

FINAL TECHNICAL REPORT / RAPPORT TECHNIQUE FINAL

ANNEX 2.16 A NOTE ON PROMOTION OF SMALL MILLET THROUGH VOICE SMS CAMPAIGN

DHAN Foundation;

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Annex 2.16

A note on promotion of small millet through Voice SMS Campaign

Vayalaga vanoli 90.4 MHz, DHAN Foundation

Background

The Small Millet Foundation, a division of DHAN Foundation, has been organising different awareness campaigns to educate masses about the importance of small millets and also about the preparation of recipes with small millets. As part of this initiative, during the last year it engaged Vayalaga vanoli, a Community Radio unit, to produce and disseminate 10 Radio Episodes on small millets. The Radio Episodes reached to a larger mass through broadcasting in 34 Community Radio Stations across Tamil Nadu, as it is one of the mass media. Following the dissemination, it was proposed to reach out women individually through Voice SMS. Voice SMS is an effective tool to reach out to the individuals, as even a person with a non-android basic mobile phone can receive Voice SMS just like a call, attend the call and listen to the voice. In most of the cases, Voice SMS is used by advertisement agencies to promote the business; it is the first attempt to use Voice SMS for the development purpose of creating awareness about small millets. The following note briefly shares the pilot taken up in Madurai for promoting small millet consumption among urban women through Voice SMS.

Piloting Voice SMS campaign in Madurai Urban

It is proposed to reach 1000 women in Madurai Urban through one Voice SMS daily from November 2017. The database of mobile numbers of women members of Madurai Urban women SHG federations was established and the Voice SMS was given daily. The members of Madurai Urban women SHG federations were chosen, as it is easier to do follow-up after the campaign.

Production & dissemination of Voice SMS

The following five topics were selected as major topics for Voice SMS.

1. Benefits of small millet
2. Nutrition on small millet
3. Small millet and medicinal benefits
4. Preparing tasty small millet recipes
5. Controlling diseases through small millet recipes

About 100 Voice SMS were produced and disseminated in the above mentioned five topics and were organized as nine sub-topics as given in the table below. The complete list of Voice SMS topics is attached as Annexure 1.

S. No.	Topic	No. of Voice SMS
1.	General	8
2.	Nutrient Content on small millet	4
3.	Controlling Diseases through small millet recipes	4
4.	Italian Millet (<i>Thinai</i>)	19
5.	Barnyard Millet (<i>Kuthiraivali</i>)	11
6.	Finger Millet (<i>Kelvaragu</i>)	20
7.	Little Millet (<i>Saamai</i>)	15
8.	Kodo Millet (<i>Varagu</i>)	14
9.	Proso Millet (<i>Panivaragu</i>)	5
	Total	100

Feedback from beneficiaries

Every month, randomly 100 women mobile numbers were selected and feedback was collected from them. The following are some of the common feedback from the listeners:

- Gained knowledge on importance of small millets
- Already knew about small millets, however through the Voice SMS, we came to know the nutrition in different small millets
- Understood how do we use small millets to reduce diabetes and more weight
- Started cooking small millet recipes and improved the practice
- Our ancestors food practice came back to us
- Now small millets became one of the menu/dish in our daily food habit
- Not able to get barboiled (*Pulungal*) small millet rice; we are keep exploring
- We are willing to use small millets, however the cost is high
- Since, the information is limited in time, we could not follow; we expect the same information to be repeated later

Based on the feedback, the topics and pattern of the Voice SMS were changed and disseminated. The information about the availability of small millet in shops was also given through Voice SMS.

Outcomes and changes observed among women listeners

1. Around 1042 Voice SMS listeners were reached
2. 576 women got awareness on small millet (Regular listeners of Voice SMS)
3. 359 women learnt to prepare new small millet recipes
4. About 254 women started preparing small millet recipes
5. 140 families introduced small millet foods in their diets
6. 30 women shared their experience through Voice SMS in their own voice

Given these results, promoting nutritious foods through Voice SMS channel was considered as an effective method of promotion.

