Jan Jagaran Shakti Sangathan	1. Felt the community comes together and supports village activities 2. Felt they are receiving trustworthy information 3. Felt like they can stand up to government officials by having this information
Precision Agriculture for Development	1. Knew what products to use on crops and when to apply them 2. Felt more confident because outputs and income have increased 3. Knew the correct of pesticides to apply to crops

MOBILE SOCIAL IMPACT SURVEY AT A GLANCE

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MOBILE SOCIAL IMPACT SURVEY AT A GLANCE

End User Survey Questions:

1. *What is your name?*

2. *How old are you?*

3. *What is your job(s)?*

4. *Do you have a basic or smart phone?*

Client's Social Impact Survey Questions:

5. *Do you listen to the voice messages from (insert name of client organization)?*

6. *How long have you been receiving the voice messages from (insert name of client organization)?*

7. *Do you always listen to the full voice messages from (insert name of client organization)?*

Awaaz.De's Social Impact Survey Questions:

8. *Can you provide an example of how your work and home life has changed since you have started receiving these voice messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments, independence, household roles, etc)*
   a. If it has not, why?

9. *Since you have started receiving the voice messages, has your seasonal income/ profit changed?*
   a. If possible, please provide a numerical value.
   b. If yes, what do you use this extra money for?

10. *Do you feel more confident in your abilities since receiving these voice messages?*
    a. Why do you feel that way? Or why not?

Appendix A: In Field Surveys

The following represents the initial surveys used in our field research. All survey questions for each client organization are included below in English. With the help of Awaaz.De's team members, interviews were conducted either in Gujarati, Hindi, or Assamese which were then translated to English in the field.

Ambuja Cement Foundation Survey

Demographics: These first few set of questions will act as screening questions to ensure that the people we are interviewing actually use Awaaz.De's technology.

1. What is your name?
2. How old are you?
3. What is your highest level of education?
4. How many people live in your household?
5. What are your job(s)?
6. What crops do you grow?
    a. How long have you been growing them?
7. How many days do you work in a week? How many hours?
8. Do you have a basic or smart phone?
    a. How long have you had this phone?
    b. Are you comfortable using this phone?
9. How long have you been using Krishi Mobile?
    a. What were the voice messages you received from Krishi Mobile about?
    b. When do you usually access these messages?
10. Do you always listen to the full voice messages from Krishi Mobile?
    a. Can you give us an example about receiving one?
11. Do you think the information you receive from these messages is helpful?
    a. If yes, can you tell us how?
    b. If no, can you tell us why not?
12. Do you listen to radio program from ACF from 12:00-1:00 PM?
13. Do you prefer to listen to the radio program or voice messages from Krishi Mobile?

General: These questions have been developed in order to measure social impact across a variety of sectors (microfinance, social justice, agriculture, and education).

1. Have you ever permanently changed the crops you grew?
    a. If so, why?
2. Why did you decide to receive calls from Krishi Mobile?
    a. Do you call Krishi Mobile for missed calls?
3. Do you share this information with anyone else?
4. Please provide an example of how you have incorporated the messages from Krishi Mobile into your life?
    a. If not, can you tell us why not?
    b. Have you received subsidy for doing this?
5. Can you provide an example of how your work and home life has changed since you have started receiving these messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments, independence, household roles, etc.)
    a. If it has not, why?
6. Before you started receiving the voice messages, what was your seasonal income/profit?
    a. Since you have started receiving the voice messages, has your seasonal income/profit changed?
    b. If possible, please provide a numerical value.
7. Overall, what do you like about the messages?
    a. What do you not like about the messages?
8. What suggestions would you have for the service to have a greater impact on your life?
9. If this service did not exist, what would you do to get this type of information?
10. Do you feel more for confident or knowledgeable as a farmer since receiving these voice messages?
11. Do you feel more empowered as a leader in your community since receiving these voice messages?
    a. Why do you feel that way? Or why not?

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CRISIL/RGVN Foundation Survey

Demographics: These first few set of questions will act as screening questions to ensure that the people we are interviewing actually use Awaaz.De's technology.

1. What is your name?
2. How old are you?
3. What is your highest level of education?
4. How many people live in your household?
5. What are your job(s)? Is your income seasonal or fixed?
6. What is your income? Do you have savings (chit fund)? Do you have insurance?
7. What is the hardest part of managing finances?
8. Do you have a basic or smart phone?
    a. If possible, can you please show me your phone?
    b. If not possible, can you explain who owns the phone?
9. How long have you been using RGVN?
    a. Are you comfortable using this phone?
10. How long have you been using Krishi Mobile?
    a. What were the voice messages you received from RGVN about?
    b. When do you usually access these messages?
11. Do you always listen to the full voice messages from RGVN?
    a. Can you give us an example about receiving one?
12. Do you think the information you receive from these messages is helpful?
    a. If yes, can you please provide an example of how you have incorporated the messages from RGVN into your life?
    b. If no, can you tell us why not?

General: These questions have been developed in order to measure social impact across a variety of sectors (microfinance, social justice, agriculture, and education).

