INDIA

Meet Suman

Suman is a farmer who is a member of a women's self-help group (SHG), and she can't read or write. In recent years, sources she trusts like radio and her group leader have helped her make major decisions to grow her income. This year, Suman is weighing between increasing her savings and venturing into an enterprise, goat rearing - Suman is not sure whether she should take a loan from her SHG. She is looking for advice on what would be a better option.

Meet SanmatiAI

SanmatiAI (lit: Good Sense/Common Sense) works by presenting users with advice through their preferred channel (ISP). The content comes from multiple service providers (ASP) and datasets. This experience will take you through a use case for rural livelihoods for women, but SanmatiAI is highly configurable, so it can be scaled and replicated to provide information on a range of topics.

1 Identifying Sources of Information

Suman plans to rely on her smartphone this year, with her group leader's help, to get information from all the sources she trusts.

Suman's **smartphone** connects her to **information from a robust set of data** that is **filtered to her by the provider** that can provide the most helpful content.

2 Learning about options

Suman gets a voice recording informing her of an expert advisory group, reachable over IVR, that assists livestock entrepreneurs.

The number will send Suman **information based on her location and based on what the advisory group** thinks she'll find helpful – she doesn't even have to ask.

3 Finding support

Suman uses her smartphone to call the number for IVR to learn more about goat rearing. The voice recording prompts her to ask her question in her local language. Suman asks about costs and benefits of goat rearing as an enterprise.

Suman asks her question verbally through an **integrated IVR system** so that she doesn't need to type or write any text.

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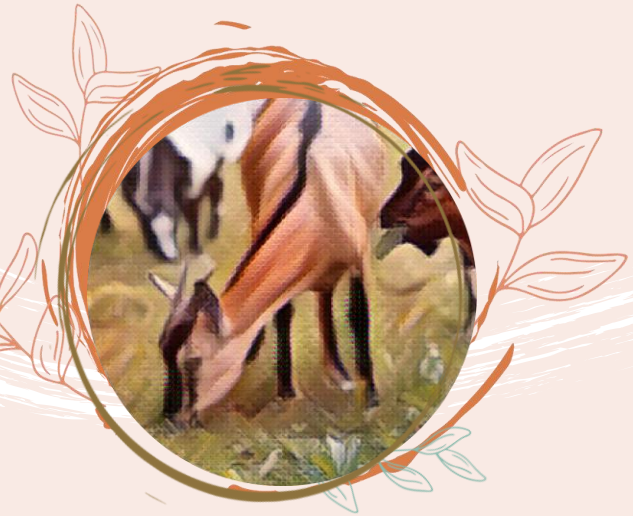

4 Starting a Business

Suman receives a voice response in her local language telling her about a government program that provides credit and subsidies for women rearing goats. After a few more interactions, Suman signs up for the program.

SanmatiAI, through the IVR service provider, **remembers what Suman asked** and when, making the platform smarter and better able to predict when Suman and others like her will need help in the future.

5 Ongoing Assistance

Suman receives support from her advisory group, augmented with automated interfaces and notifications for broadcast programs. When she has questions about the advice, she is able to get multiple answers to decide on her next steps.

SanmatiAI allows her to get **information from multiple sources** using audio and visual communication.

6 Selling Her Livestock

Suman calls the same number and is routed to a channel that provides live updates on prices at the nearest market, based on what SanmatiAI notes is her location.

SanmatiAI **retrieves Suman's questions and recommends** other markets or buyers where she and others like her can sell to earn a profit.

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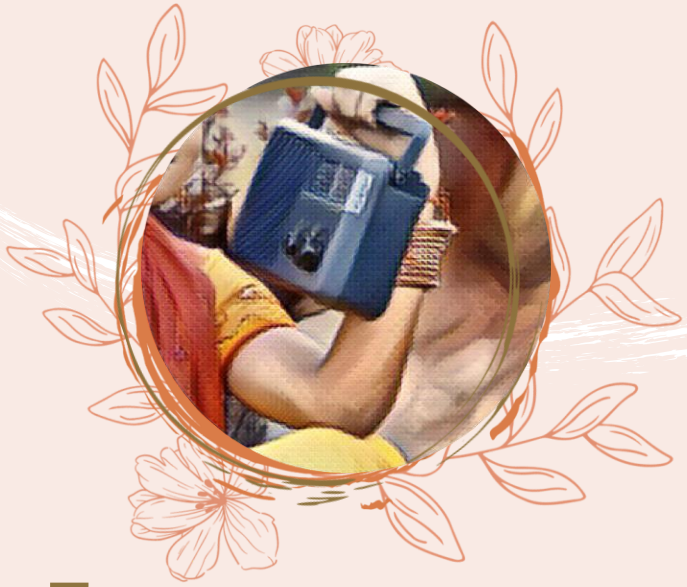

7 Planning for Next Year

Suman listens to the radio programs SanmatiAI sends her regularly on topics like goat breeds and animal care to build her strategy for next year.

