



Suno Sunao

Hear and be heard



In Japanese...



Sunao na hanashi : A frank, honest discussion

Magnitude of the Problem

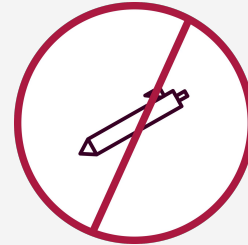
India is expected to have
1 Billion smartphone users by 2026



313 million who cannot **read and write** or access information.

Meet Sumathi

one among approximately **185 million** Indian women who can't read or write.



Problem



+

Lack of
access to
accurate
and relevant
information

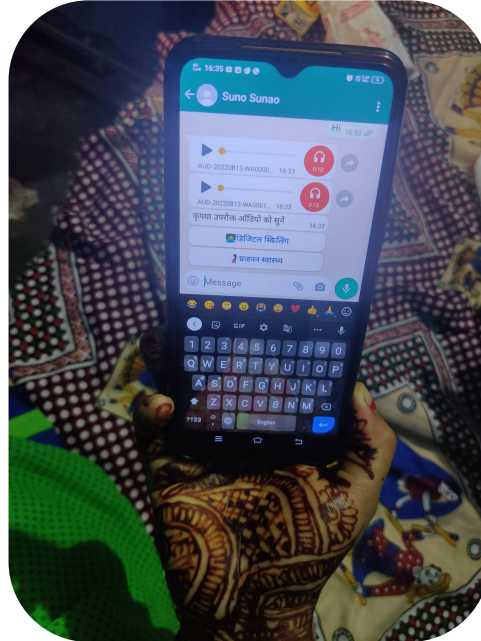
Socio-economic
barriers

Limited
reading &
writing
capability

Isolated and
disconnected



India **lacks a dedicated platform** catering specifically to an audience who cannot read or write with curated information.



What if we could connect 185+ million individuals with low literacy to the digital world - a pathway to reduce information asymmetry and increase digital fluency?

TL;DR

Enabling digital inclusion and empowerment by using technology to overcome language as a barrier



Access to information at their fingertips without the privilege of literacy through **audio & video messages.**



Vernacular
medium



No separate app; integration **with WhatsApp**



Safety features
distress button and
option to **delete conversation**



Tracking user journey to
enhance
experiences

Phase 1: Where we started



The team at SunoSunao had an initial outreach with 20 women who have phone but don't know how to read & write.

(The following questions were asked during the pre-pilot phase)



1

Do you have a smartphone? What do you currently use it for?

2

Can you please show us how you make calls?

3

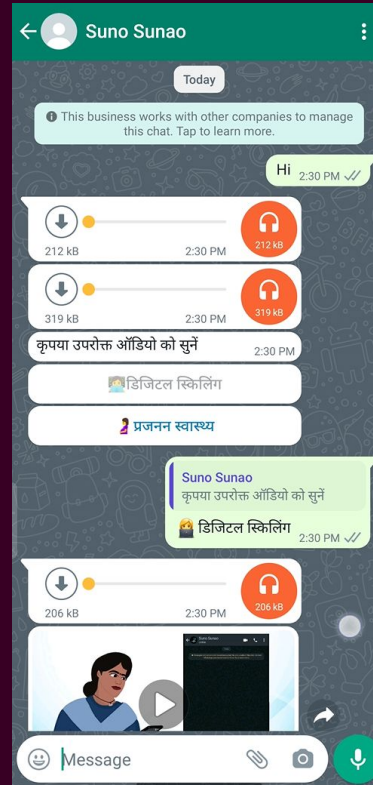
How do you access this information currently?

