Baang — A Voice-Only Social Network on Basic Phones, Co-Shaped by Blind and Low-Literate Users in Pakistan

Digital Inclusion · Good practice · Pakistan

Quality score: 76/100

Evidence strength: Strong

Summary

Baang is a speech-only social platform that works over a missed call on any basic phone. In 8 months it spread virally to 10,721 users (69% blind) who made 269,468 calls and posted 44,178 audio messages.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	0/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-12

Information Technology University (ITU) Lahore — accessed 2026-11-12

CHI 2018 paper (ACM DOI) — accessed 2026-11-12

Author's PDF of the CHI 2018 paper — accessed 2026-11-12

ITU Lahore news coverage — accessed 2026-11-12

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