



मैं
कुछ भी
कर सकती हूँ

— I, A Woman, Can Achieve Anything —



INTERACTIVE VOICE RESPONSE PLATFORM

Attracts **1.4 million calls** from across India

Main Kuch Bhi Kar Sakti Hoon (MKBKSH) – I, A Woman, Can Achieve Anything – is an entertainment education transmedia initiative launched in March 2014 by the Population Foundation of India (PFI). MKBKSH adopts a 360 degree communications approach that leverages a combination of media platforms (TV, radio, social media, celebrity spots etc.) to reach its target audiences: women in the reproductive age group, married men and the youth. On television, two seasons of MKBKSH were broadcast across the country, twice a week during prime time, by Doordarshan (DD), one of the world's largest public broadcasting organisations*. The original Hindi version has now been dubbed in 11 Indian languages for broadcast across DD's regional network. It is also being broadcast on All India Radio, India's national public broadcaster in addition to community radio stations in the states of Bihar and Madhya Pradesh.



* During Season One, 52 episodes were telecast between March and October 2014. During Season Two, 79 episodes were telecast between April 2015 and January 2016.

How the IVRS works



PFI collaborated with Gram Vaani, a leading mobile technology firm, to incorporate the Interactive Voice Response System (IVRS) as a unique feature of MKBKSH's communications strategy. The IVRS offered free telephone access to viewers for sharing feedback and suggestions by dialling a toll free number.



A FREE OF COST SERVICE

The callers give a 'missed' call on the advertised toll free number and receive a call back.



A SIMPLE APPROACH

The navigation is extremely simple making it accessible for all users (refer to the call flow chart on page 7).



A SUSTAINED ENGAGEMENT OPPORTUNITY

Outbound calls and promotional messages (SMS) are sent to callers, motivating them to participate.



AN INTERACTIVE SERVICE

It allows the caller to listen to uploaded content and recordings by other callers, and share their views, feedback and experiences.

ADDITIONAL FEATURES FOR AUDIENCE INVOLVEMENT INCLUDE



Contests on issue-based campaigns



Synopsis of radio episodes in the discussion section



Celebrity messages in behind-the-scenes section



Weekly quizzes

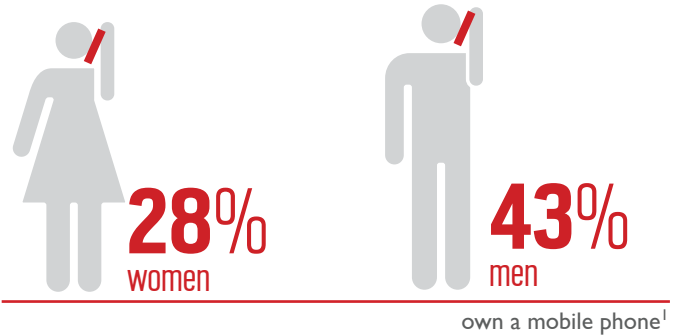


Community feedback surveys



INDIA IS GLOBALLY, THE 2nd LARGEST TELECOM MARKET

However, the unique subscriber base penetration is still low at 36 per cent.



Using creative communication packages and by keeping the process of dialling and receiving calls simple and free of charge, the MKBKSH – IVRS reached and encouraged a large segment of its target audience to dial into the system. Even though the IVRS started out as an interactive communication platform, the recordings of its

callers represent a “pure” form of ongoing feedback—not shaped by researcher-driven survey instruments, for instance. While the callers represent highly-involved audience members (and not the general population), nevertheless unique insights about MKBKSH can be gleaned through an analysis of the IVRS feedback.

Enabling conversations through IVRS

Results at a glance



This serial shows how women, who receive education, can do better than men, just like Dr. Sneha Mathur, who supports her family financially, while her alcoholic brother does nothing and is disrespectful to his parents. The biggest learning from the serial is that there should be no discrimination between girls and boys. Girls are as capable as boys, if not more. Girls can do anything!



says

Kishori Godbole,

a viewer from Madhya Pradesh



¹ Groupe Speciale Mobile Association (GSMA). 2015. Bridging the Gap: Mobile Access and Usage in Low and Middle-Income Countries. Connected Women 2015. [online]. Available at: <<http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/02/Connected-Women-Gender-Gap.pdf>>. Last accessed on 22 June 2016. p. 74



The IVRS has helped capture feedback and testimonials from viewers. More importantly, by providing quantitative and qualitative information, it has helped monitor the initiative's impact in promoting positive attitudes and changing behaviours. To illustrate:



Until June 2016, the IVRS platform received

1.44 million calls
from across the country

625,000 calls
during Season One (between March and November 2014) and

815,000 calls
during Season Two (between April 2015 and June 2016).*



The average duration of a call ranged between

1.5 to 2 minutes

A random sampling of **5,000 calls** covering both Seasons One and Two, revealed that an estimated

30% of the callers were from Madhya Pradesh & Bihar

the two key states targeted because of their poor record of maternal and child health indicators.



Married men and women, and unmarried youth from across India expressed an interest in the serial by sharing their concerns, poems, songs, taking pledges and leaving feedback on the phone line.

The IVRS report for April-December 2015 covering Season Two showed:

Caller Composition



45%
women



63%
students

indicating that a substantial proportion of the desired target audience was reached.

Popularity of the Programme

79%

had watched the last episode before calling



90%

of callers said that they would like to watch the next episode



A survey was also conducted to gather data on the demographics (gender, occupation, geographical location, age and education) and other features including the preferred medium (TV or Radio) of viewers. This provided valuable information for programme evaluation, helped plan specific activities and design effective promotional strategies.

