Making voiceless communities heard in India

Description

Around the world, video is being used as a powerful tool for providing a community voice and affecting social change. By offering the mainstream media access to low-cost, high quality stories from hard-to-reach rural areas, Video Volunteers is creating a channel for communities to make their issues heard on a wide scale.

Headquarters Goa, India

Established 2006

Impact Areas India, Brazil

Type Non-Profit/NGO

Sectors Equality & Social Justice, Information & Communications Technology (ICT)

Staff Size 20 and 2 volunteers

Annual Budget $250,000

Major Funders Knight News Challenge, Echoing Green, Fledgling Fund, UNDP, Art Action, friends & family

Key Awards

2007 Tech Awards

2009 TED Fellow

2010 Junior Chamber International - Osaka "Young Person of Distinction"

CONTACT US

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Video Volunteers

Target Market

Through training, support and distribution, Video Volunteers helps give underserved populations a voice, shining a light on important under-reported social issues. By training local community producers, with particular focus in India on women, Dalits, Muslims and Tribals, Video Volunteers promotes the development of locally-relevant media to help drive social change. Our program also helps promote economic development by providing a reliable income to financially disadvantaged community producers.

Value Proposition

Community-based communications is the key to empowering communities to participate and lead social change in their communities. It is also critical for giving the disadvantaged a voice in the global decisions that affect their lives. Video Volunteers trains and assists community media producers to make a living by providing video content to the mainstream media (who can then access rural areas); NGOs (who use videos to create community-led development); and community members (to give them the information they need to change their lives).

"We have over 100 full time community media producers in India, whose work has been screened in 300 villages, in 3,000 screenings, seen by over 300,000 people. All the films we have shown in villages or slums have resulted in local people taking action to implement solutions."

JESSICA MAYBERRY, *FOUNDING DIRECTOR*

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Milestones Achieved

2006 Started the first six community video units

2008 Won the Knight News Challenge - $275,000

2011 Launched a program on Indian TV

Growth Plan

2012 Raise income from mainstream media to 20% of total

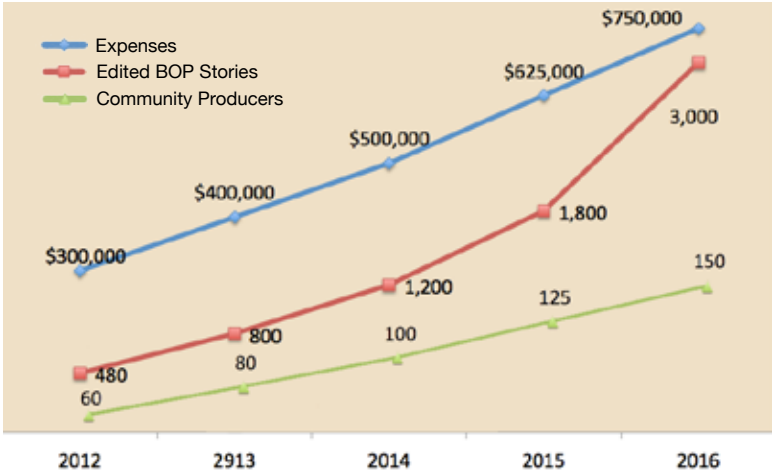
2014 Have 400 community media producers in India

2016 Have 625 community media producers in India

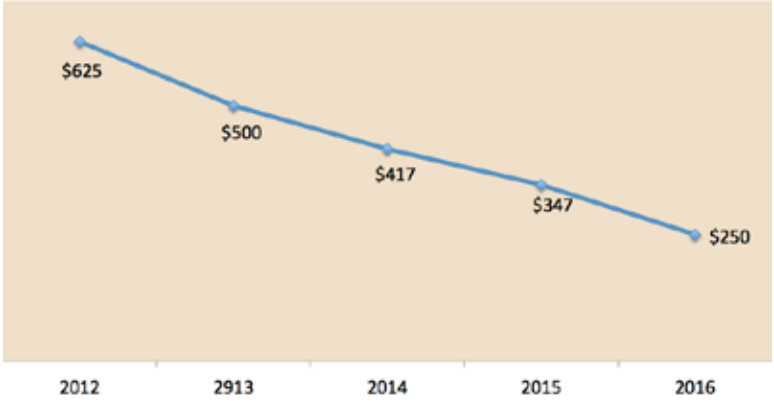
Impact to Date

- Over 100 full time community media producers in India
- 3,000 screenings in over 300 villages, seen by over 300,000 people
- More than 2,000 people have taken direct action after seeing our films
- Distribution on Al jazeera, Nickelodeon, MTV and major Indian TV stations

Expenses vs. Outcomes



Cost per Successful Outcome



"Because of our films, every house has a toilet, and the roads have improved. When we go into our village, people say, "your film has come in, and the filth has gone out."

SOFIYA LAKHYA, *COMMUNITY PRODUCER, AHMEDABAD*

Investment Required

$200,000 in grants for recruitment and training of community producers