

# RapidPro

The mobile messaging solution changing the world

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# A brief history in time ..

2007



UNICEF Innovation launched the open-source platform RapidSMS to facilitate communication between clinics and community workers

2010



Rwandan software engineering firm TextIt (formerly Nyaruka) built their own SMS service called TextIt - a commercial hosted service that runs on RapidPro.

2014



UNICEF partnered with TextIt to open source and expand the functions of TextIt, giving birth to RapidPro

2020



RapidPro became an accredited Digital Public Good listed in the registry of the Digital Public Goods Alliance

# Driving impact at Scale



- UNICEF's Digital Public Good (DPG)
- Implemented in 130 countries
- 1.12Bn+ messages exchanged
- 60+ campaigns conducted (2023)
- Over ~30 Lac unique users (U-Report alone)

# Driving impact at Scale



- Grassroot engagement through byte-sized content
- Bi-directional, multi-lingual, multi-format and near-real-time
- Scalable, Sustainable & Transferable
- Cloud hosted and supported
- Technology [stack](#)

# Built for users .. By users ..



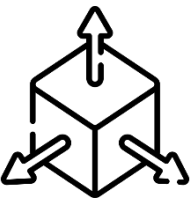
## Design it your way

Build a mobile service through an easy-to-use interface without the need of a programmer or additional resources



## Reach those who matter

Connect with your users in any language via SMS, voice, social media and more



## Scale with ease

Designed to grow with your service, whether you want to reach targeted audience or millions

# Built for users .. By users ..



## Make sense of your data

From dynamically grouping users to making on-the-spot calculations, RapidPro informs you the way you want to be informed



## Connect with other systems

Integrate with external systems using RapidPro's APIs



Sharing inspiring stories and experiences which demonstrate the power and impact of RapidPro in achieving results for children and driving positive change.

# Strategically Invested



Global strategic partnership with for social impact allows us to deliver unlimited messages globally through Whatsapp



Continual investments in RapidPro to make it next-gen technology ready such as with AI, Blockchain etc.



Global product managers, LTAs, Service and Support



Orchestration for ICO supported by UNICEF staff

# Key implementations in ICO

 UReport by UNICEF

> 29 Lac users

Digital community for young people, by young people, where they can raise their voices and share opinions on topics that matter to them.

 fundoo  
Train for life, one task at a time

~ 9 Lac users

Digital life coach to empowering young people with 21st century, employability, and language skills to get them ready for the future

**DULAR: Playful**

~ 45 lac min of content

**Parenting**  
RapidPro + IVR - One-minute parenting phone-calls on early learning that reach parents daily in four Hindi-speaking states



Mission LiFE campaign on U-Report India in collaboration with MoEFCC in 2023 to promote pro-climate behaviors in a gamified manner.

**DISHA: Digital Agents for Comprehensive Primary Health Care**

Conversational agent/chatbot used to deliver training on specific topics for capacity building of ASHAs, ANMs and women

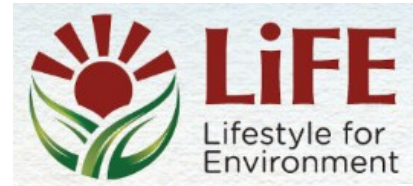
**ODF - Sustainability Assessment**

Social Accountability for sustaining ODF Status- Collect public feedback on sustainability of ODF status in districts of UP and Bihar through IVR calls