Enclosed:

Annexure 1: List of topics of 100 Voice SMS

Annexure 2: Number of women who have renewed cooking small millet recipes

Annexure 3: Database of topics of Voice SMS and status of their reception by the listeners

Annexure 4: An information gist about Voice SMS campaign on small millets

Annexure 1: List of topics of 100 Voice SMS

General	Nutrient Content on small millet	Controlling Diseases through small millet recipes
<ol style="list-style-type: none"> 1. Usage of small millets 2. Small millets Proverbs 3. Small millets <i>Murukku</i> 4. Small millets <i>Paniyaram</i> 5. Small millets <i>Kara Puttu</i> 6. Small millets <i>Inippu Puttu</i> 7. Small millets <i>Kaikari Dosai</i> 8. Small millets Milkshake 	<ol style="list-style-type: none"> 9. Fiber content of small millets 10. Mineral content of small millets 11. Protein content of small millets 12. Fat content of small millets 	<ol style="list-style-type: none"> 13. Anemia 14. Heart problem 15. Obesity 16. Diabetes
Italian Millet (Thinai)	Barnyard Millet (Kuthiraivali)	Finger Millet (Kelvaragu)
<ol style="list-style-type: none"> 1. Italian Millet Nutrition1 2. Italian Millet Nutrition2 3. Italian Millet Medicinal Properties 1 4. Italian Millet Medicinal Properties 2 5. Italian Millet Medicinal Properties 3 6. Italian Millet <i>Pongal</i> 7. Italian Millet <i>Laddu</i> 8. Italian Millet Sweet <i>Seedai</i> 9. Italian Millet <i>Murukku</i> 10. Italian Millet <i>Paniyaram</i> 11. Italian Millet <i>Pall Paniyaram</i> 12. Italian Millet Sweet <i>Puttu</i> 13. Italian Millet <i>Kara Puttu</i> 14. Italian Millet <i>Athirasam</i> 15. Italian Millet <i>Adai</i> 16. Italian Millet Health Drinks 17. Italian Millet <i>Payasam</i> 18. Italian Millet <i>Poori</i> 19. Italian Millet <i>Utthappam</i> 	<ol style="list-style-type: none"> 1. Barnyard Millet Nutrition 1 2. Barnyard Millet Nutrition 2 3. Barnyard Millet Medicinal Properties 1 4. Barnyard Millet Medicinal Properties 2 5. Barnyard Millet Medicinal Properties 3 6. Barnyard Millet <i>Payasam</i> 7. Barnyard Millet <i>Murukku</i> 8. Barnyard Millet <i>Kesari</i> 9. Barnyard Millet <i>Paniyaram</i> 10. Barnyard Millet <i>Briyani</i> 11. Barnyard Millet <i>Sambar Satham</i> 	<ol style="list-style-type: none"> 1. Finger Millet Nutrition 1 2. Finger Millet Nutrition 2 3. Finger Millet Medicinal Properties 1 4. Finger Millet Medicinal Properties 2 5. Finger Millet Medicinal Properties 3 6. Finger Millet Medicinal Properties 4 7. Finger Millet <i>Laddu</i> 8. Finger Millet <i>Murukku</i> 9. Finger Millet <i>Pakkoda</i> 10. Finger Millet Sweet <i>Puttu</i> 11. Finger Millet <i>Kara Puttu</i> 12. Finger Millet <i>Ponda</i> 13. Finger Millet <i>Kolukattai</i> 14. Finger Millet <i>Adai</i> 15. Finger Millet <i>Dosai</i> 16. Finger Millet <i>Chappathi</i> 17. Finger Millet <i>Simili</i> 18. Finger Millet ball 19. Finger Millet Malt 20. Finger Millet <i>Halwa</i>
Little Millet (Saamai)	Kodo Millet (Varagu)	Proso Millet (Panivaragu)
<ol style="list-style-type: none"> 1. Little Millet Nutrition 1 2. Little Millet Nutrition 1 3. Little Millet Medicinal Properties 1 4. Little Millet Medicinal Properties 2 5. Little Millet <i>Laddu</i> 6. Little Millet <i>Paal Satham</i> 7. Little Millet <i>Murukku</i> 8. Little Millet <i>Pongal</i> 9. Little Millet <i>Inippu Paniyaram</i> 10. Little Millet <i>Inippu Puttu</i> 11. Little Millet <i>Kara Puttu</i> 12. Little Millet Lemon <i>Puttu</i> 13. Little Millet <i>Ponda</i> 14. Little Millet <i>Idly</i> 15. Little Millet <i>Pulav</i> 	<ol style="list-style-type: none"> 1. Kodo Millet Nutrition 2. Kodo Millet Medicinal Properties 1 3. Kodo Millet Medicinal Properties 2 4. Kodo Millet <i>Pongal</i> 5. Kodo Millet <i>Laddu</i> 6. Kodo Millet <i>Seedai</i> 7. Kodo Millet <i>Kesari</i> 8. Kodo Millet <i>Murukku</i> 9. Kodo Millet <i>Paniyaram</i> 10. Kodo Millet <i>Briyani</i> 11. Kodo Millet Tomato Rice 12. Kodo Millet <i>Ven Pongal</i> 13. Kodo Millet <i>Kichadi</i> 14. Kodo Millet <i>Milaku Satham</i> 	<ol style="list-style-type: none"> 1. Proso Millet Nutrition 1 2. Proso Millet Nutrition 2 3. Proso Millet <i>Dosai</i> 4. Proso Millet <i>Akkaravadaisal</i> 5. Proso Millet Mushroom <i>Briyani</i>

