Voices Across the Digital Divide
a.k.a. “There’s plenty of room at the bottom”
Of Curves and Chasms

Gartner's Hype Cycle/Curve

Geoffery Moore's Chasm

Area under the curve represents number of customers
The Story of Technology Dependent Social Interventions (including Mobile ones)
The Bad News

**India telecom subscriber base** drops to 892.02 million
NDTV - 22-Apr-2013
Telecom operator Uninor witnessed a sharp fall in its **mobile subscriber base** by losing 83 lakh customers in February. The total **customer base** ...

**India mobile subscribers** continue to decline - Total Telecom
Total Telecom - 22-Apr-2013

<table>
<thead>
<tr>
<th>Revenue &amp; Usage Parameters (for the QE Dec-12)</th>
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<tbody>
<tr>
<td>Monthly ARPU GSM Service</td>
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<tr>
<td>Monthly ARPU CDMA Full Mobility Service</td>
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**Trends in Telephone subscribers and Teledensity in India**

Source- NDTV, TRAI
Case Study: CGNet Swara

Piloted in Feb 2010

Receives between 300-400 calls a day

Focused on Adivasis, Dalits and similarly marginalized communities

Institutional Support in 2012 in partnership with Environics Trust, SITARA, HIVOS and UNDEF

http://cgnetswara.org
080 4113 7280
How Swara Works

1. Cellphone Provider/ISP
2. Phone Number/URL
3. Swara IVR
4. CSV, MP3, Scripts, Database
5. Website, Blog, Email, Soc Med
Swar Call Logs Between June 2011 and June 2013
Swara Daily Call Volume Jan 2012- May 2013
India – States and Railroads
Swara Impact Stories Jan 2012-May 2013
Some observations:

~ 600 people trained
~ 24,000 unique users
~ 3000 contributors
~ 1000 published contributors
~ 200,000 calls received, ~10% from Swara Workshops participants
~ 10,000 posts recorded, ~12% from Swara Workshops participants
~ 2700 published stories, ~13% from Swara Workshop participants

Call volume up 5x over 2012-2013

.......all focusing on areas where even railway connectivity is at a premium
Why there’s plenty of room at the bottom

Everyone wants an opportunity to be heard!

Close to 90% of Swara's traffic today comes from people who have never attended a Swara workshop.

This is made possible by:

People

Hyperlocally relevant content

Intensive community moderation using commodity tools

Offline follow up

A LOT of patience :)
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