*The IVRS number is active until November 2016 to support the MKBKSJ Season Two radio broadcast, which is currently on air.

In Season Two, the IVRS went a step further and helped obtain feedback from Sneha Club members (community groups named after MKBKSH's protagonist, Dr. Sneha Mathur). Discussions in the Sneha Clubs were facilitated by



NGOs

10 not-for-profit organisations



5 in Bihar



5 in Madhya Pradesh

These NGOs collaborated with PFI to enhance the outreach of MKBKSH. Sneha Club members used IVRS to answer questions about the serial, comment on the group discussions and the communication materials used. They also provided feedback on the impact of the series by responding to questions such as-

did they, as an individual or as a group, discuss the issues raised in the serial outside their groups– with friends, family or frontline health workers? Did they take any positive actions to address these issues?



An analysis of about **2,300 calls** received between April-December 2015 revealed the following:

In Madhya Pradesh

Almost

99%



of all Sneha group members had discussed issues raised in the serial with people outside their group and taken positive steps based on the discussions. **For instance, many reported adopting family planning methods, preventing sex selection, protesting against child marriage or reaching out to frontline health workers for more information and support.**



In Bihar

Almost

96%



of all Sneha group members had discussed the issues with other members outside their group. **Nearly 97 per cent mentioned that they were able to take positive actions** to deal with the issues raised in the series.



AN ISSUE BASED APPROACH

Every episode in the series was tagged to a specific educational issue. These tags were used to identify and segregate the calls, drawing the caller's attention to the specific issue and enabling better interaction with them. In some instances,

the callers used the system to share their personal experiences and explain how the series helped them to build their confidence and take proactive steps (as suggested by Dr. Sneha Mathur in the serial) to resolve the problems.



An analysis of the user generated content of

5,000 calls

selected randomly from all the calls from Season One (between March and November 2014) and Season Two (between April to December 2015) showed that:



Close to a third of the callers felt that violence against women was a form of gender discrimination and its occurrence was related to alcoholism.



A large number of callers agreed that early marriages forced a lot of girls to abandon their education at an early age.



Half the callers expressed concerns about the health consequences for women married at an early age.

The "pure" (unguided) audience feedback generated through the IVRS demonstrates its potential use as an innovative tool for monitoring and evaluation of entertainment-education initiatives.

Figure 1: Major themes discussed by IVRS callers for *Main Kuch Bhi Kar Sakti Hoon* Season One (March-November 2014) and Season Two (April-December 2015)*

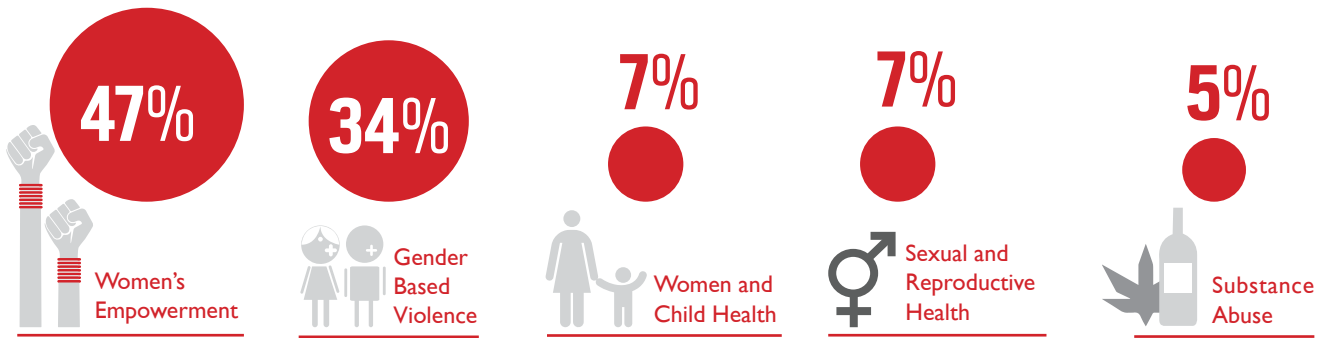


Figure 2: Gender Based Violence - Sub-themes discussed by IVRS callers for *Main Kuch Bhi Kar Sakti Hoon* Season One (March-November 2014) and Season Two (April-December 2015)*



*Source: IVRS Report till December 2015; Gram Vaani MIS of IVRS calls.

IVRS CALL FLOW

WELCOME

Welcome to MKBKSH National IVRS platform

PROMPT



Please Press 1 to go to the discussion channel



Press 2 to respond to the weekly quiz questions



WELCOME discussion

Welcome to the discussion channel of MKBKSH. Here, you can listen to the serial synopsis and record your views, opinions and messages about the issues highlighted in the serial



WELCOME quiz

Tuesday through Saturday evening

Namaste... You can listen to the quiz question related to the next episode of MKBKSH this coming Saturday.

Caller directed to the discussion channel

Saturday evening through Monday midnight

Namaste... This quiz question is applicable to the MKBKSH episode being telecast on DD National. Remember you can respond to this quiz question only till Monday night.

INSTRUCTIONS

Press 1 to go to the next item. Press 3 to record your opinions, experiences and messages. Let's listen to the serial synopsis.



SATURDAY EVENING THROUGH MONDAY EVENING

Quiz question



AUDIO CLIPS

(synopsis, discussion lead and community responses)



THANK YOU

Thank you for responding to this week's quiz question. To know whether you are one of the three lucky winners, do watch the next episode of MKBKSH on DD National



THANK YOU

Press 3 to record your opinions, experiences and messages

Link to discussion channel



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