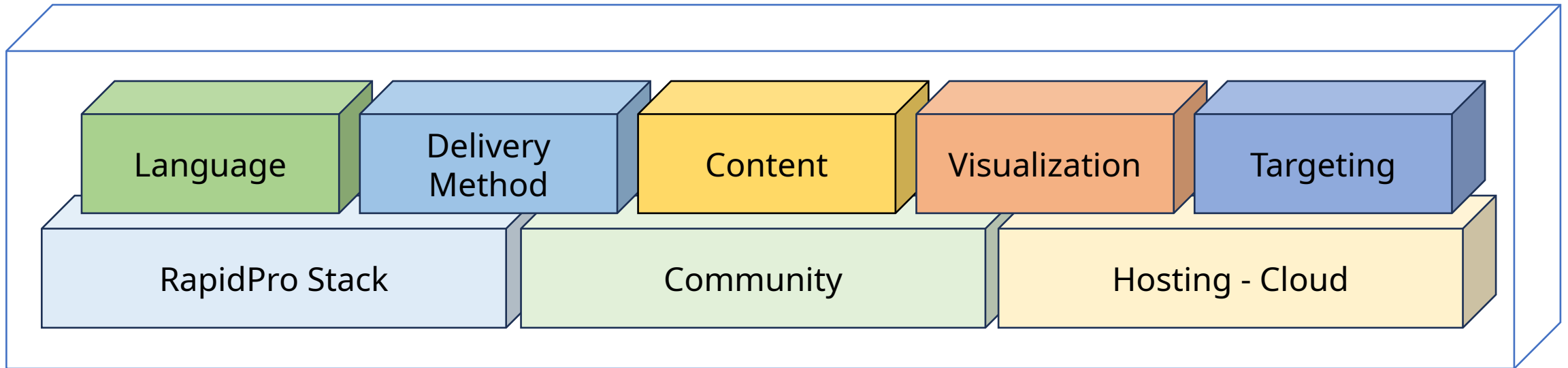
# Building innovations

— Innovations —  
— Capabilities —  
— Core —



**DISHA**

**U Report**



# Demonstration



# PANCHAM

- Two channels to activated
  - For field functionaries
  - For citizens
- For Field Functionaries
  - Information related to schemes and programs
  - Communication related to implementation etc.
- For Citizens
  - Broadcast of information on service delivery, and campaigns
  - Information related to best practices etc.

