

Video Volunteers: WhatsApp 'Plus' (Ke Nuskhe)



**COUNTRY
CIVIC SPACE
RANKING**
Repressed



**PRIMARY
CONSTITUENTS:**
Independent local
journalists/activists



SIZE:
Medium
FOCUS: Community
media & Human
Rights

NEEDS

Video Volunteers (VV) works with hundreds of Community Correspondents (CC) across India to enable marginalised people to tell their stories and campaign for change. These CC mainly live in rural areas with low internet connectivity. Smartphones and apps like WhatsApp help VV to have regular two-way dialogue with CC, but have their limitations:



- Poorly suited to conveying detailed information
- Inability to see whether messages are received and understood
- Doesn't allow anonymous feedback and tough to track changing needs

HOW IT WORKS

To enhance its ability to share information, and increase engagement and responsiveness, VV expanded on the WhatsApp group chats via its "Ke Nuskhe" dialogue initiative:

1. Survey all CC directly on their most pressing grievances (and biggest appreciations), and tackle the most pressing first (e.g. pay, sharing content, etc)
2. Create an infographic on the top grievance, including how VV is going to address it ("You said this was a challenge - here is our response")
3. Share this infographic via WhatsApp, but also follow-up with CC on the phone to ensure they receive and digest it
4. Record the impact of the response in a new infographic and again share it with the CC via WhatsApp
5. Repeat the process with the next most pressing grievance



RESULTS



- Collaboratively identifying priority issues and communicating how they will be addressed, has increased CC engagement and ownership
- The 'reactivation' of numerous CC who had previously stopped working with VV
- Laid the foundations for VV to go further by creating new CC Committees, which work in greater depth on specific issues (Communications, Welfare, etc)