



# A Participatory Audio-Video Platform for Community Interaction Using DVDs and IVR Systems

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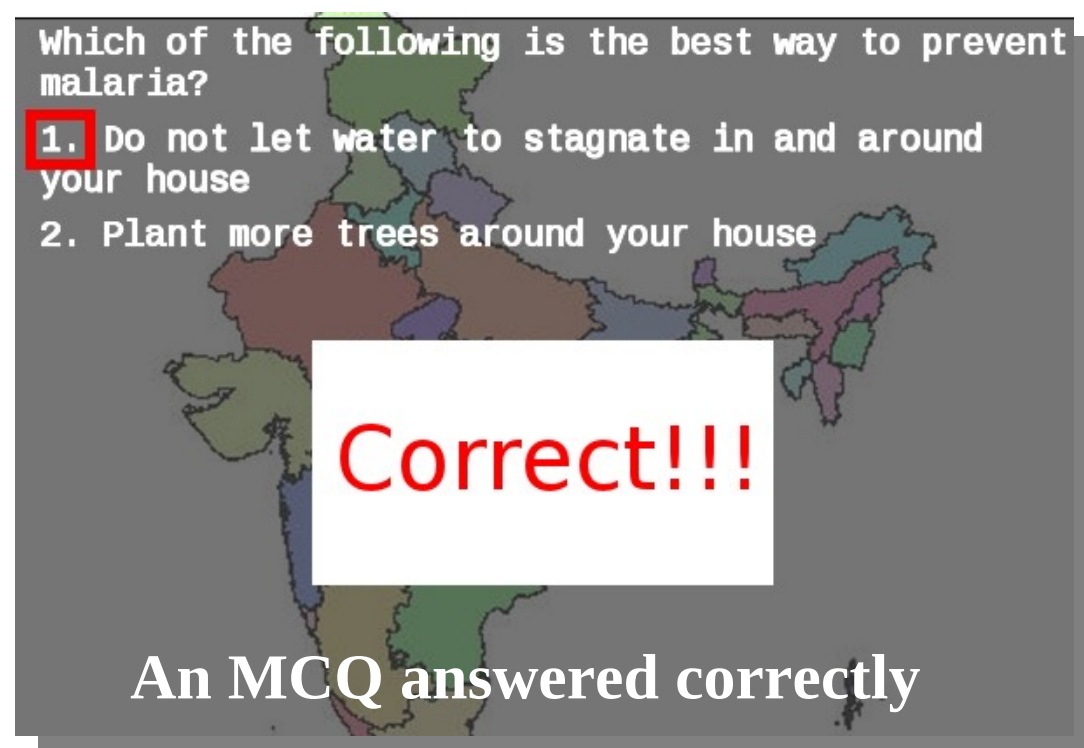
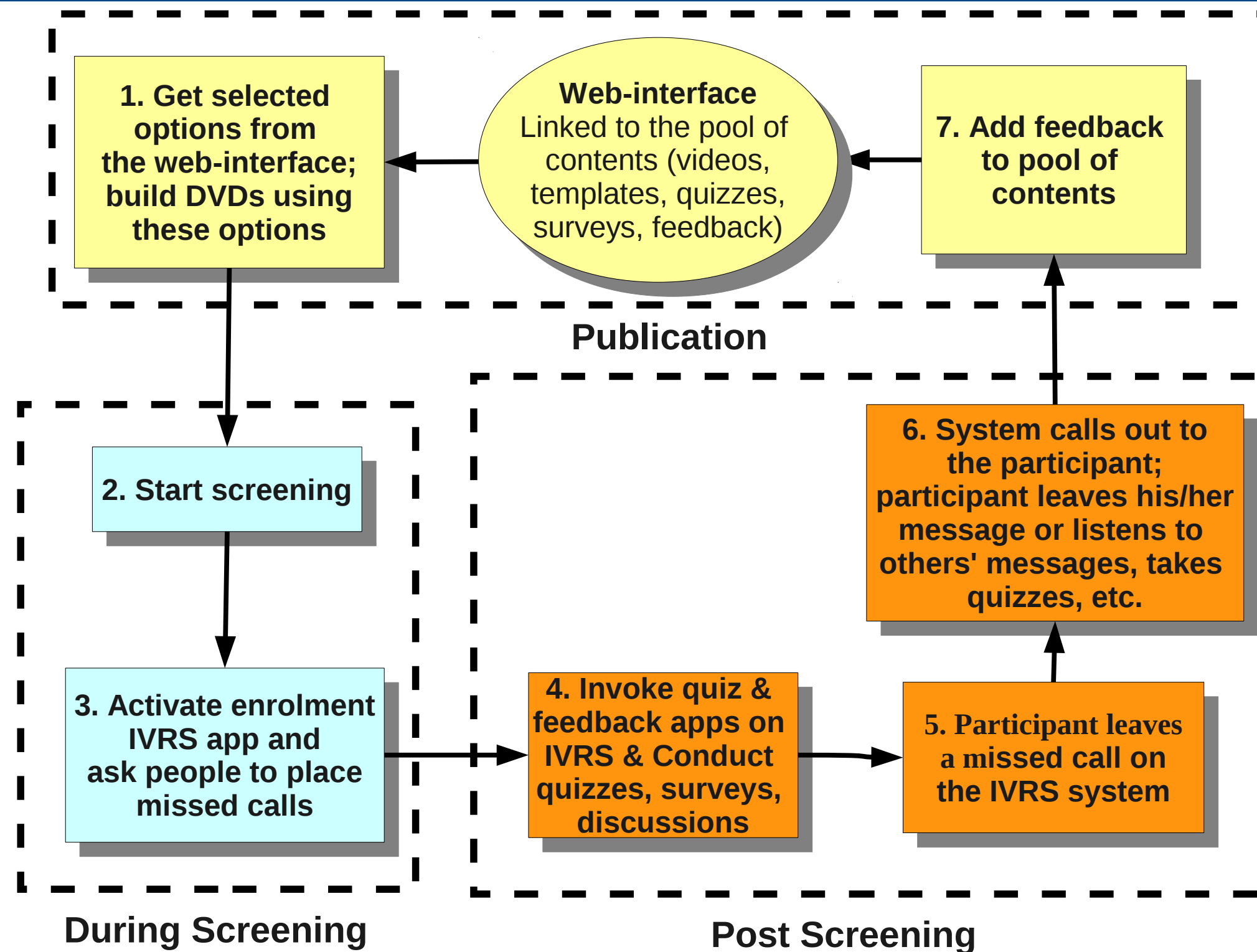
## Motivation:

- 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 screening?

## 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.

Field Partner:  
Video Volunteers



## 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:

- 1<sup>st</sup> field trial in Ranchi, Jharkhand done in November
- Full field trials expected in February