CALL FOR EXPERIENCES,
CASE STUDIES & PRACTICES

MSBC (Mobile for Social and Bevaviour Change) is an initiative of UNICEF India and Digital Empowerment Foundation. The *'MSBC: Call for Experiences, Case Studies and Practices'*, is a call to identify mobile-based communication and applications initiatives that are communicating with frontline workers, community members, women and girls to resolve issues and challenges around *sanitation and hygiene, education, health, HIV, child protection, nutrition and women's empowerment*, The identified mobile-based initiatives and experiences should be intervening across three broad categories- "Information Dissemination"; "Monitoring & Tracking"; and "Supporting frontline workers through their Training and/or enhancing Inter Personal Communication". *To know more about MSBC programme, refer to Annexure 1.*

'Mobile Phone as a Tool for Social & Behaviour Change' is a joint effort of UNICEF India and Digital Empowerment Foundation (DEF) to explore various projects where women, adolescent girls and youth have effectively used mobiles in areas of health, education, sanitation and hygiene, HIV, nutrition, child protection, and monitoring and training of frontline workers.

OBJECTIVES

The objectives of the call for experiences are to identify them across several states and, if feasible, link them to partners and facilitate scale up. The other objectives are:

- Identify experiences where mobile phones have been used as a tools for Social & Behaviour Change (MSBC) across India;
- Identify small and localized MSBC practices in particular states - Madhya Pradesh, Assam, Uttar Pradesh, Tamil Nadu, and Andhra Pradesh;
- Create a pool of experiences and MSBC initiatives for different states ;
- To help take forward the experiences - identify partnerships, and facilitate collaborations with other stakeholders;

CATEGORIES

'MSBC: Call for Experiences, Case Studies & Practices', identifies mobile-based practices that are resolving issues and challenges around *women, adolescents, youth, girls, children and sectors across*

health, education, nutrition, sanitation and hygiene, and empowerment. These mobile-based practices should also be intervening:

A. **Information dissemination:** The category welcomes initiatives, case-studies, experiences and practices, which use mobile phones as a tool, platform, carrier of information and content for dissemination in areas like education, health and environment sustainability.

B. **Monitoring & Tracking:** The category acknowledges initiatives, case-studies, experiences and practices in the field of mobile platforms that monitors and tracks development schemes / programmes and also has sustainable acceptance in managing the life cycle of a project. The capacity of mobile as a tool to track attendance, presence of project staff, maintaining timetable and sending progress updates have been demonstrated.

C. **Training of Frontline Workers & Interpersonal Communication:** This category acknowledges newfound application that enables mobile phones for training purposes. Mobiles are used and highlighted to train workers who are on front-end of service delivery and in direct correspondence with citizen beneficiaries. Effective usage of mobiles has been visible for interpersonal communication purposes.

THE PROCESS

The 'MSBC: Call for Experiences, Case Studies & Practices', accepts online Applications. Every Application should be supported by Product/Application/Project/Programme Demo Presentation and supporting document with the Application Form. 'MSBC: Call for Experiences, Practices and Case Studies', brings together various mobile-based practices that are resolving issues and challenges around *women, adolescents, youth, girls, children and sectors across health, education, nutrition, and empowerment.*

The Application and Screening Process is transparent and fair, and has drawn support from leading government and private policy advocators, academicians, grassroots NGOs, and entrepreneurs in the region.

SCREENING PROCESS

- Each category will be screened by panel of Screening Committee. The Screening Committee is comprised of eminent personalities from private and public sector, various industries and academia. Screening committee members will be selected on the basis of their knowledge and expertise;
- The process of evaluation will commence from the date of closing of 'MSBC: Call for Experiences, Case Studies & Practices';
- The initial screening will be through online review of applications by the Screening Committee;
- The Screening Committee of every category has the right to modify the judging criteria to suit the respective category in consultation with the Screening Committee;
- The decision of the Screening Committee will be final and binding;

- Screening Committee holds the right to contact any eligible nominee about their doubt/queries regarding the project;
- The Screening Committee reserves the right to declare 'Not eligible', if an applicant does not meet the standards.

SCREENING COMMITTEE'S EVALUATION CRITERIA

- Content & Services- quantify the quality of content, service delivery, relevance of content and its utility value.
- Impact, Replicable & Sustainable model – The social impact and viability of the application/product/project and how it can be replicable in other regions.
- Functionality/Navigation- User friendliness & interactive nature of the application and its features.
- Interface & Visual Design- Usability, design of applications and the value of device with multimedia having larger user preferences, and aesthetics.
- USP & Strategic Value- Uniqueness of the idea & easiness of strategy replication.
- Execution & Implementation- Procedure of carrying out and executing the idea according to the market demand.
- Accessibility- Cost effectiveness matching social and economic capital of different user groups with diverse needs in different income brackets.
- Overall Experience- The user base and overall practical experience with the application/content and its impact on stakeholders.