4

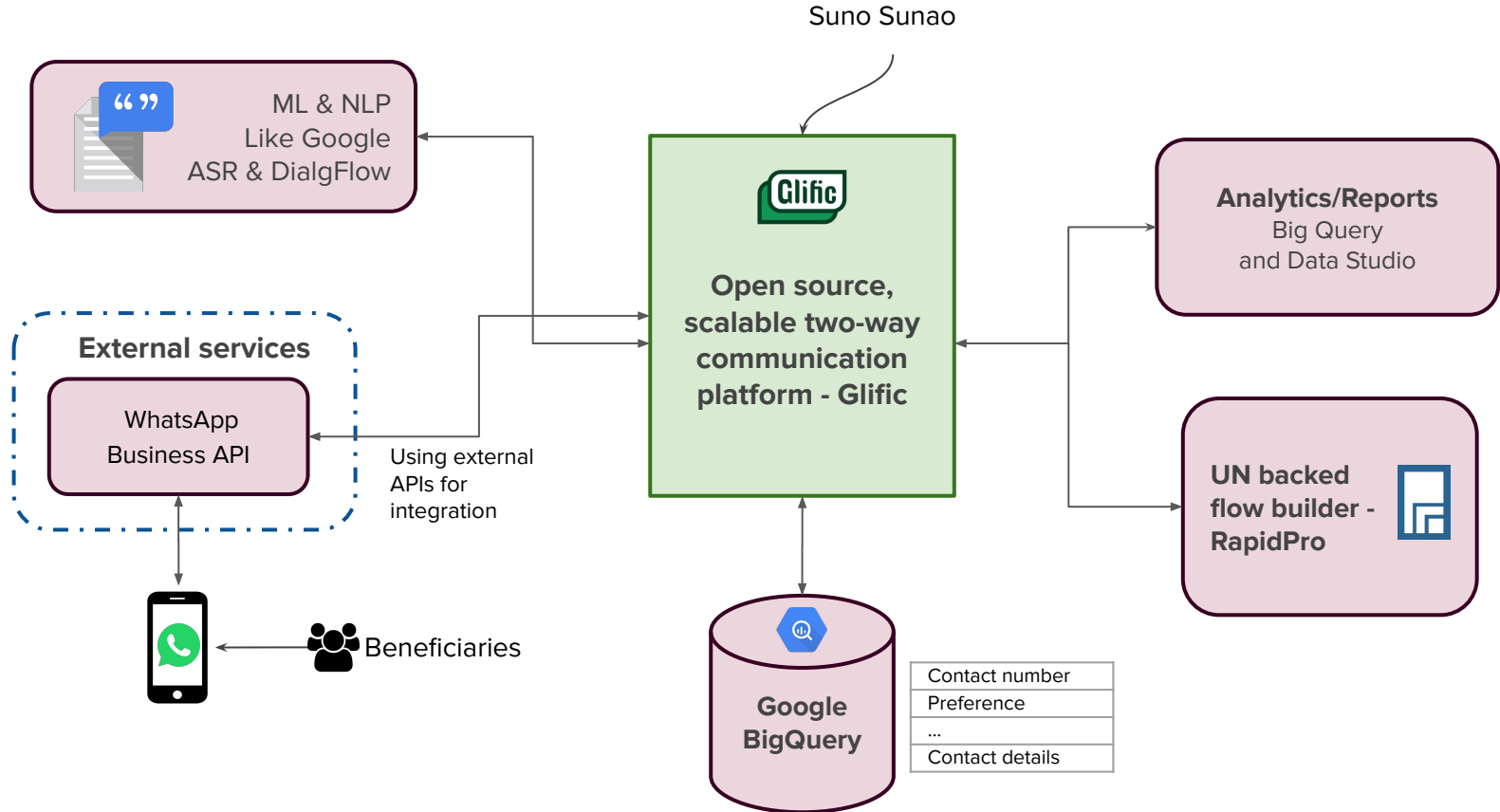
Do you use Whatsapp? How do you use it? *If for audio messages*, can you please show me how you send these messages?

Solution- Suno Sunao

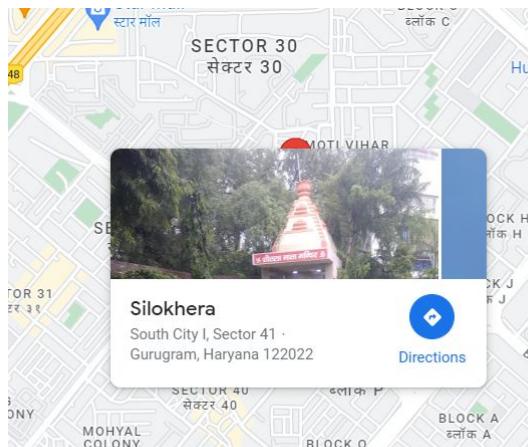
Suno Sunao is a Google ASR and NLP-powered video chatbot which aims to use participatory methods to create a digitally inclusive society by empowering women who cannot read or write to access the right information.