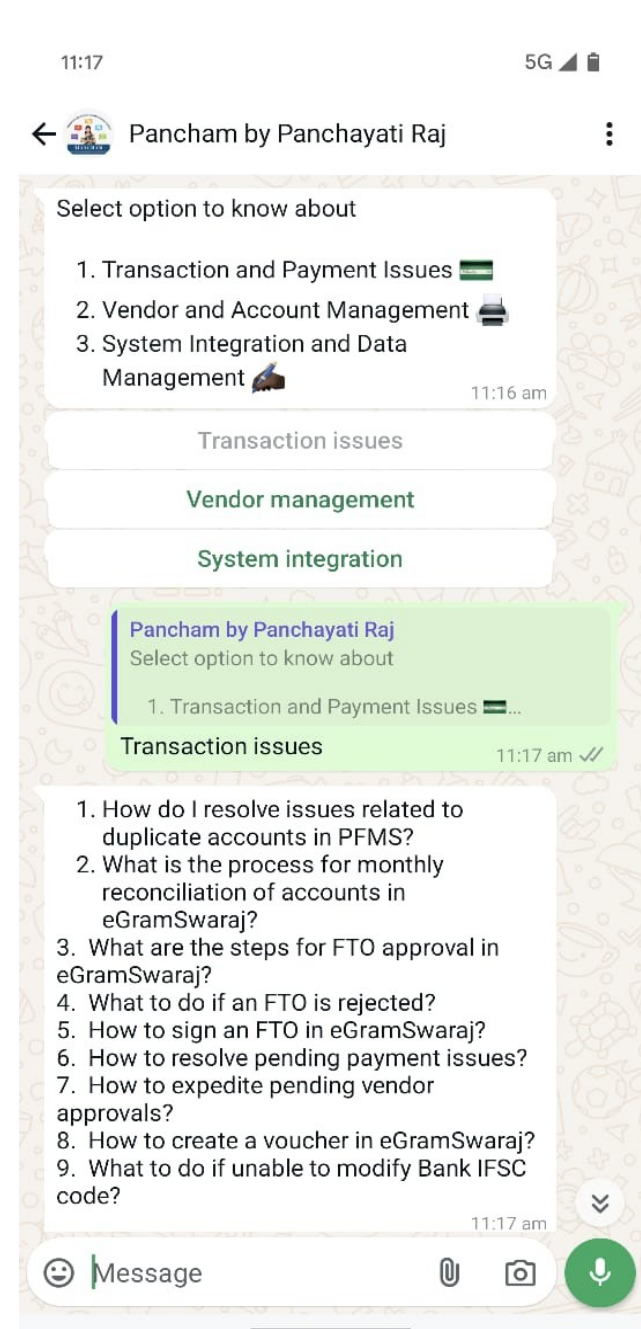
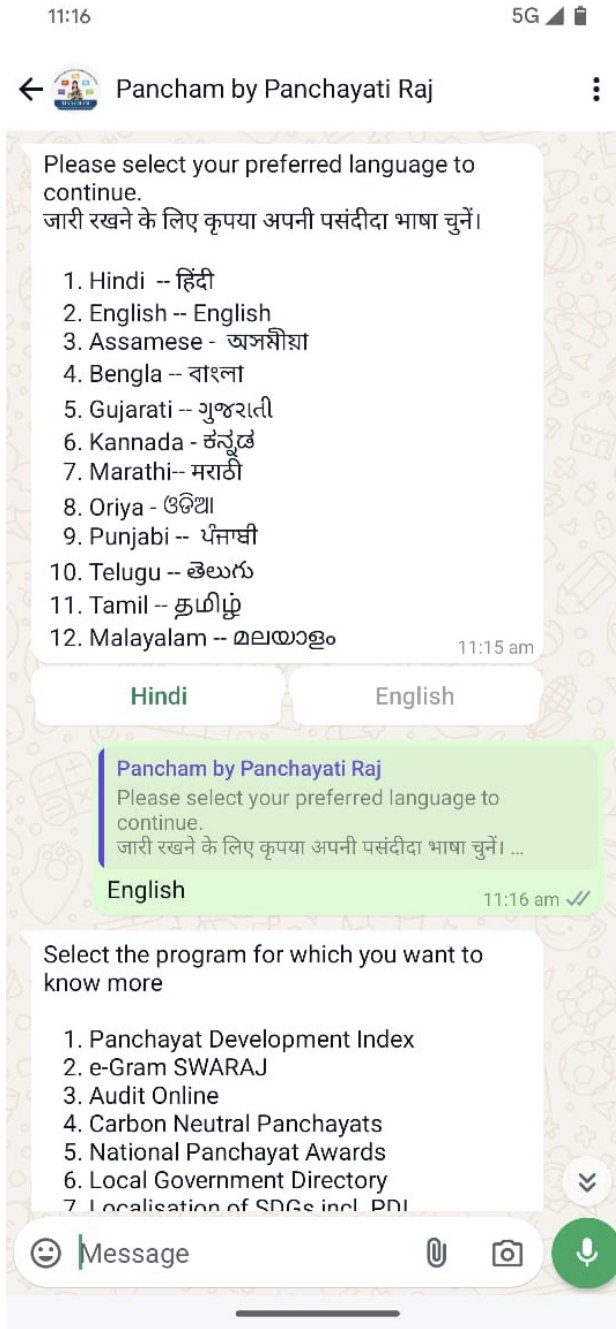