SanmatiAI providers can also **learn if Suman needs any other help**, like transit to markets, and point her towards platforms that can help her get what she needs.

8 Thinking about the Future

Suman earned enough to reinvest in her farm and family. She seeks out content in other formats, like photos, videos, and other information through SanmatiAI.

SanmatiAI **recalls what Suman needs** and continues to send her information she'll find helpful even outside the planting season.

SamantiAI grows with Suman

Suman's trust in the information she can access through SanmatiAI grows rapidly after she implements the advice and sees improvements in her life.

Suman turns to SanmatiAI for more information on topics like health, nutrition, and personal finance.

Her learnings have allowed Suman to save and spend her income strategically and provide the best care for her family.

Suman knows that she and her community are in a strong position to seek and apply information and services that are available to them to help respond to the demands of a changing world in the years to come.

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The Self-Help Group Leader

1 Preparing for Planting Season

The group leader gives Suman a number she can interact with to get information on breeding and animal care recommendations, and disease predictions.

The group leader can use SanmatiAI to prioritize which farmers in their area may be good candidates for livestock rearing.

2 During Growing Season

The group leader tracks Suman's and other members' engagement with the platform and can reach out to users with advice and resources in real-time.

The information on SanmatiAI helps the group leaders and Community Resource Persons (CRPs) prioritize which members or communities to visit in person and when.

3 Planning for Next Year

The group leader and CRPs use the platform to expose members to more information in more formats and assists in their continuous learning.

SanmatiAI allows CRPs to connect with all members who can access a digital device and to direct members to service providers within the platform

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Suman needs advice and has questions about modern farming practices. She uses her **feature phone** to ask each of her questions or is referred to a service provider through an extension worker or community member.

When Suman needs advice she can ask through the channel that works for her. She often asks questions through **IVR** or listens to learn about her interests because she can't read and is using a feature phone.

When Suman asks for advice, the request is routed using a **conversational interface** to understand the question and determine how to find an answer.

Suman question is received by **service providers** who respond if they can help her. For example, when Suman wants to know what to feed her livestock, she might receive **generalized content**.

When she wants to know the weather and when to plant, the advice will come from **a call center** or other more sophisticated advisory provider using **weather forecasts and crop models**.

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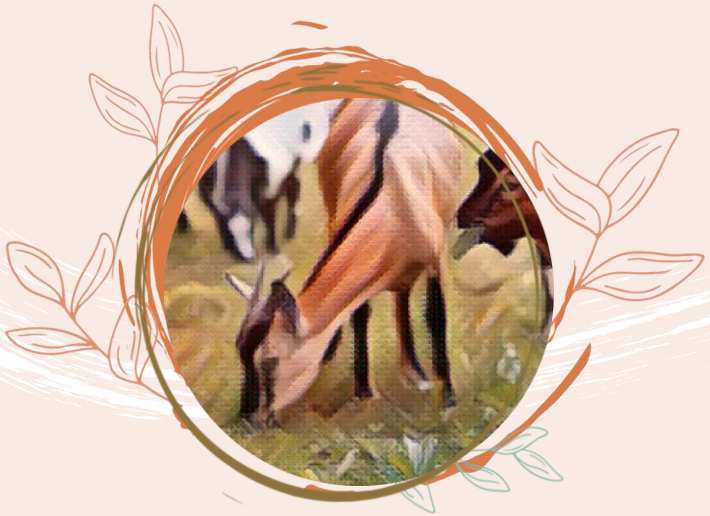

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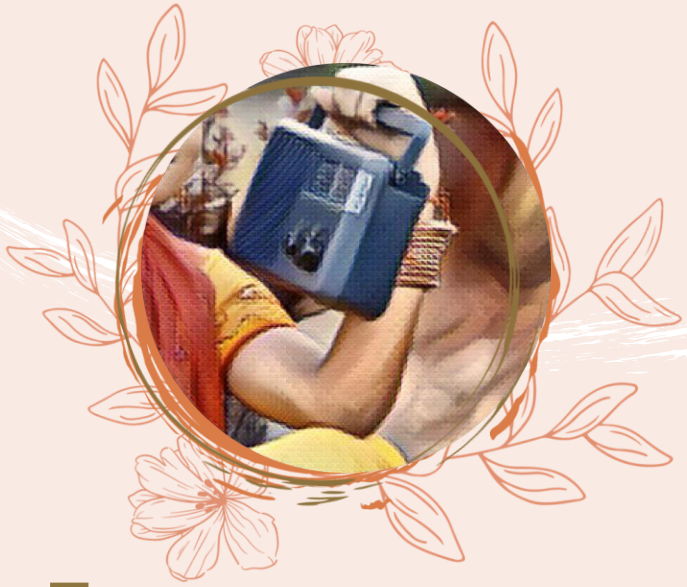

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