STAKEHOLDERS' OVERVIEW

There are a number of players in the mobile space – Government, private sector, bilateral agencies, NGOs/CSOs, implementing agencies, users and others. The areas for consideration are: do we need more mobile innovations and incubation of new ideas to extract mobile benefits for social change? Do we need more research and networking? What is the scope for collaboration? What pattern suits partnership amongst stakeholders? Different set of stakeholders are invited to be part of this advocacy group. The primary stakeholders who will participate in this advocacy group are:

Government
The government through its designated agencies like Telecom Regulatory Authority of India (TRAI), constitutes the most potent role player in determining the mobile landscape. The government creates the force behind the mobile infrastructure backbone. Policy consolidation is called for.

Mobile Value Added Service (MVAS) & Content
The effective role of mobile value added services (MVAS) will determine the trend in mobile usage and penetration in coming days. The growth drives m-services such as m banking, m-education, m-governance, m-health and m-agriculture, which need innovation and promotion.

Phone Device: Manufacturers/ App Developers

The role of manufacturers and developers is to simplify smartphone user screens and help overcome technical and literacy barriers that 'illiterate' users face. Manufacturers are required to provide users with more airtime, battery management widgets, and inexpensive phone sharing and emergency SMS features.

Bilateral Agencies

The role of bilateral agencies like UNICEF, WHO and UNESCO seeks to explore on how mobiles can address policy and programme priorities to serve the underserved communities by bringing in

desirable social and behavior changes amongst them. As a way forward, they should intensify efforts on taking it forward and have more in-depth insight and focus.

Civil Society Groups

The role of Non-Governmental Organisations (NGOs) assumes significance in view of their wider engagement in civic and development initiatives. Of late, the social sector has seen an increase in use of ICTs to deliver solutions and service serving underserved groups and communities. The widening mobile space is being explored to provide low cost and innovative solutions to address old and new service delivery challenges in areas like education, health and women empowerment.

GENERAL GUIDELINES

- There are no charges applicable for applying as 'MSBC: Call for Experiences; Case-Studies & Practices'.
- One organization can submit multiple applications for the 'MSBC: Call for Experiences; Case-Studies & Practices'.
- The 'MSBC: Call for Experiences; Case-Studies & Practices' is open under four interventions: Education; Health; Disaster management; & Environment protection / sustainability
- The Case Study/Practice shall fulfill the conditions of being an active & One (1) year on-Ground project.
- The Practice/Case-Study/Project should have had an impact in minimum one district.
- Any false information submitted about the project will immediately lead to permanent disqualification of the Case Study.
- The Applicant should submit their experiences, initiatives, practices and case studies **Online** along with their supporting document such as – Video, PPT, etc.
- All shortlisted Practices/Case-Study will receive information about their screening in the first week of April.
- The shortlisted MBSC Practices will be required to deliver a case study presentation in the main conference.

APPLICATION GUIDELINES

Each MSBC Practice will have to follow these guidelines:

- All entries shall be real & implemented projects. Pilot projects will not be accepted.
- One Applicant can apply for multiple projects from multiple states. One project can be submitted for multiple categories.
- Irrespective of the project's/programme's language, all information about the producer and project information must be in English.
- Separate Application should be made in case of multiple submissions by the same organisation, company or team.
- Any Application form received after the closing date will not be entertained.
- Any partially filled/not filled Application form will be rejected.
- Application form should be submitted either online or offline (via mail), however, we recommend you to choose online method to take advantage of updating/editing filled information.
- No modifications will be accepted in Offline (via email or hard copy) forms. They will be considered as final once they have been submitted. However, if you would like to update your form, please fill online form as a fresh entry.

