

Interactive Voice Response System as a Participatory Tool to Improve Nutrition and Health Outcomes in Rural India

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INTRODUCTION

MALNUTRITION CHALLENGE

- Food and nutrition insecurity remains a serious challenge in India.
- The Global Hunger Index places India at the 94th spot among 107 categorising the country's hunger level at 'serious'.
- Micronutrient deficiencies & lack of dietary diversity are areas of concern particularly for women and girls, more so amongst tribal communities inhabiting remote rural areas.

ACCESS TO INFORMATION

- Some segments of the population have lesser access to information
- Top-down methods of communication in mainstream languages, widespread digital illiteracy and limited access to internet systematically excludes women from participating in knowledge exchange.
- Lack of approaches that focus on generating and co-producing localised contextual knowledge



By creating a Community-Led Digital Platform (Interactive Voice Response System), we analyse how women from remote regions can contribute to co-creation of knowledge on healthy diets

Users call-in the platform

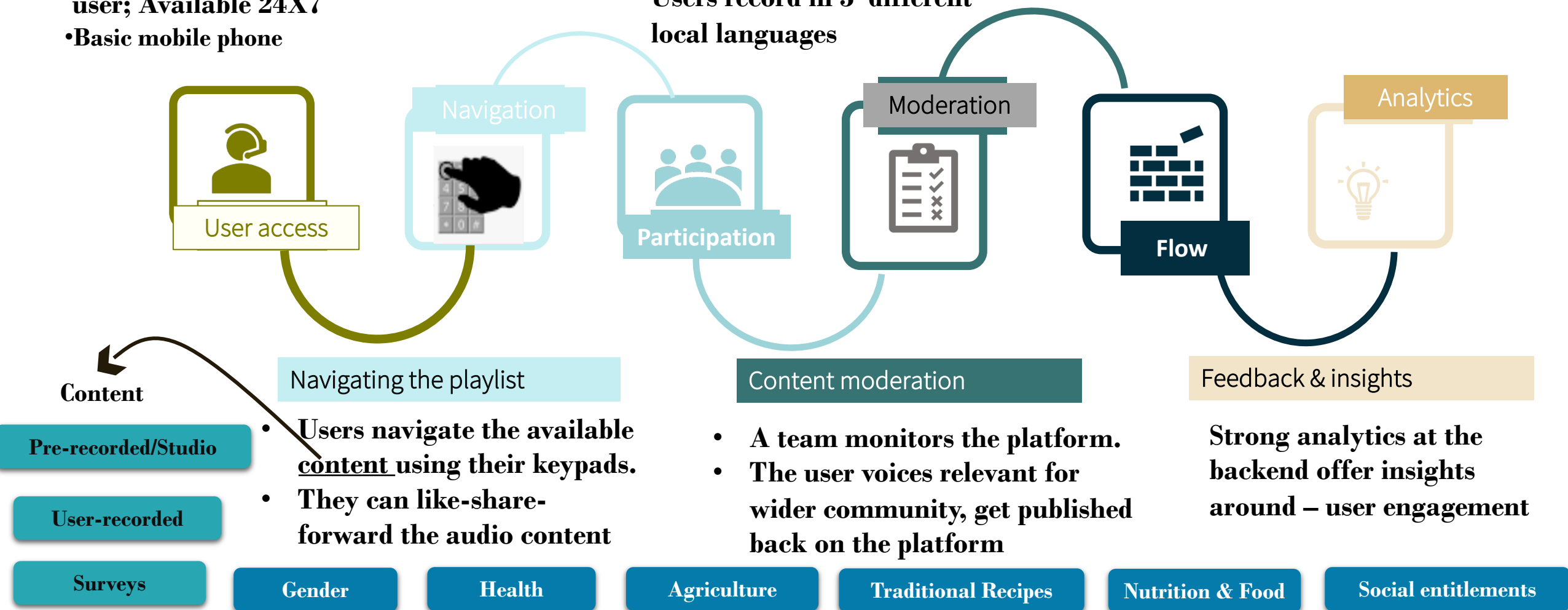
- Using a 10-digit mobile number
- They get a call back
- The platform is free to end user; Available 24X7
- Basic mobile phone

Engagement

- Users can record their concern/query/ experience on the platform, in their own voice and language
- Users record in 5 different local languages

Platform structure

The platform becomes a combination of pre-existing playlists and user voices, surveys

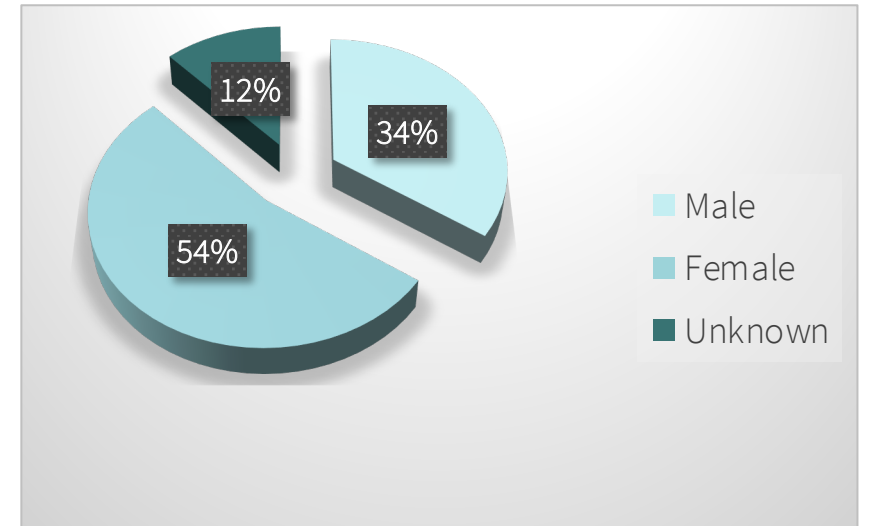


METHODS USED

- Real-time listener statistics
- Analysis of the content generated by the Users
- Pre and Post Surveys to evaluate shifts in nutritional knowledge, attitudes and practices; platform usage

FINDINGS: IVRS USAGE and SHIFTS

IVR platforms (<i>Till Jan March 2022</i>)	Hindi (Launched January 2020)	Santhali (Launched June 2020)	Odiya (Launched August 2020)
Cumulative Calls	53,528	37,144	22,872
Unique Callers	5,922	3,963	2807
User recordings received	3904	4582	9565



- Increased knowledge of the importance of dietary diversity after listening to the content as compared to before.
- Women prefer to listen to content in their local dialect and the frequency of their recording content on IVRS increased with increase in studio-generated content on the IVRS.

CONCLUSION



- The IVRS system created an ‘articulation space’ for women to build a collective force to address issues of concern
- Diversity of content plays an important role in making voice-media platforms community owned.
- IVRS systems has the potential to significantly improve health outcomes for women and girls and in turn enhance their power and agency to choose nutritious food for themselves and their household.
- At the wider policy level, we find such participatory platforms enable the co-production of contextual knowledge and contextualisation of scientific knowledge.

THANK YOU FOR LISTENING

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