Annexure 2: Number of women who have renewed cooking small millet recipes

S.No	Particulars	Members		Particulars	Members
1.	Kodo Millet <i>Ven Pongal</i>	6	12.	Kodo Millet <i>Payasam</i>	7
2.	Kodo Millet <i>Paniyaram</i>	4	13.	Kodo Millet <i>Murukku</i>	21
3.	Italian Millet <i>Paniyaram</i>	9	14.	Italian Millet <i>Pongal</i>	17
4.	Kodo Millet <i>Briyani</i>	3	15.	Little Millet <i>Paniyaram</i>	11
5.	Italian Millet <i>Athirasam</i>	6	16.	Barnyard Millet <i>Kesari</i>	10
6.	Kodo Millet Tomato Rice	11	17.	Kodo Millet <i>Laddu</i>	19
7.	Italian Millet Sweet <i>Puttu</i>	27	18.	Finger Millet Milk	3
8.	Finger Millet Sweet <i>Puttu</i>	18	19.	Finger Millet <i>Chappathi</i>	15
9.	Finer Millet <i>Adai</i>	16	20.	Finger Millet <i>Laddu</i>	7
10.	Italian Millet <i>Aappam</i>	8	21.	Little Millet <i>Payasam</i>	16
11.	Italian Millet <i>Payasam</i>	8	22.	Kodo Millet <i>Seedai</i>	12
		116			138

Annexure 3: Database of topics of Voice SMS and status of their reception by the listeners

Vayalaga vanoli 90.4 MHz					
Voice SMS service provided for Small Millet Foundation					
S.No	Date	Topic	Total Calls	Received	Failure
1	23-11-2017	Small Millets General	599	449	150
2	24-11-2017	Fibre content	599	402	197
3	25-11-2017	Mineral content	646	438	208
4	27-11-2017	Protein content	646	422	224
5	28-11-2017	Fat content	646	396	250
6	29-11-2017	Small millet Proverbs	646	393	253
7	30-11-2017	Obesity	646	411	235
8	01-12-2017	Anemia	646	409	237
9	02-12-2017	Heart problem	646	426	220
10	04-12-2017	Italian Millet Nutrition1	646	405	241
11	05-12-2017	Italian Millet Nutrition2	646	472	174
12	06-12-2017	Italian Millet Medicinal Properties1	646	436	210
13	07-12-2017	Italian Millet Medicinal Properties2	646	398	248
14	08-12-2017	Italian Millet Medicinal Properties3	646	486	160
15	09-12-2017	Barnyard Millet Nutrition 1	646	409	237
16	11-12-2017	Barnyard Millet Nutrition 2	646	392	254
17	12-12-2017	Barnyard Millet Medicinal Properties 1	646	449	197
18	13-12-2017	Barnyard Millet Medicinal Properties 2	646	396	250
19	14-12-2017	Barnyard Millet Medicinal Properties 3	646	321	325
20	15-12-2017	Finger Millet Nutrition 1	646	381	265
21	16-12-2017	Finger Millet Nutrition 2	646	427	219
22	18-12-2017	Finger Millet Medicinal Properties 1	646	419	227
23	19-12-2017	Finger Millet Medicinal Properties 2	646	385	261
24	20-12-2017	Finger Millet Medicinal Properties 3	646	356	290
25	22-12-2017	Finger Millet Medicinal Properties 4	646	374	272
26	23-12-2017	Diabetes	646	368	278
27	25-12-2017	Little Millet Nutrition 1	646	383	263

