

MOBILE PHONES: A TOOL FOR SOCIAL & BEHAVIOR CHANGE

The rapid growth in usage of mobile phones by women in India highlights the fact that mobile usage is not only empowering women, but also has a positive social and behavioral impact. Keeping this in mind, Digital Empowerment Foundation and UNICEF India organised a 2-day consultation on *'Mobile Phone as a Tool for Social & Behaviour Change'* in 2013. The consultation aimed at diving into the depth of various projects where women are using mobiles in areas of health, education and children. The Consultation intended to map key issues in the field of communication for development, role of mobile tools and applications in communication empowerment and learn-share-hear from best practitioners using mobile tools. As an outcome, of pre-and-post consultation, it intends to bring out a white paper on usage of mobiles in India for social and behavior change (SBC); and a position paper to highlight key policies and implementation aspects of the same. Based on the recommendation points, UNICEF India and DEF published three research reports in three parts-one with case studies discussion, second with complete compendium that includes full research paper, cases and the excerpts from the consultation; and the third part with executive summary of the full report.

The MSBC (Mobile Phone for Social & Behaviour Change) is a joint effort of UNICEF India and Digital Empowerment Foundation (DEF). It is a first of its kind initiative, which aims towards exploring the concept of ***'mobile as a communication tool for development'***. The idea is to work out a model, where by adding more MSBC projects and conducting deeper research a more concrete partnership will be formed between projects and government so that each state can adopt and implement MSBC project at a higher scale. Thus, it is an effort to empower those strata of society who live in villages, and remote areas to benefit by the power of mobile.

The idea extended over the state level consultations aimed towards bringing in local MSBC projects for deliberation and state government could forge partnership with local MSBC to scale up at wider level and provide solution based tools to various ongoing challenges around women, adolescents, youth, girls, children and sectors across health, education, nutrition, and empowerment. This means, going a step further into the issues around MSBC and create a formidable platform to provide knowledge on diverse MSBC implemented projects and help developing partnerships between state governments and MSBC players.

Targeted states are **Uttar Pradesh, Madhya Pradesh, Assam, Andhra Pradesh, & Tamil Nadu**

The 'MSBC: Call for Best Practices' Application identifies such mobile-based best practices that are resolving issues and challenges around ***women, adolescents, youth, girls, children and sectors across health, education, nutrition, and empowerment***. These mobile-based best practices should also be intervening ***Information dissemination; Monitoring & Tracking; and Training & Inter Personal Communication***.

OBJECTIVES

- Deliberation on key aspects of communication for development and issues therein; there is a lack of wholesome information source on how communication issues in development are addressed in India involving critical primary stakeholders like women, adolescents and others, and how new tools and technology like mobiles are used to its redress;
- Consult among invited stakeholders (from ground, policy and implementation fields) the scope and opportunity for deployment and use of mobile tools and platform for empowerment of primary stakeholders as means of communication and information. It also aims at connecting policy and programme groups;
- Discuss, learn, exchange and ideate on best practices on mobile for social and behavior change in India. It also attempt to scaling up of such practices to existing and new locations in order to reach out to the participant groups;
- Bring out a research paper as an outcome of the consultation; the paper will discuss issues regarding communication for development, existing means to address communication challenges, scope and opportunity to use and deploy mobile technology and platform in communication processes for social and behavior change; existing best practices; scope to scale up existing practices in partnerships and so on.

CATEGORIES

MSBC: Call for Case-Study Presenters' identifies such mobile-based best practices that are resolving issues and challenges around *women, adolescents, youth, girls, children and sectors across health, education, nutrition, and empowerment*. These mobile-based best practices should also be intervening:

- ✚ **Information dissemination:** The category welcomes the best practices that intervenes mobile phones as a tool, platform, carrier of information and content for dissemination in areas like education, health and environment sustainability.
- ✚ **Monitoring & Tracking:** The category acknowledges the best practices in the field of mobile platforms that monitors and tracks development schemes / programmes and also has sustainable acceptance in managing the life cycle of a project. The capacity of mobile as a tool to track attendance, presence of project staff, maintaining timetable and sending progress updates have been demonstrated.
- ✚ **Training of Frontline Workers & Interpersonal Communication:** This category acknowledges newfound application that enables mobile phones for training purpose. Mobiles are used and highlighted to train workers who are on front-end service delivery in direct correspondence with citizen beneficiaries. Effective usage of mobiles has been visible for interpersonal communication purposes.

THE PROCESS

The 'MSBC: Call for Best Practices' accepts the online process of Applications. Every Application should be supported by Product/Application Demo Presentation and supporting document with the Application Form. 'MSBC: Call for Best Practices' brings together the best mobile-based practices that are resolving issues and challenges around *women, adolescents, youth, girls, children and sectors across health, education, nutrition, and empowerment*.

The Application and Screening Process is transparent and fair, and has drawn support from leading government and private policy advocators, academicians, grassroots NGOs, and entrepreneurs in the region.

