Focus: 'Mobiles for social and behavior change'
Date: May 9-10, 2013
Venue: Taj Vivanta, Delhi

Consultation Objectives:
- Reflect on the reach, access, use and potential of mobile phones amongst women, adolescent girls, boys and other stakeholders;
- Understand some of the models being implemented using mobile phones for social and behaviour change – information/knowledge dissemination, monitoring, support to front line workers, and inter personal communication;
- Assess the potential of the different interventions to be up-scaled;
- Explore the scope of partnership building and collaborative work among government, private, bilateral agencies, CSOs and others in mobiles for SBC;
- Finalize the white paper on 'Mobiles for Social & Behaviour Change' with consultation recommendations

DAY 1: MAY 9, 2013	
9:00 AM – 9:30 AM	**Registration of delegates & participants**
9:30 AM – 11:00 AM: **Welcome & Introduction** *This session gives an overview of the objectives of Consultation and the expectations from the deliberations. It sets the context and background to the Consultation.*	
9:30 AM – 9:45AM	Welcome & Introduction by Digital Empowerment Foundation
9:45 AM – 10:00 AM	*Consultation overview* Paolo Mefalopulos, Chief Communication for Development (C4D), UNICEF
10:00 AM – 10:15 AM	*Use of mobile phones for Governance* Mr. Osama Manzar, Director, DEF
10:15 AM – 10:30 AM	*Scope & Opportunity of the Use of Mobile Phones* Arun Maira, Member, Planning Commission
10:30 AM – 11:00 AM	Introduction of invitees, practitioners & participants

11.30 AM – 1.15 PM:	WORKING SESSION I
STATUS OVERVIEW: MOBILE REACHABILITY, ACCESSIBILITY, USABILITY & POTENTIAL	

o *This session shall deliberate on mobile phone penetration, reach, accessibility and usage in India. The focus will be on trends in penetration of mobile phones – urban and rural regions; the accessibility of mobile phone among women and young people; the usability of mobile phone especially in areas of health, education, disaster management &environmental sustainability.*

o *The focus will also be on scope and potential of mobile phonesfor information dissemination, training of front line workers, monitoring of programmes, and inter personal communication.*

o *The session shall focus on data in terms of reach, access and usage. Each invited presenter will have maximum 15 minutes of presentation.*

o *The session will be followed by Q&A with representatives of*

Session Chair: Arun Maira, Member, Planning Commission

Rapporteurs & Moderation: *UNICEF India & DEF*

11:30 AM – 11:45 PM	**Reach and Access of Mobiles** **Presentation by: Mr. Subho Ray, President, Internet & Mobile Association of India (IAMAI)** *The presentation will focus on reach/penetration of mobile phones among various strata of Indian society. It will set the context through statistics and trends. Mobile phone penetration trends will be highlighted among states, specifically in urban and rural regions, and among male, female, youth, and adolescents.*
11:45 AM – 12:00 PM	**Mobile Usage & Potential [Content + Context]** **Presentation by: Milind Pathak, Global Head of New Business, One97** *The presentation will focus on the usability of mobile phone especially in areas of health, education, disaster management and environment sustainability. The focus will be on scope and potential of mobile phones for information dissemination, training of front line workers, monitoring of programmes, and inter personal communication. The presentation will also highlight current trends on content and services imparted through mobile phones and the use of 'value added services' (VAS).*
12:00 PM – 12:15 PM	**Topline Findings from a study of 65 Tech4Dev Mobile Innovations** **Presentation by: Chirag Arora, IIT Delhi** *The presentation will focus on sharing the outcome of the research where 65 initiatives have been covered to find various trends and innovations as how mobiles are being used in an innovative manner to find diverse needs of the multi-pronged society.*
12:15 PM – 1:00 PM	***Discussion: Access, Reach & Usage of Mobile Phones*** *Given the context of the earlier presentations, this moderated discussion with multiple stakeholders will bring out **10-15** recommendations/action points from stakeholders in the*

	mobile services arena on the reach, access, usability and potential of mobile phones. *The discussants are representatives from: DietY, Ministry of C&IT, GoI / Ministry of HFW, GoI, COAI, BSNL, Airtel, Nokia, Mobile VAS, Bilateral Agency, and CSOs.*
1:00 PM – 1:15 PM	**Conclusion & Recommendations by the Chair** *The session Chair will finally sum up the session with a set of Recommendations.*