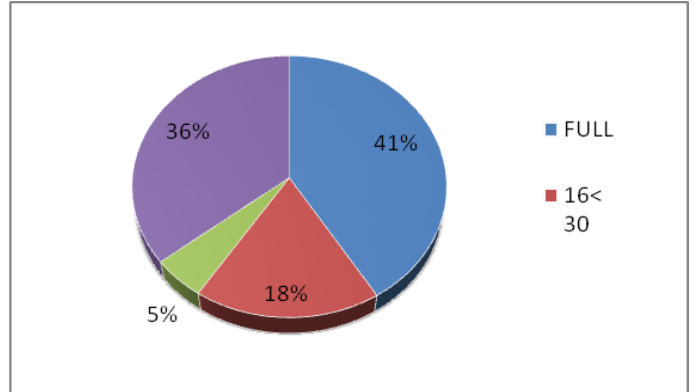
Vayalaga vanoli 90.4 MHz					
Voice SMS service provided for Small Millet Foundation					
S.No	Date	Topic	Total Calls	Received	Failure
28	26-12-2017	Little Millet Nutrition 2	1039	544	495
29	27-12-2017	Little Millet Medicinal Properties 1	1039	585	454
30	28-12-2017	Little Millet Medicinal Properties 2	1039	581	458
31	29-12-2017	Kodo Millet Nutrition	1039	609	430
32	30-12-2017	Kodo Millet Medicinal Properties 1	1039	595	444
33	01-01-2018	Kodo Millet Medicinal Properties 2	1039	579	460
34	02-01-2018	Proso Millet Nutrition 1	1039	587	452
35	03-01-2018	Proso Millet Nutrition 2	1039	614	425
36	04-01-2018	Italian Millet <i>Pongal</i>	1039	636	403
37	05-01-2018	Kodo Millet <i>Pongal</i>	1039	616	423
38	06-01-2018	Barnyard Millet <i>Payasam</i>	1040	631	409
39	08-01-2018	Little Millet <i>Laddu</i>	1040	629	411
40	09-01-2018	Italian Millet <i>Laddu</i>	1040	629	411
41	10-01-2018	Little Millet <i>Paal Satham</i>	1040	592	448
42	11-01-2018	Finger Millet <i>Laddu</i>	1040	586	454
43	12-01-2018	Kodo Millet <i>Laddu</i>	1040	608	432
44	13-01-2018	Kodo Millet <i>Seedai</i>	1040	642	398
45	15-01-2018	Italian Millet Sweet <i>Seedai</i>	1041	634	407
46	16-01-2018	Small Millet <i>Murukku</i>	1041	623	418
47	17-01-2018	Finger Millet <i>Murukku</i>	1041	644	397
48	18-01-2018	Barnyard Millet <i>Murukku</i>	1041	661	380
49	19-01-2018	Little Millet <i>Murukku</i>	1041	616	425
50	20-01-2018	Italian Millet <i>Murukku</i>	1041	646	395
51	22-01-2018	Kodo Millet <i>Murukku</i>	1041	624	417
52	23-01-2018	Finger Millet <i>Pakkoda</i>	1041	642	399
53	24-01-2018	Little Millet <i>Pongal</i>	1041	698	343
54	25-01-2018	Barnyard Millet <i>Kesari</i>	1041	638	403
55	26-01-2018	Kodo Millet <i>Kesari</i>	1041	650	391
56	27-01-2018	Kodo Millet <i>Paniyaram</i>	1041	589	452
57	29-01-2018	Italian Millet <i>Paniyaram</i>	1041	652	389
58	30-01-2018	Small Millet <i>Paniyaram</i>	1041	726	315
59	31-01-2018	Little Millet <i>Inippu Paniyaram</i>	1042	743	299
60	01-02-2018	Italian Millet <i>Pall Paniyaram</i>	1042	696	346
61	02-02-2018	Barnyard Millet <i>Paniyaram</i>	1042	660	382
62	03-02-2018	Small Millet <i>Kara Puttu</i>	1042	659	383
63	05-02-2018	Small Millet <i>Inippu Puttu</i>	1042	678	364
64	06-02-2018	Finger Millet <i>Inippu Puttu</i>	1042	664	378
65	07-02-2018	Finger Millet <i>Kara Puttu</i>	1042	686	356
66	08-02-2018	Little Millet <i>Inippu Puttu</i>	1042	699	343
67	09-02-2018	Little Millet <i>Kara Puttu</i>	1042	751	291
68	10-02-2018	Little Millet <i>Lemon Puttu</i>	1042	755	287
69	12-02-2018	Italian Millet <i>Inippu Puttu</i>	1042	771	271
70	13-02-2018	Italian Millet <i>Kara Puttu</i>	1042	720	322