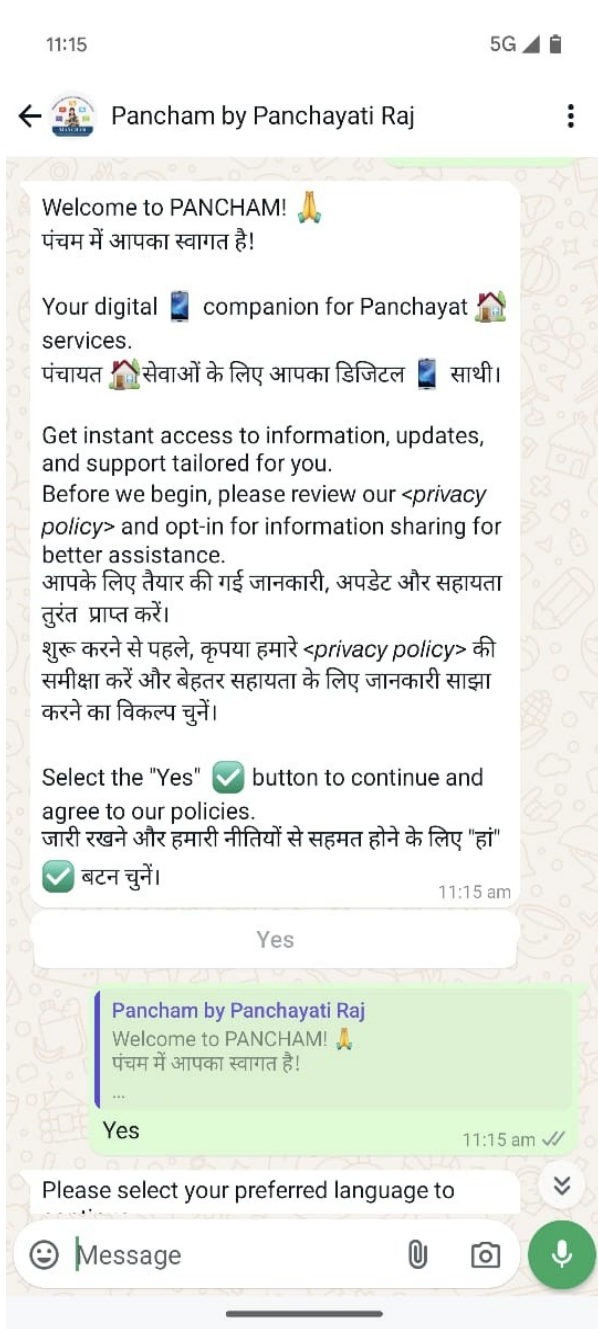