2:00 PM – 5:30 PM   **WORKING SESSION II** **LEARNING FROM EXPERIENCES: USE OF MOBILE PHONES FOR 1) INFORMATION DISSEMINATION & 2) MONITORING/TRACKING**

- *This session will focus on sharing case studies on use of mobile phones for information dissemination and monitoring/ tracking of interventions in - education, health and environmental sustainability.*
- *Invited case study presenters will be allotted <u>10 minutes</u> to present their case studies followed by Q&A for the audience. Brief clarifications can be sought from the presenters.*
- *Thereafter, participants will be divided into two sub groups. Each sub group will discuss and make recommendations regarding specific aspects: (1) scope for scalability of the case studies; (2) Improvisations needed and ways to scale up specific case studies.*
- *Each subgroup will present the highlights of their discussions.*
- *The session Chair will sum up a set of recommendations pertaining to the session / presentations*

Session Chair: Paolo Mefalopulos, Chief Communication for Development (C4D), UNICEF
Rapporteurs & Moderation: *DEF and UNICEF*

2:00 PM – 2:30 PM	**Case Study presentations: Use of mobile phones for Information Dissemination** <u>**Case presenters**</u> o Mobiles for Education →N. A Shah Ansari, **Project Name:**Let us go to school; **By:** Radio Namaskar; **Location:** Konark, Odisha *The practice: bring back dropout students to their respective schools and motivate the parents to send their children to school.* o Mobiles for Health →Chetan Sharma, **Project Name:** MHSM SMS Toolkit; **By:** Datamation Foundation; **Location:** Kanpur, UP *The practice: circulate vital information regarding Reproductive and Child Health related information services directly to the pregnant and lactating women through mobile phones, using localized SMS in Hindi.* o Mobiles for Environmental Sustainability →Kamaljeet & Surabhi Mittal **Project Name:** Kisan Sanchar; **By:** Kisan Sanchar; **Location:** Rohtak, Haryana *The practice: bring agri-extension information services for better agriculture practices and also environment friendly impact through organic practices.*

2:30 PM – 3:00 PM	**Sub-group Discussion** *The participants will be divided into three sub-groups focusing on three major parameters. Each sub-group will have 30 minutes discussion time and will identify minimum 5 recommendation points based on the following three parameters for each practice;* o *What is the potential of scalability of the case studies? Which aspect is scalable?* o *What needs to be done for scalability? Any improvisations needed?* o *What are the ways/ means to scale-up practice beyond the meso/pilot programme?*
3:00 PM – 3:15 PM	**Sub-group presentations** *Each sub-group will 5 minutes to present their presentation/recommendation points*
3.15 PM – 3:30 PM	**Q&A &Summary** o *Q&A session have to be relevant and focused on the case presentations* o *A maximum of 5 questions shall be allowed by the Chair / Moderator* *Chairwill sum up with action points/recommendations on Use of Mobiles for Information Dissemination*
3:30 PM – 3:45 PM	**TEA BREAK**
3:45 PM – 4:15 PM	**Case study presentation: Use of Mobile phones for Monitoring / Tracking** <u>**Case presenters**</u> o Mobiles for Education → Sudhanshu Tripathi, **Project Name:** The IVRS based Daily Monitoring System (DMS); **By:** Mid-Day Meal Authority; **Location:**Uttar Pradesh *The practice: an automated mobile-based MIS where data of children availing mid-day meal is made available on daily basis.* o Mobiles for Health → Nishith Dholakia; **Project Name:** E-Mamta– Mother & Child Tracking System; **By:** State Rural Health Mission(SRHM), Department of Health & Family Welfare; **Location:** Gujarat *The practice: sends maternal and child health information services programmes.* o Mobiles for Environmental Sustainability → Santosh Ostwal, **Project Name:** Nano Ganesh; By: Ossian Agro Automation Pvt. Ltd.;**Location:**Pune, Maharashtra *The practice: monitoring irrigation systems remotely using mobile phones in hazardous and remote areas.*
4:15 PM – 4:45 PM	**Sub-group Discussion** *The participants will be divided into three sub-groups focusing on three major parameters. Each sub-group will have 30 minutes discussion time and will identify minimum 5 recommendation points based on the following three parameters for each practice;* o *What is the potential of scalability of the case studies? Which aspect is scalable?*

	o *What needs to be done for scalability? Any improvisations needed?* *What are the ways/ means to scale-up practice beyond the meso/pilot programme?*
4:45 PM – 5:00 PM	**Sub-group presentations** *Each sub-group will 5 minutes to present their recommendation points*
5:00 PM – 5:30 PM	**Q& A & Summary** o *Q&A session have to be relevant and focused on the case presentations* o *A maximum of 5 questions shall be allowed by the Chair / Moderator* *Chair will sum up with action points/recommendations on Use of Mobiles for Monitoring / Tracking*