Vayalaga vanoli 90.4 MHz					
Voice SMS service provided for Small Millet Foundation					
S.No	Date	Topic	Total Calls	Received	Failure
71	14-02-2018	Finger Millet <i>Ponda</i>	1042	725	317
72	15-02-2018	Finger Millet <i>Kolukattai</i>	1042	726	316
73	16-02-2018	Finger Millet <i>Adai</i>	1042	728	314
74	17-02-2018	Finger Millet <i>Dosai</i>	1042	736	306
75	19-02-2018	Finger Millet <i>Chappathi</i>	1042	746	296
76	20-02-2018	Small Millet <i>Kaikari Dosai</i>	1042	753	289
77	21-02-2018	Small Millet Milkshake	1042	745	297
78	22-02-2018	Italian Millet <i>Athirasam</i>	1042	703	339
79	23-02-2018	Italian Millet <i>Adai</i>	1042	709	333
80	24-02-2018	Italian Millet Health Drinks	1042	689	353
81	26-02-2018	Italian Millet <i>Payasam</i>	1042	751	291
82	27-02-2018	Italian Millet <i>Poori</i>	1042	625	417
83	28-02-2018	Italian Millet <i>Utthappam</i>	1042	729	313
84	01-03-2018	Kodo Millet <i>Briyani</i>	1042	683	359
85	02-03-2018	Kodo Millet <i>Thakkali Satham</i>	1042	698	344
86	03-03-2018	Kodo Millet <i>Ven Pongal</i>	1042	660	382
87	05-03-2018	Finger Millet <i>Simili</i>	1042	736	306
88	06-03-2018	Finger Millet ball	1042	695	347
89	07-03-2018	Finger Millet Malt	1042	625	417
90	08-03-2018	Finger Millet <i>Halwa</i>	1042	745	297
91	09-03-2018	Proso Millet <i>Dosai</i>	1042	743	299
92	10-03-2018	Proso Millet <i>Akkaravadaisal</i>	1042	696	346
93	12-03-2018	Kodo Millet <i>Kichadi</i>	1042	764	278
94	13-03-2018	Kodo Millet <i>Milaku Satham</i>	1042	659	383
95	14-03-2018	Barnyard Millet <i>Briyani</i>	1042	678	364
96	15-03-2018	Barnyard Millet <i>Sambar Satham</i>	1042	664	378
97	16-03-2018	Little Millet <i>Ponda</i>	1042	686	356
98	17-03-2018	Little Millet <i>Idly</i>	1042	699	343
99	19-03-2018	Little Millet <i>Pulav</i>	1042	751	291
100	20-03-2018	Proso Millet Mushroom <i>Briyani</i>	1042	755	287
Total			93356	60093	33263

Annexure 4: An information gist about Voice SMS campaign on small millets

Total Voice SMS messages – 100
 Total SMS sent – 93356
 Total SMS listened - 60093
 Total SMS not listened - 33263

S. No.	Status of listening to voice SMS	No. of SMS messages	%
1.	Fully listened	38460	41%
2.	Listened for 16-30 Sec	16826	18%
3.	Listened for below 15 Sec	4807	5%
4.	Not listened	33263	36%
	Total	93356	100%



S. No.	No. of days listened	No. of listeners	Share in %
1	75 – 100Days	448	43%
2	50 – 75 Days	396	38%
3	50 Days Below	198	19%
	Total	1042	100%

Total Members -1042

