

# Enable Vaani

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**Enable India  
India**

**Parallel Session: IT-Platforms connecting Peers**





# ENABLE INDIA

Enable India, works for economic **independence** and **dignity** for persons with disability by bringing about **change in consciousness** of our stakeholders, and by being a learning organization.

**11 disabilities**

**Impacted 132,076+ stakeholders**

**272 job roles opened**

**600 companies,  
27 sectors**

**300+ resources  
open source**

**Livelihood  
Models for  
Scaling  
(Blueprint)**



## BACKGROUND FOR ENABLE VAANI: How do we reach the unreached

70% of people with disabilities rural and not connected to the internet

45% of people with disabilities are illiterate

0.1% Websites supporting national language

22 official languages

12% of people with disabilities Speak English

30% lack access to regular electricity

36% of people with disabilities are employed



# REDEFINING THE PROBLEM STATEMENT OF people with disabilities LIVELIHOODS

From

*'How do we cater to the vast diversity in disability, geography, languages, demand/solutions'*



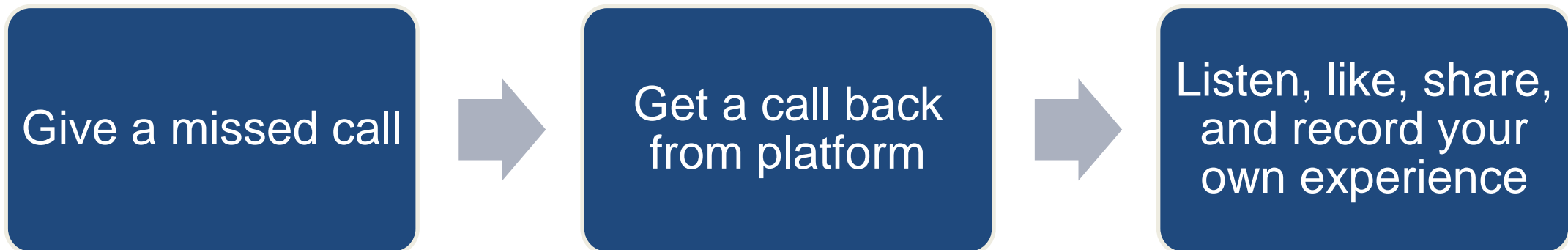
To

*'Empowerment is sustainable- what is the platform that can be a catalyst to empower people with disabilities and stakeholders?'*



# ABOUT ENABLE VAANI

- An **unusual** social network **platform** for change.
- For people with disabilities and all stakeholders.
  - Basic phone needed. No internet required.





# THE INNOVATION

## **Utilizing Interactive Voice Response Technology**

Available in all languages of the community, catering to diversity

## **Holistic Engagement of Community**

- Setting the foundation for meaningful dialogue
- Driving community engagement by encouraging:
  - User generated content
  - Key contributors 'Posts'
  - Content sharing 'Like' and 'Share'
  - Gamification
- Strategic Partnerships



# IMPACT

1 call every  
minute

Across 14  
states in India

291,000+ calls

19,700+ users

98% user  
generated  
content



## THE ENABLE VAANI PHENOMENON

**Information**

*'You can...'*

**Awareness**

*'Did you know...'*

**Motivation**

*'I can...'*

**Opportunities**

*'I have...'*

**Dignity**

*'I feel...'*

**Advice**

*'You must'*

**Crowdsourcing**

*'Ten ways of...'*

**Networking**

*'Call me at...'*

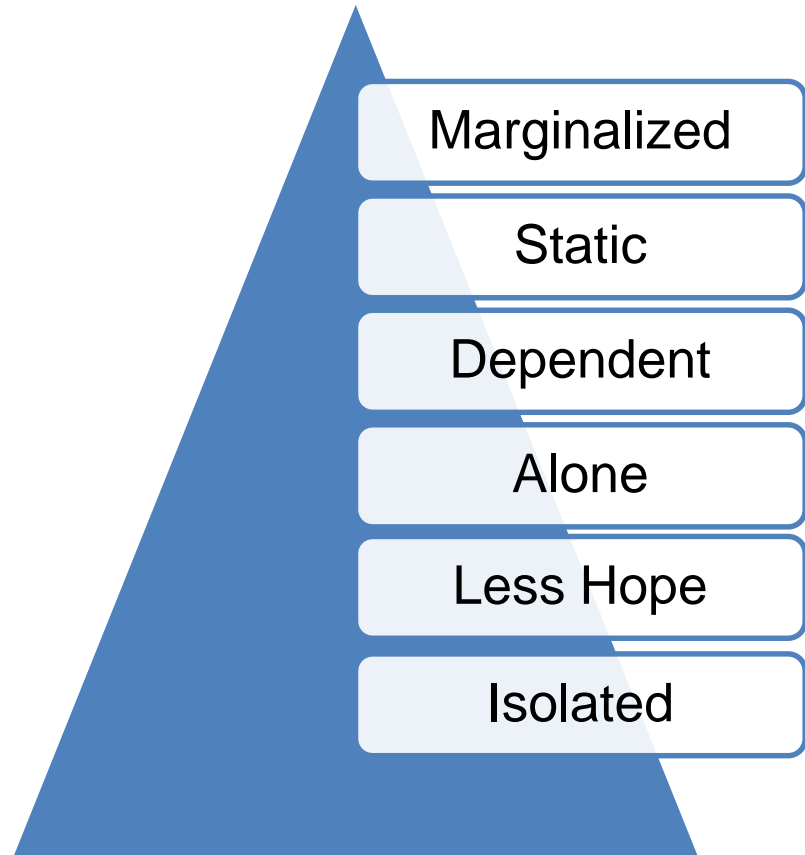
**Organic  
Growth**

*'I believe...'*





# BEFORE & AFTER ENABLE VAANI



**BEFORE**



**AFTER**