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Awaaz.De Social Impact Case Study: JJSS

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Cultivating Engagement in Community Issues

USE CASE

Timely information about government entitlements through mobile voice messages.



PARTNER



Jan Jagaran Abhiyaan

Bihar, India

BACKGROUND

Jan Jagaran Shakti Sangathan (JJSS) is a registered trade union of unorganized sector workers that enables local rural communities to gain government entitlements and learn about new job opportunities.

The Indian government has created numerous entitlements and employment programs across the country to help vulnerable citizens such as NREGA - an Indian labour scheme providing guaranteed 100 days of work to rural households.

Many rural households are unaware of these entitlements or do not know how to take advantage of the benefits due to lack of accessible information.

Unfortunately, a lot of government officials are accused of misappropriation of funds and taking advantage of these unskilled labourers due to their dearth of information.



THE CHALLENGES

Jan Jagaran Shakti Sangathan (JJSS) reaches out to hundreds of supporters to build awareness about NREGA. But for JJSS, mobilising people for activities like protests poses a real challenge. Most of their supporters can only communicate in their local language, only have access to a basic feature phone for communication, and are spread out geographically.

AWAAZ.DE'S SOLUTIONS

JJSS uses Awaaz.De's IVR technology to broadcast policy and program information, updates regarding government activities, and logistics for upcoming demonstrations or meetings in their local language. These timely messages mobilise and empower communities in Bihar, increasing pressure for more transparency from the government regarding entitlements. In addition, the IVR platform enables activists to create stronger networks for advocacy in environments with limited resources.

OUR IMPACT



2,522
unique end-users



55%
avg. completion rate



1,330
no. of pickups



77 secs
avg. listen duration



VOICES FROM THE LAST MILE



Asha Devi
Agricultural Labourer

“The messages tell me when I can pick up my money from NREGA, and I use this money for household expenses, medical purposes if someone in my family falls ill, clothes, vegetables, and education for kids.”



Deep Narayan Paswan
Agricultural Labourer

“Last year, there was a false rumour about a deficit in salt, causing a rise in salt prices. I asked JJSS to confirm this rumour to which they sent out a voice message, advising everyone to not buy salt as this rumour was fake. I saved a lot of money by not paying a lot of money for salt.”

FOUNDER'S WORDS



“I cannot imagine not using Awaaz.De’s platform. We use it like a pen because it is so essential to JJSS.”

- Ashish Ranjan, Founder, JJSS



Research, writing and photos provided by Maya Tromburg and Nithya Vemireddy, of Miller Center for Social Entrepreneurship. Photo credit: Santa Clara University



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