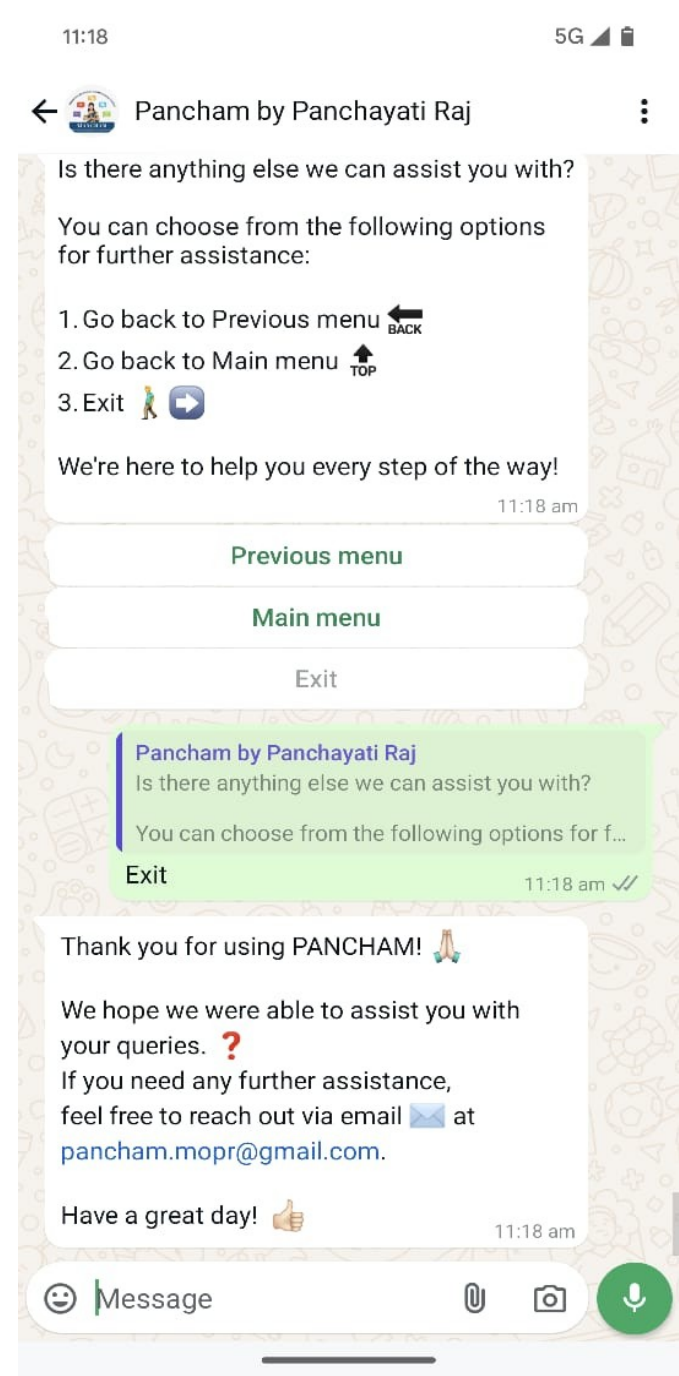
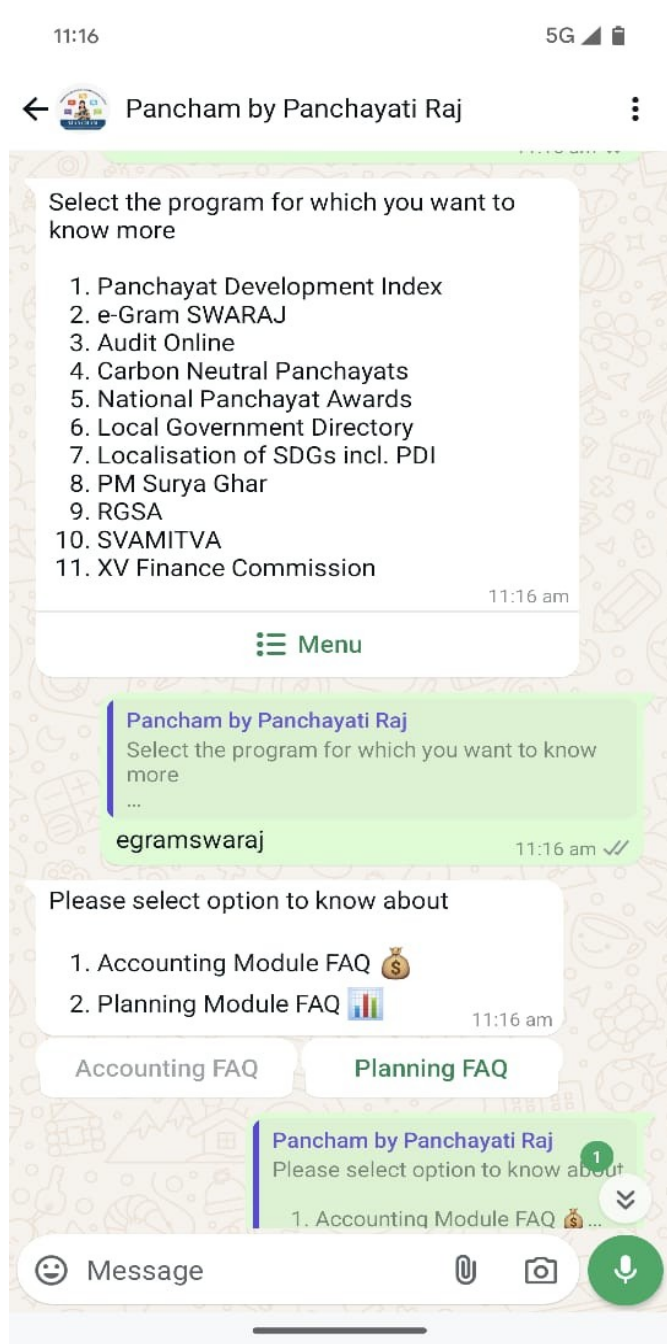
