

Avaaj Otalo (Awaaz.De) — Voice-Forum IVR Bringing Agricultural Advice to Illiterate Farmers in Gujarat, India

Digital Inclusion · Good practice · India

Quality score: 92/100

Evidence strength: Strong

Summary

A free voice forum lets Gujarati farmers who can't read record questions and hear expert answers by phone. A randomized trial of 1,200 farmers found 90% used it (22 calls each) and it raised recommended-input adoption by 12.5%, with no measured yield change.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-07

[Awaaz.De \(originally IBM Research India / Development Support Centre\)](#) — accessed 2026-09-07

[ATAI / Harvard Business School RCT project page](#) — accessed 2026-09-07

[CHI 2010 paper \(ACM Digital Library\)](#) — accessed 2026-09-07

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