3-2-1 Service — Madagascar's Free Voice-First Information Line for Low-Literacy Mobile Users, With Data Showing Half of Calls Stall at the Home Menu

Digital Inclusion · Good practice · Madagascar

Quality score: 72/100

Evidence strength: Strong

Summary

Since 2010 Madagascar's 3-2-1 line gives basic-phone users free on-demand audio, USSD and SMS information on health, family planning, farming and gender. GSMA analysis of 3m+ users found 52% of IVR calls never got past the home menu.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	1/1
Evaluation evidence	0/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-20

Human Network International (HNI, now Viamo) with Airtel Madagascar — accessed 2026-11-20

GSMA — M4D Impact service evaluation: HNI 3-2-1 — accessed 2026-11-20

GSMA — Making the most of your data: case study on Airtel & HNI's 3-2-1 Madagascar (PDF) — accessed 2026-11-20

European Commission — CallVsCorona Smart Development Fund project — accessed 2026-11-20

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