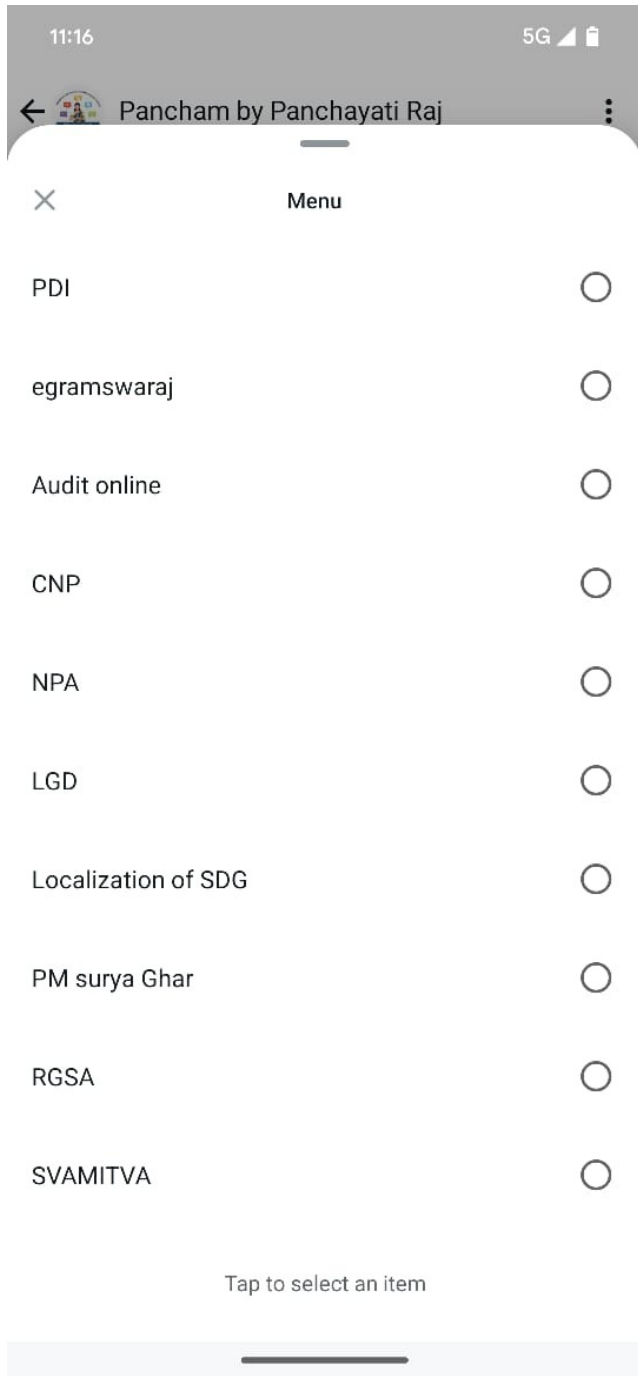
# PANCHAM