1. Why did you decide to receive calls from RGVN?
2. Who in your household listens to the voice messages?
    a. What do they use the voice messages for?
3. Do you share this information with anyone else?
4. What was your experience at these workshops?
    a. What did you learn about your budget?
    b. What expenses did you need to cut?
    c. What expenses could you spend more on?
    d. Did you learn more about saving?

5. Since you have started receiving the voice messages, has your seasonal income/ profit changed?
    a. If possible, please provide a numerical value.
6. Can you provide an example of how your work and home life has changed since you have started receiving these messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments/subscriptions to new financial products, independence, household roles, etc.)
    a. If it has not, why?
7. Overall, what do you like about the voice messages?
    a. What do you not like about the voice messages?
8. As an experienced user, what suggestions would you have for RGVN to have a greater impact on your life?
9. If this service did not exist, what would you do to get this type of information?
10. Do you feel more for confident in your abilities since receiving these voice messages?
    a. Why do you feel that way?
11. Do you feel more empowered as a leader in your community since receiving these voice messages?
    a. Why do you feel that way? Or why not?
12. Do they have any aspirations that you would like to share? (buying a new house, a tractor, getting their children educated, etc.)

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JJSS Survey

Demographics: These first few set of questions will act as screening questions to ensure that the people we are interviewing actually use Awaaz.De's technology.

1. What is your name?
2. How old are you?
3. What is the highest level of education you have received?
4. How many people live in your household?
5. What are your job(s)?
6. Why did you decide to join the union?
    a. Do you have a role in JJSS? How active are you? (attendance of meetings, vocal participation, attendance of marches, voicing new ideas, asking questions, etc.)
7. Do you have a basic or smart phone?
    a. How long have you had your mobile phone?
    b. Do you feel comfortable using it?
8. How long have you been listening to JJSS radio messages?
    a. Why did you decide to start receiving these messages?
    b. What were the voice messages you received from JJSS about?
    c. How often do you receive these messages? Per one month?
9. Do you always listen to the full messages from JJSS?
    a. Do you share this information with anyone else?
    b. Can you give us an example about receiving one?
10. Do you think the information you receive from these messages is helpful?
    a. If yes, please provide an example of how you have you incorporated the messages from JJSS into your life.
    b. If no, can you tell us why not.

General: These questions have been developed in order to measure social impact across a variety of sectors (microfinance, social justice, agriculture, and education).

1. Can you provide an example of how your work and home life has changed since you have started receiving these messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments, independence, household roles, etc.)
2. Overall, what do you like about the messages?
    a. What do you not like about the messages?

3. What suggestions would you have for JJSS to have a more positive impact on your life?
4. If this service did not exist, where would you get this type of information?
5. Do you feel more confident in your abilities since receiving these voice messages?
    a. Why do you feel that way? Or why not?
6. Do you feel more empowered as a leader in your community since receiving these voice messages?
    a. Why do you feel that way? Or why not?

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PAD Survey

Demographics: These first few set of questions will act as screening questions to ensure that the people we are interviewing actually use Awaaz.De's technology.

1. What is your name?
2. How old are you?
3. What is your highest level of education?
4. How many people live in your household?
5. What are you job(s)?
6. What crops do you grow?
    a. How long have you been growing these crops?
7. How many days do you work in a week?
    a. How many hours?
8. Do you have a basic or smart phone?
    a. If possible, can you please show me your mobile phone?
    b. If not possible, can you explain where the phone is?
9. How long have you had your mobile phone?
    a. Do you feel comfortable using it?
10. How long have you been receiving voice messages from PAD?
    a. What were the voice messages you received from PAD about?
11. Do you always listen to the full messages from PAD?
    a. Can you give us an example about receiving one?
12. Do you think the information you receive from these messages is helpful?
    a. If yes, can you please provide of an example of how you've incorporated a message into your life?
    b. If no, can you tell us why not?
13. Did you receive training from the PAD staff about how to receive voice messages?
    a. Was the training as an individual, in a group, or over a phone call?

General: These questions have been developed in order to measure social impact across a variety of sectors (microfinance, social justice, agriculture, and education).

1. Have you ever permanently changed the crops you grew?
    a. If so, why?
2. Why did you decide to start receiving these messages?
    a. Do you call PAD for missed calls?
3. Do you share this information with anyone else?

4. Since you have started receiving the voice messages, has your seasonal income/ profit changed?
    a. If possible, please provide a numerical value.
5. Can you provide an example of how your work and home life has changed since you have started receiving these messages? (hours of sleep, educational materials for children, hours of leisure activities, improvements to household, purchased machines/materials, investments, independence, household roles, etc.)
    a. If it has not, why?
6. Overall, what do you like about the messages?
    a. What do you not like about the messages?
7. As an experienced user, what suggestions would you have for PAD to have a more positive impact on your life?
8. If this service did not exist, what would you do to get this type of information?
9. Would you want to receive the voice messages from PAD even if you had to pay for them?
10. Do you feel more confident or knowledgeable as a farmer since receiving these voice messages?
    a. Why do you feel that way?
11. Do you feel more empowered as a leader in your community since receiving these voice messages?
    a. Why do you feel that way? Or why not?