DAY 2: MAY 10, 2013

9:30 AM – 1:00 PM   **WORKING SESSION III**
LEARNING FROM EXPERIENCES: USE OF MOBILE PHONES FOR SUPPORT TO FRONTLINE WORKERS & INTER PERSONAL COMMUNICATION (IPC)

o *This session will focus on case studies on the use of mobile phones for support to frontline workers and in inter personal communication (IPC) for promotion of education, health, disaster management & environmental sustainability*
o *Invited case study presenters will be allotted* **10 minutes** *to present their case studies followed by Q&A for clarifications.*
o *Thereafter, participants will be divided into two sub groups. Each sub group will discuss and make recommendations regarding specific aspects - (1) scope for scalability of the case studies; (2) Improvisations needed and ways to scale up specific case studies.*
o *Each subgroup will present the highlights of their discussions.*
o *The session Chair will sum up a set of recommendations pertaining to the session / presentations*

  Session Chair & Moderator: *Madan Mohan Rao, Research Director, Mobil Monday*
Rapporteur: *UNICEF India & DEF*

9:30 AM – 10:00 AM	**Case study presentation: Use of Mobile Phones for Training of frontline workers** <u>**Case presenters**</u> o Mobiles for Education →Zubeeda B. Quraishy; **Project Name:** BridgeIt India, **By:** EZ Vidya Pvt Ltd.; **Location:** Chennai, Tamil Nadu *The practice: mobile-based education programme using videos and audios to enhance teaching practices.* o Mobiles for Health →Priyanka Dutt; **Project Name:** Mobile Kunji **By:** BBC Media Action; **Location:** Bihar *The practice: enhance the efficiency of inter-personal communication system of community health workers (CHWs) through an audio based training course delivered via mobile phones.*

	o Mobiles for Health →Murari M. Choudhury; **Project Name:** CommCare; **By:**Dimagi Health Solutions, NEEDS; **Location:** Jharkhand *The practice: deliver educational and health care information services and allows data to be shared between Community Health Workers (CHWs)*
10:00 AM – 10.30 AM	**Sub-group Discussion** *The participants will be divided into three sub-groups focusing on three major parameters. Each sub-group will have 30 minutes discussion time and will identify minimum 5 recommendation points based on the following three parameters for each practice;* o *What is the potential of scalability of the case studies? Which aspect is scalable?* o *What needs to be done for scalability? Any improvisations needed?* o *What are the ways/ means to scale-up practice beyond the meso/pilot programme*
10:30 AM – 10:45 AM	**Sub-group presentations** *Each sub-group will 5 minutes to present their presentation/recommendation points*
10:45 AM – 11:15AM	**Q&As& Summary** o *Q&A session have to be relevant and focused on the case presentations* o *A maximum of 5 questions shall be allowed by the Chair / Moderator* *Chair will sum up the recommendations on the Use of Mobiles for Training ofFrontline Workers*
11:15 AM – 11:30 AM	**TEA BREAK**
11:30 AM – 12:00 PM	**Case study presentation: Mobiles for Inter Personal Communication** <u>**Case presenters**</u> o Mobiles for Education →Nand Wadhwani **Project Name:** HealthPhone; **By:** The Mother and Child Health and Education Trust; **Location:** Mumbai, Maharashtra *The practice: provide basic health and nutrition information services related to maternal and child mortality using a feature mobile handset. How-to videos on 15 health topics with key messages on prevention, treatment and management in 18 Indian and a total of 50 languages.* o Mobiles for Health→Dr. Sandhya Ramalingam; **Project Name:** Nokia-Arogyam Diabetes; **By:** Arogya World; *The Practice: prevent diabetic disease by influencing behaviour change* o Mobiles for Environmental Sustainability →PreetiSoni; **Project Name:** Hello Sakhi; **By:** Kutch MahilaVikas Sangathan; **Location:** Gujarat *The practice: provide immediate support to women through counseling, guiding, mobilizing to shelter homes and filing complaints to police.*