- Field functionaries to be onboarded directory from back-end
- For citizens – QR codes and Mobile Numbers will be published in prominent places in Panchayat Bhawans



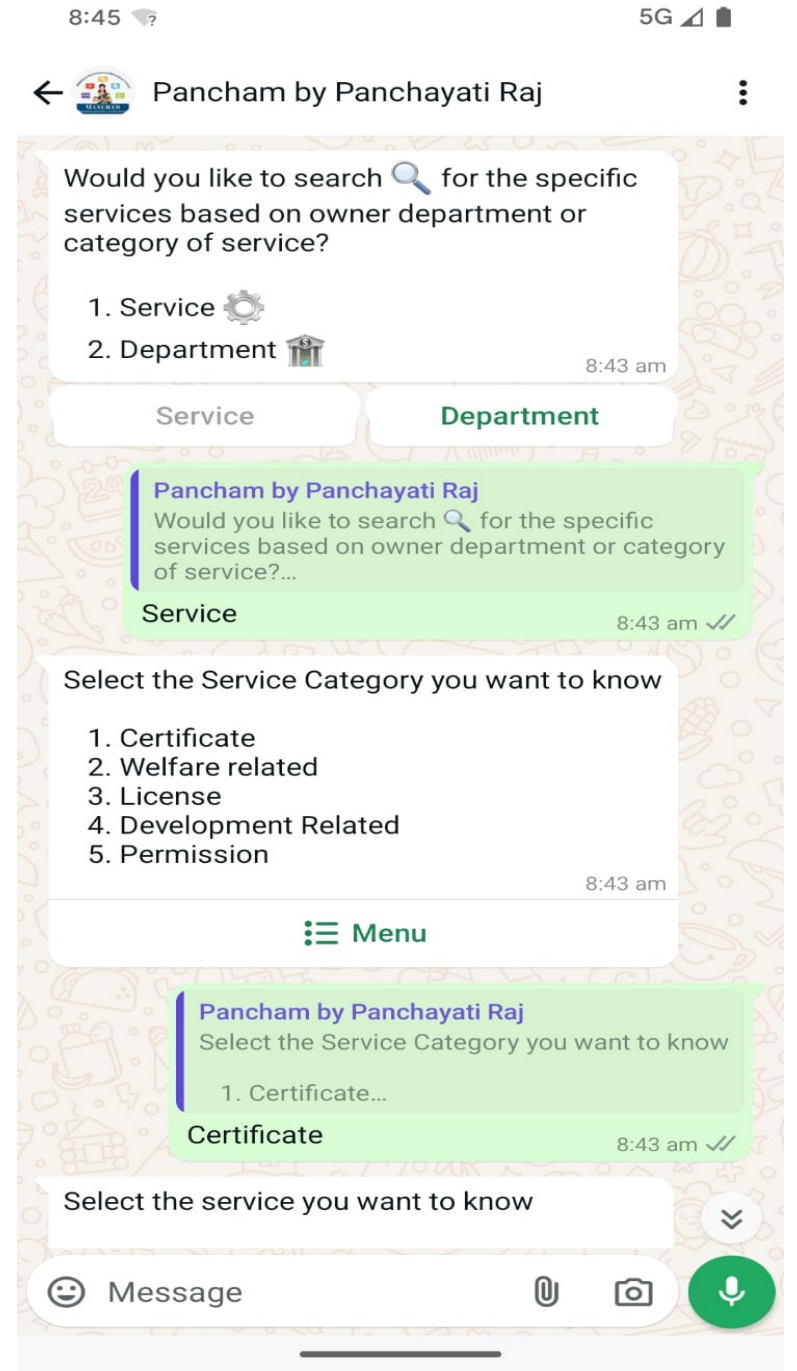
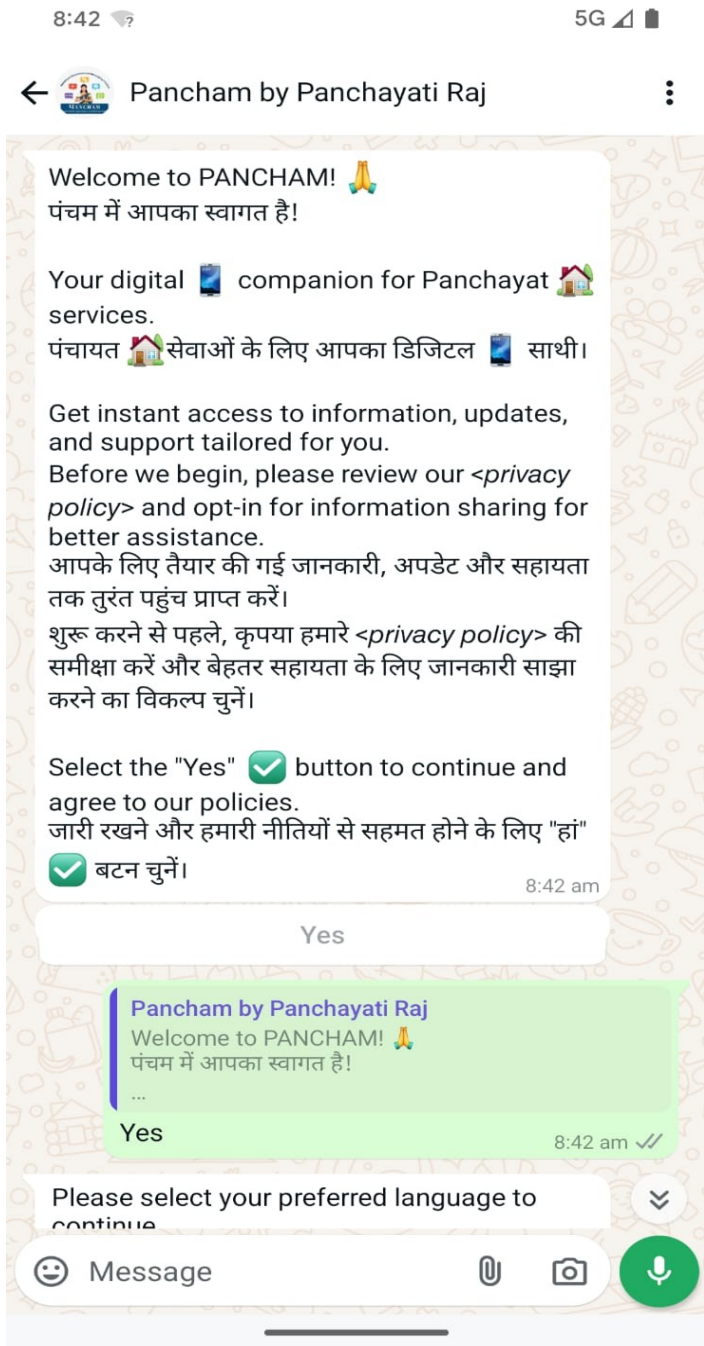
# **Demo- WhatsApp Channel for Field Functionaries**