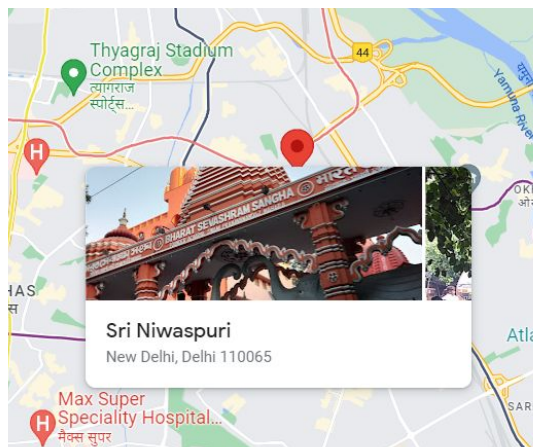
Solution - Tech focus



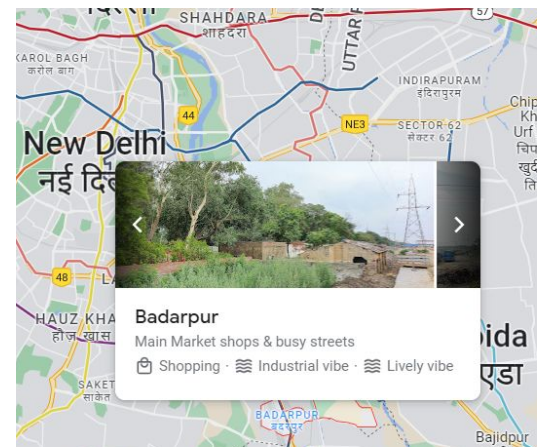
Key Community Findings



Silokhera Village



Sri Niwasपुरी



Badarpur Border

- Expanded pilot with 60 women
- Evidence based strategy- needs assessment to understand experiences, context and interest in co-creation
- Refining the solution through an iterative and fluid process
- Community outreach

Findings from the field- Pilot



Findings from the field-continued..

1. Meeting women in places they feel comfortable - and in groups- helped to reduce hesitation towards a new platform
2. Role of our community champion- Sunaina
3. Themes emerging from voice queries- health related asks predominantly, and then livelihoods and child care.

Meeting them where they are

Most women like Sumathi have access to, and find it easier to use WhatsApp. Enter Suno Sunao WhatsApp Videobot.

Community champion

A community engagement strategy adds a human element

Friendly and familiar

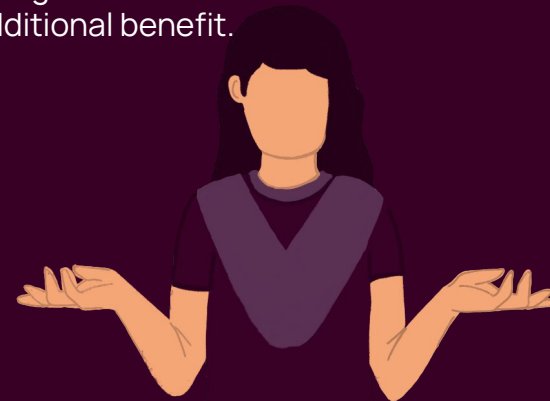
Our chatbot uses a friendly, recognizable tone for women in need to find a friend. WhatsApp being familiar to use is an additional benefit.

Using speech recognition

Sumathi can seek information via an audio message, and in her vernacular. The chatbot responds to her query with audio and video content.

Suno Sunao an ally

We aspire Suno Sunao to bridge the information asymmetry gap and be the go-to platform for any information they need to solve their common challenges through curated content.

