A Participatory Audio-Video Platform for Community Interaction Using DVDs and IVR Systems
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Motivation:
- Community video screenings for agriculture and education have made significant impact.
- How can the screenings be made more engaging?
- How can it be ensured that field-staff raise relevant issues during screenings?
- How can community engagement be sustained beyond the screenings?

Solution:
- Enrich video-DVDs with interactive menus, MCQs and discussion lists.
- Couple the DVDs with an IVRS running multiple apps to sustain the engagement beyond the screenings.

Process:
- Publisher builds video-DVDs with MCQs, discussions, menus and ads.
- Field-staff screen DVDs in their communities.
- Field staff activates IVRS apps at various times before, during and after the screening and encourage people to call.
- IVRS apps: Attendance, quiz and feedback.

Questions:
- Does the process help improve community engagement?
- Does the process help in better information retention rates in the community?

Current Status:
- 1st field trial in Ranchi, Jharkhand done in November
- Full field trials expected in February

Field Partner: Video Volunteers

Supported by:
The Department of Electronics and IT
Ministry of Communications and IT
Government of India

Appropriate Computing for Development
http://act4d.iitd.ernet.in
ACM DEV, 11-12 January, 2013, Bangalore, India