12:00PM - 12:30 PM	**Sub-group Discussion** *The participants will be divided into three sub-groups focusing on three major parameters. Each sub-group will have 30 minutes discussion time and will identify minimum 5 recommendation points based on the following three parameters for each practice;* o *What is the potential of scalability of the case studies? Which aspect is scalable?* o *What needs to be done for scalability? Any improvisations needed?* o *What are the ways/ means to scale-up practice beyond the meso/pilot programme*
12:30 PM – 12:45 PM	**Sub Group Presentations** *Each sub-group will 5 minutes to present their presentation/recommendation points*
12:45 PM – 1:15PM	**Q&As& Summary** o *Q&A session have to be relevant and focused on the case presentations* o *A maximum of 5 questions shall be allowed by the Chair / Moderator* *Chair will sum up the recommendations on the Use of Mobiles for Inter-Personal Communication*
1:15 PM – 2:00 PM	**LUNCH BREAK**

2:00 PM – 5:00 PM WORKING SESSION IV
EXPANDING THE USE OF MOBILE PHONES: PARTNERSHIPS AND WAY FORWARD

o *The focus of the session is to explore partnerships to expand the use of mobile phones for social and behavioral change. The outcome of collective effort is always betterthan working in isolation. Partnerships help pull resources, experience, and expertise of stakeholders to work in unison towards common collective goals. This is all the more relevant with use of mobile phones for social and behavior change.*

o *This concluding session comprises presentations from invited government, corporate, civil society and multilateral agencies on their views and suggestions for a multi-stakeholder partnership to expand the use of mobile phones for social and behvaiour change.*

Session Chair: Ms. Sudha P. Rao, Adviser (WCD), Planning Commission, GoI
Session Moderator: *UNICEF India and DEF*
Rapporteur: DEF

2:00 PM – 2:15 PM	Recap of Day 1 & Day 2 (pre-lunch) Deliberations: DEF
2:15 PM – 4:00 PM *This session is expected to be highly moderated, extensively inclusive and will be based on 2 minutes of contribution from each lead discussant.*	**Government Stakeholders: Areas of Interest and Scope for collaboration** **Lead for Discussion:** • Department of Electronics & IT (DeiY), Govt. of India: Dr. Rajendra Kumar, Joint Secretary (mGov) • Representative from office of Adviser to Prime Minister on Public Information Infrastructure & Innovations: Rahul Nayar & Vikas Bagri
	Mobile Industry: Scope for Contribution & Collaboration

There will be at least 3-5 rounds of discussion based on themes and each lead discussant would share his/her point of view based on her/his stakeholdership	**Lead for Discussion:** ▪ Nokia India: Natesh B V, Director – Emerging Markets ▪ Facebook: Ankhi Das, Head of Public Policy for India ▪ Qualcomm: AnirbanMukerji, Senior Manager - Wireless Reach
	NGOs & Civil Society Organizations: Strength, Areas of Interest and Scope for Collaboration **Lead for Discussion:** ▪ Population Council: M.E. Khan, Senior Program Associate ▪ Indian Council for Research on International Economic Relations (ICRIER):RajatKathuria, Director and Chief Executive ▪ Nasscom Foundation: Rita Soni, CEO ▪ Telecom Expert: Amitabh Singhal, Former CEO, NIXI, Board Member at Public Interest Registry ▪ Swara Platform and Network (CGNetSwara): ArjunVenkatraman
	International & Bilateral Agencies: Scope for Contribution & Collaboration **Lead for Discussion:** • Bill & Melinda Gates Foundation: Peter Small • UNESCO: Alisher Umarov, Programme Specialist in Education • Open Knowledge Community (OKC), C/O UNESCO: Rajen Varada
4:00 PM – 4:45 PM	**Discussions, Questions & Views from the Other Participants**
4:45 PM – 5:00 PM	Session IV Summary by the Chair *The session chair and moderator will finally sum up the session with a set of recommendations pertaining to the session. Presentation by the Chair to sum up the session by sharing their experiences and recommendation points pertaining to the session.*
5:00 PM – 5:15PM	Consultation Concluding Remarks: UNICEF