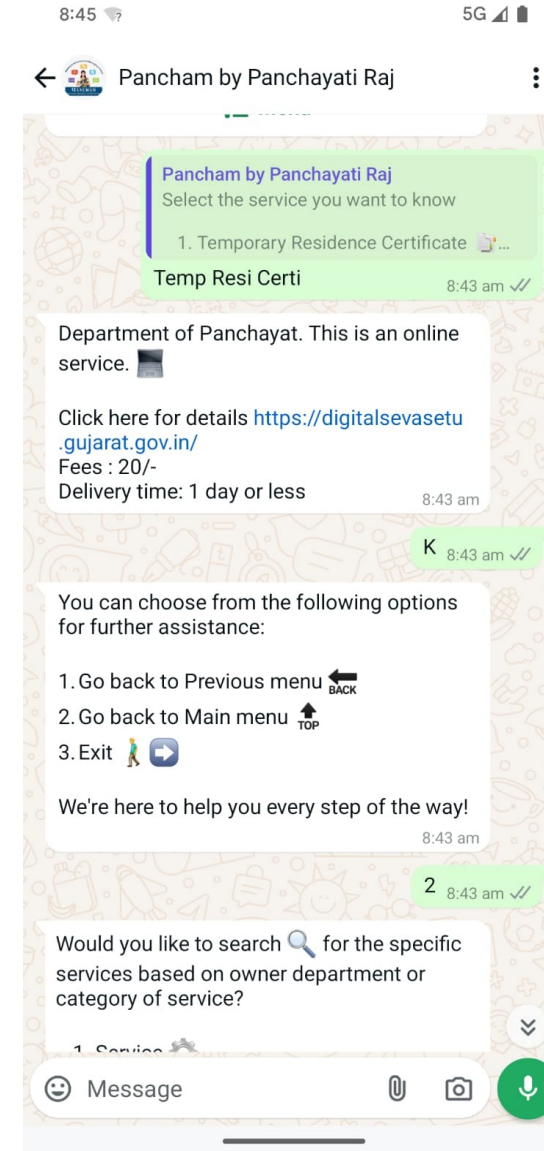




# **Demo- WhatsApp Channel for Citizen -Service Delivery**







# Demo-Broadcast Information

8:58

5G  



Pancham by Panchayati Raj



8:46 am

डॉ. चन्द्र शेखर कुमार, आईएएस  
अपर सचिव

Dr. Chandra Shekhar Kumar, IAS  
ADDITIONAL SECRETARY

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D.O. No.: M-11015/29/2023-CB

*Dea Madan / Siv,*

As you are aware that in pursuance of the Government of India's commitment towards

DO Letter to States\_Bal Balika\_M...

894 kB • PDF

Theme 3, Child-friendly Village, focuses on empowering children and protecting their rights. Theme 9, Women-friendly Village, highlights the need for women's participation in local decision-making. To support these goals, Bal/Balika and Mahila Sabhas should be institutionalized in every Gram Panchayat, allowing separate discussions before they are presented in the Gram Sabhas. Advisory from Ministry of Panchayati Raj is attached for reference.

8:50 am



Ok 8:58 am ✓✓