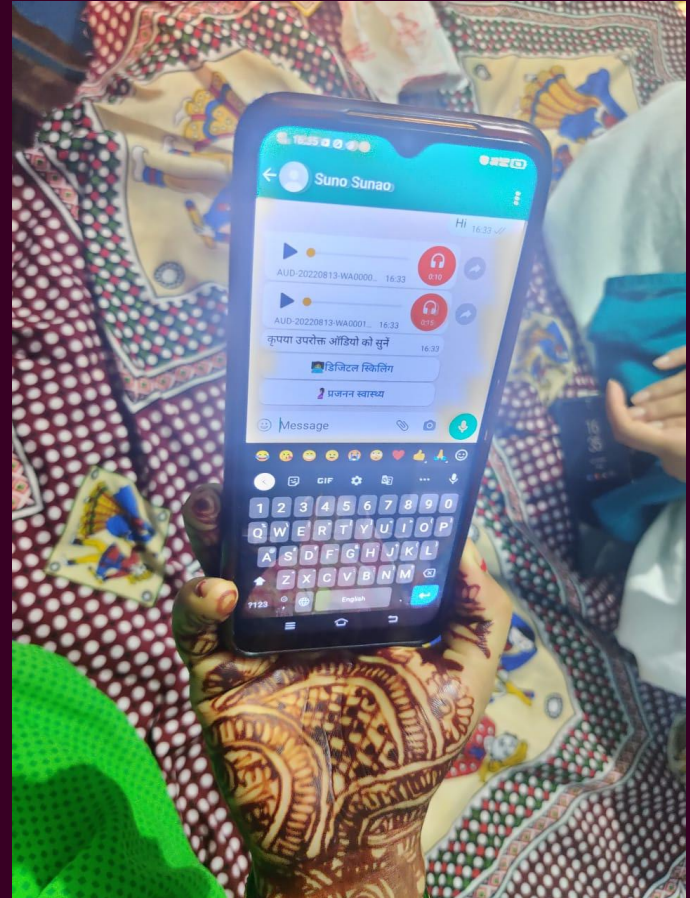


Phase 2:
Where are we going?
Learnings from Fukuoka

- 1 **Solution: Technology upgrade**
- 2 **Community Engagement**
- 3 **Branding**
- 4 **Project structure, funding**

Solution- Technology upgrade

- Harness GPT4 that will
 - Source videos that satisfy our criteria
 - Vernacular language
 - Accuracy
 - Easy to consume
 - No promotional videos
 - Recommend top videos to our users in response to their audio queries
- Build digital proficiency through in-app use
 - Women are free to view videos beyond the recommended section
 - They would receive a disclaimer that such videos are not verified by us



Building the Suno Sunao Community

Organizational partnerships

1. Partner with community organizations that work with collectives of women.
2. Customize Suno Sunao for their specific sector needs using Human-Centered Design.

Outcomes

1. Accelerated user adoption
2. Thematic coverages allowing customisations to be made
3. Route that enhances trust, drives usage, etc.

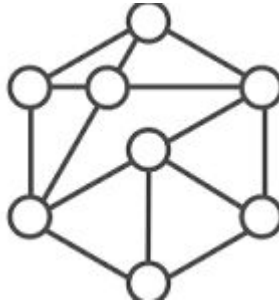
Community engagement

1. Expanding our community champion base
2. Iterative design
3. Engaging with wider individuals/families

Outcomes

1. Break ice
2. Increase trust
3. Handholding
4. Indirect beneficiaries: Family to be a part of the digital inclusion movement
 - a. Leaving no one behind;
 - b. Involving spouses, parents and in-laws, and children alike

Value propositions - Organisational Partnerships



1. Offer Information Platform
 - a. Provides their workers access to information about the job
 - b. Enhances their workers' quality of work/ productivity
2. Training of team leaders
 - a. Understanding the platform
 - b. Troubleshooting and customer service
 - c. Customising monitoring, evaluation frameworks and success metrics
3. Enhance usage of the platform and engage better with the employer
 - a. Family members

Branding

- Develop a persona for Suno Sunao
 - A gender-inclusive platform
 - Tone: Situate between a friend and an anonymous yet trusted source of information

Marketing

- Hooks to increase engagements
- Build secure prompts without compromising safety of our users
- Non-digital marketing to attract individual users and organisational partnerships
- Sharing success stories to attract new users
- Referral programmes to attract new users

Monetisation



Source: McKinsey & Company

Users pay?

No.

Organisational partners pay?

Yes.

Upfront user on-boarding fee.

SaaS fees, annually.

Other monetisation avenues?

Maybe.

Create a separate vertical within Suno Sunao where users gain remunerative opportunities in terms of generating, labelling, and annotating data.

Structure



Formal structure of Suno Sunao

- House the initiative under an umbrella organisation
 - Gain administrative and financial support
 - Gain clarity on whether the entity would in the future be pvt ltd., non profit, section 8, etc.
- Register trademark
- Incorporate after a few years

Team

- Program manager from the community to drive this initiative full-time
- Tech partner

Funding

- Technology
- Team building
- Branding and marketing
- Community engagement
- User engagement

Partnerships

- Smartphones for users
- Data for users
- Office
- Admin support etc.

Team



Aparna Singh



Aishwarya Panicker



Aishwarya Raman



Mohit Challa

Partners



SALZBURG
GLOBAL
SEMINAR



JITTN



Thank You!

