Name of social enterprise: Awaaz.De

Mission statement: Awaaz.De provides technology solutions and services for development sector organizations around the world, enabling them to connect with underserved communities and increase impact. Awaaz.De develops cost-effective, easy-to-use communication and data collection tools that work on mobiles and landlines, breaking language and literacy barriers.

Webpage: https://awaaz.de/

GSBI 2016 **business plan presentation**:
https://www.youtube.com/playlist?list=PLTFApFZek1zqTmEr10MvFKTYAszISYUvq

Headquarters: Ahmedabad, India

Location(s) of research: Ahmedabad, India and other locations in India

Impact to date: 6 million calls to 600,000 unique listeners in 23 Indian states and 8 countries

Background: Awaaz.De's serves organizations that provide services such as microfinance, health, vocational training, education, and sanitation. There are significant challenges for scalable communications to rural and underserved populations, often restricting the flow of information to and from the people who need it the most. Linguistic diversity, literacy, and data connectivity are challenges not just in India but globally.

The challenge: To integrate social impact assessment across the organization's work with partners and clients. Awaaz.De mobile solutions provide two levels of impact: directly to our client organizations operating at the last mile, and indirectly to the communities they serve who live at the last mile. Linking mobile technology with their social impact is a key activity for Awaaz.De's scaling. The enterprise has begun to integrate a social impact framework into its platform, which will allow clients to understand how the use of voice technology will allow them to reach, engage, and empower their target audience. Impact metrics include Reach (pick up rates), Engage (Listen rates), Empower (Response rates). Given the diversity of sectors and organization types served, these metrics will be determined on a project by project basis or a project type basis, rather than platform-wide.

Action research products needed:

1. Document the usage of Awaaz.De tools by client organizations in key/target sectors and prepare case studies, photos, and profiles of both the client organizations and the communities of beneficiaries they serve.

2. Recommend a social impact framework to aggregate across our projects and clients, including standard and customizable fields for social impact measurement to include in a new mobile platform.

3. Develop a social impact strategy on how to incorporate social impact measurement and analysis into our business operations.

Student skills needed: cross-cultural communication; social impact assessment; community needs assessment; social science analysis; organizational assessment; marketing; photography.

Keywords: mobile platforms; social impact assessment; lean data.