



Photo Credit: Viamo

## Viamo

In many countries, especially in rural, low-literacy communities, it is difficult for people to access local news and information.

To address this need, [Viamo](#) created a free, on-demand information platform called the 3-2-1 Service, currently available in 18 developing countries, to provide interactive, educational content in local languages through mobile phones.

The service uses interactive voice response (IVR) and is a popular trusted information and news source. As men are familiar with the content, they often feel more comfortable with their wives accessing the service to learn about topics relating to livelihood and health, including local information on school holidays and vaccine dates.

Viamo, receiving a grant through the [WomenConnect Challenge](#), USAID's global call to close the digital gender divide, built on the platform's existing success to create new digital literacy and livelihoods content for 3-2-1 users in Tanzania and Pakistan.

The new content, offered for the first time over an interactive voice response system, proved popular amongst users and fostered an increased interest and confidence in using technology.

The content in these two countries has already been accessed by over 120,000 users. In Tanzania, for example, this includes information on phone types, internet connection, safety and cyber laws, financial literacy, cost of data, and battery life.

Currently, 38 percent of users of the platform in Tanzania and 15 percent in Pakistan are women, with the numbers quickly increasing. While the digital content is available to all, the information is highly promoted with women who have the greatest need to learn about technology and internet access.

The service also includes an embedded feedback mechanism designed to gather information and analyze women's reactions to the content.

As more women use Viamo's service, they gain confidence in using technology, access critical development and civic information, and help close the digital divide in their communities. Viamo's digital literacy content demonstrates that people will engage in self-training and self-education when resources are easily available.

**120,000 users are accessing content such as:**



Information on phone types



Internet connection



Safety and cyber laws



Financial literacy



Cost of data and battery life