- Applicants will receive an acknowledgement mail on their email address after submitting the application form successfully.
- Using the mentioned URL and provided information in the acknowledgement mail, applicant should login again to attach the relevant video or PPT about the project.
- Please note that either a PPT or small video about the project is a mandatory requirement of the application form.
- Any applicant may edit/modify the details in the application form till the last date of accepting the form using their credentials.
- The fields marked mandatory in application form are to be necessarily filled in by the Applicant.
- Any application form without video or PPT will be considered as incomplete entry and will not be counted in the final stage of Screening Evaluation.
- PPT/Video regarding your project is a must to give a clear view of your work and project. It does not need to be a High Definition/Professional video.
- The entry will not be considered if any applicant fails to submit the entire details of the application forms till the last date of Call for Applications.
- The Applicant should consider the following documents to send with the completed Application form:
    - Presentation (covering information about the project they have applied for) [Mandatory]
    - Logo of the project [Mandatory]
    - Video on the project [optional]
    - Letter of Acknowledgement/Letter of appreciation [if any] by any recognized entity
    - Brief profile of Producer/Organization [optional]
    - Screenshots of website, images, real site photos
- Evaluation Criteria: Application Forms must be filled out entirely. Screening will be scored on:
    - Quality of Content & Services
    - Impact, Replicable & Sustainability
    - Ease of Use: Functionality & Navigation
    - Accessibility
    - USP & Strategic Value
    - Technology Infrastructure
    - Approach & Implementation
    - Overall Experience
    - [All Submissions for products/services MUST be on-ground. No ideas/Business plans are eligible in this]

ELIGIBILITY CRITERIA

- o Each MSBC Practice will be assessed according to the following criteria:
- o MSBC Practice submitted by individuals on behalf of public or private sector organizations; university, or research and development institutions and non-government organizations will be considered.
- o MSBC Practice should be on ground for at least 1 (ONE) Year for applying. No Pilot projects are eligible to apply.
- o MSBC Practice must provide clear and concrete information about your initiative, organization, the team involved.
- o Any single entry of MSBC Practice can be considered under multiple categories.
- o Irrespective of the product/project language, all producer and project information must be in English.

RECOGNITION

- o Shortlisted MSBC Practice will be honored with CERTIFICATE of PARTICIPATION duly signed by UNICEF India, DEF and Screening Committee Experts.
- o Shortlisted MSBC Practice will have the opportunity to be a part of UNICEF-DEF Advocacy Team.
- o Shortlisted MSBC Practice will have opportunity to be a part of Networking Team that will enable them to directly engage them with State NHRM (National Health Rural Mission), State Government stakeholders, International Funding Agency – UNICEF India, Policy Advocators.

Annexure 1:

BACKGROUND: MOBILE PHONES AS A TOOL FOR SOCIAL & BEHAVIOUR CHANGE

The rapid growth of mobiles and the internet have changed the ways in which communication and development are occurring. It is strongly perceived that the subject of mobile as a tool for social and behavioural change is an emerging area of importance among stakeholders in communication for development space. The development challenge is how to place the mobile tool at the heart of solving key communication related hurdles in areas of education, health, livelihood and environmental disasters.

UNICEF defines; *'Communication for Development (C4D)' as a communication tool to understand people, their beliefs and values, the social and cultural norms that shape their lives. It involves engaging communities and listening to adults and children as they identify problems, propose solutions and act upon them. C4D is seen as a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives[1].*

'Mobile Phone as a Tool for Social & Behaviour Change' is a joint effort of UNICEF India and Digital Empowerment Foundation (DEF) to explore various projects where women, adolescent girls and youth have effectively used mobiles in areas of health, education, sanitation, environment and monitoring and training of frontline workers. Trying to examine the prospects of Mobile Phone as a Tool for Social & Behaviour Change, DEF and UNICEF India organised a two-day consultation on, 9th and 10th May 2013 in New Delhi.

Based on the consultation, UNICEF India and DEF published three research reports - case studies, complete compendium with full research paper, excerpts from the consultation and the white paper. On the basis of the report UNICEF India and DEF have decided to extend the initiative to work out a model, which can later be adapted and implemented on a larger scale.

The second part of the project attempts to scale up at a wider level and provide solution-based tools to various ongoing challenges surrounding the issue of women, adolescents, youth, girls, children and sectors across health, education, nutrition, and empowerment. This project attempt to study concerns around MSBC and create a formidable platform to provide knowledge on diverse MSBC implemented projects and help in developing partnerships between state governments and MSBC players.

Targeted states are **Uttar Pradesh, Madhya Pradesh, Assam, Andhra Pradesh, & Tamil Nadu.**

---

[1] http://www.unicef.org/cbsc/

PROGRAMME OBJECTIVES

- Deliberation on key aspects of communication for development and issues therein and how new tools and technology like mobiles are used to its redress;
- Consult among invited stakeholders (from ground, policy and implementation fields) the scope and opportunity for deployment and use of mobile tools and platform for empowerment of primary stakeholders as means of communication and information;
- Discuss, learn, exchange and ideate on best practices on mobile for social and behavior change in India.
- Attempts to scaling up of such practices to existing and new locations in order to reach out to the participant groups;
- Bring out a research paper as an outcome of the consultation to address communication challenges, scope and opportunity to use and deploy mobile technology and platform in communication processes for social and behavior change; existing best practices; scope to scale up existing practices in partnerships and so on.