SCREENING PROCESS

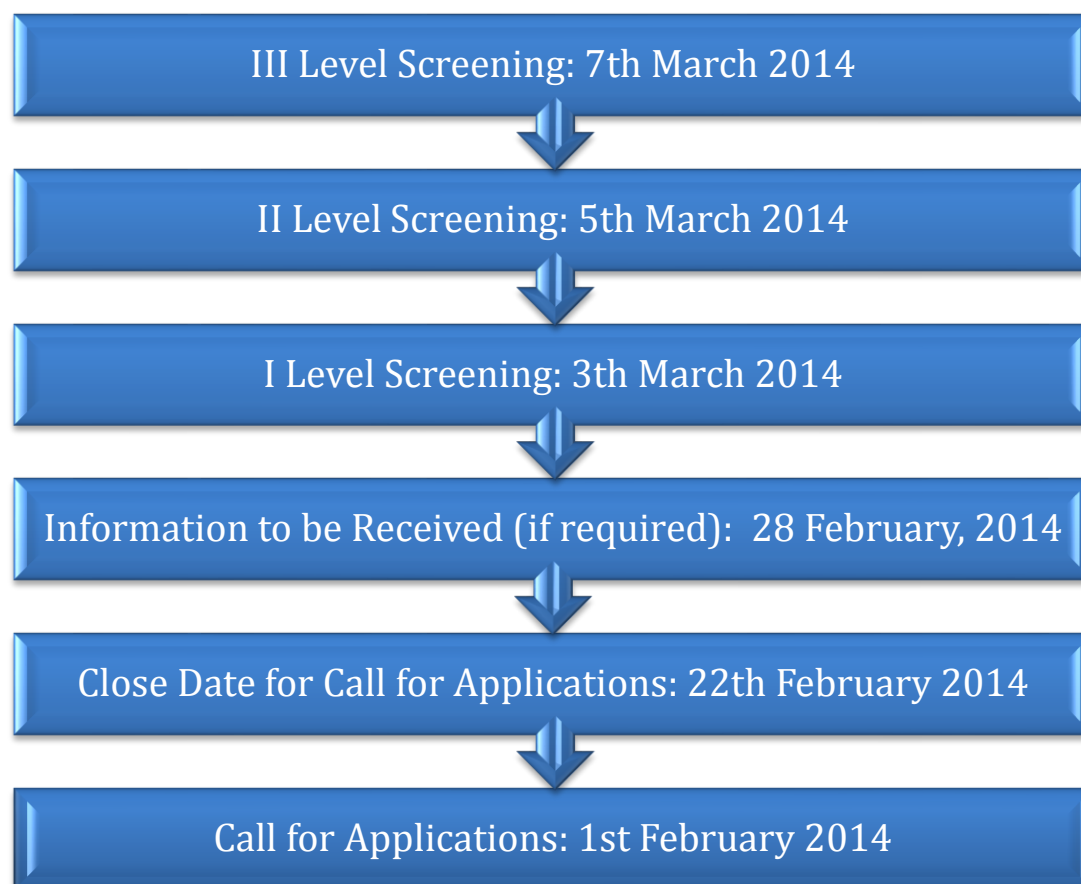
- ✦ Each 'MSBC: Call for Best Practices' Category will be screened by panel of Screening Jury. The jury is comprised of eminent personalities from private and public sector, industries and the academia. The jury will be selected on the basis of their knowledge and expertise.
- ✦ The process of evaluation commences from the date of closing of Call of 'MSBC: Call for Best Practices'
- ✦ The initial screening is through online review of applications by the Screening Committee.
- ✦ The Screening Committee of the respective Award Categories has the right to modify the judging criteria to suit the respective Category in consultation with the Screening Committee of the Awards.
- ✦ The decision of the Screening Committee will be final and binding.
- ✦ Screening Committee holds the right to contact any eligible nominee for their doubt/queries regarding the project.
- ✦ The Screening Committee reserves the right to declare 'Not eligible', if an applicant does not meet the standards.

SCREENING COMMITTEE'S EVALUATION CRITERIA

- ✦ **Content & Services-** Quantify the quality of content and service delivery, relevance of content and its utility value.
- ✦ **Impact, Replicable & Sustainable model-** The social impact and viability of the application/product/project and how it can be replicable in other regions.
- ✦ **Functionality/Navigation-** User friendliness & interactive nature of the application and its features.
- ✦ **Interface & Visual Design-** Usability as well as the Design of applications and devices' value with multimedia having larger user preference, and aesthetics
- ✦ **USP & Strategic Value-** Uniqueness of the idea & the easiness of strategy replication.
- ✦ **Execution & Implementation-** Procedures of carrying out and executing the idea according to the market demand.

- ✦ **Accessibility-** Cost effectiveness matching social and economic capital of different user groups with diverse needs in different income brackets.
- ✦ **Overall Experience-** The user base and overall use experience with the application/content and its impact on stakeholders.

PROCESS FLOW: CALL FOR CASE-STUDY APPLICATIONS



MSBC CONSULTATIONS CALENDER

Dates	States & Venue
April 10-11, 2014 (Thursday & Friday)	Madhya Pradesh: Bhopal
May 22 - 23, 2014 (Thursday & Friday)	Andhra Pradesh: Hyderabad
July 10-11, 2014 (Thursday & Friday)	Uttar Pradesh: Lucknow
August 28-29, 2014 (Thursday & Friday)	Tamil Nadu: Chennai
Oct 14 -15 th , 2014 (Thursday & Friday)	Assam: Guwahati