Maya Apa Olympic Outreach Report

Summary

"Maya Apa conducted a series of outreaches at the Olympic Industry factories at Madanpur and Lolati, to train its workers on how to use Maya Apa's services across all platforms. As a result, after eight months of outreaches and campaigning, we have successfully received the results we aimed for: training the factory workforce on the app, Free Basics and the Kiosk. This has helped us acquire a good amount of users geographically."

Backgroup

Mayalogy Ltd. is re-inventing the way people in developing countries access specialist advice. In countries like Bangladesh, where there are many barriers to accessing reliable advice (particularly for women), Mayalogy Ltd. provides an easy-to-use service (called "Maya Apa") where users ask questions anonymously. Queries are then routed to a vetted network of experts (doctors, therapists etc.) in real-time, by leveraging technology in artificial intelligence and machine learning.

Maya Apa in collaboration with Olympic Industries Ltd. set out to train their employees on access to data free physical and mental health care advice. The focus of the training was to educate everyone on how to access the Maya Apa platform easily through the app on the phone and the kiosk, as well as without data charges on Free Basics, using the shortcode "5959". The Maya Apa team visited the premises over the span of 8 months, and successfully trained nearly 3000 workers. The Maya Apa team faced many challenges while conducting these trainings, which they overcame by fine-tuning processes and through consistent teamwork. To reach the target of training all the workers, the team dedicatedly communicated with factory managers, arranged for efficient volunteers, developed easy-to-understand training materials, tracked user analytics, disseminated information regarding the Maya Apa service, gave free healthcare service from doctors, etc.

While interacting with the workers from these factories, the team was able to gather information on the data usage pattern of the people, optimize methods of implementation, conduct cost efficient trainings and capture data directly from the grassroots, rural and semi-urban regions.

Scope of Work

1. Services. Vendor shall provide the following Services to Olympic Industries Ltd.:

1.1 Description: Provide training for 3,000 workers in the respective factories at Madanpur and Lolati, on how to access Maya Apa across all platforms. Note: the training will walk everyone through the process of logging into the system, but due to phone ownership and other challenges, the number of workers trained is not expected to mirror the number of workers that log in.

1.2 Services Location. Narayanganj, Bangladesh.

2. Deliverables. Vendor will deliver the following Deliverables, which will meet the requirements set forth below:

2.1 General Description of Deliverables:

- Promotional materials
- Post Outreach email update
- Quarterly Report
- Final report

2.2 Description of Documentation for Deliverables:
- **Promotional materials:** Maya will provide copies of all printed materials (e.g. posters and flyers) created for factory outreach
- **Post Outreach update:** Maya will provide *short* updates via email or a shared online document every other week that will include:
    o Activities undertaken during the outreach
    o Number of workers trained (total of both factories)
    o Notable learnings/observations
    o Challenges and/or issues with current approach and proposed mitigations/pivots
    o Any pictures that help capture the outreach (optional)
- **Quarterly report:** Maya will provide an update of the analytics regarding number of questions asked, across all sources, demographics, etc.
- **Final report:** Maximum 5 pages including:
    o Overview of training development, adaptation and implementation.
    o Key metrics:
    o 5-10 pictures of the campaign process (not included in 5 page maximum)

Limitations and Challenges

- **Holiday Season** - The weeks during and after the religious festival of "Eid", factories remain closed for the holidays. The duration of these holidays are long and last for 10 days on average. The "Eid" season was during July and September this year, and it was difficult to conduct trainings during this time.
- **Worker Migration** - After Eid holidays, many workers choose to take a long break from work/shift to new workplace. Due to this, number of factory workers is less during the first few weeks after the holidays.
- **Seasonal Capacity of Factories** - Factories work at full capacity to meet year end delivery schedule from the third quarter onwards, hence they can not allot time for additional meetings/trainings
- **External factors** - There are many factors such as distance between the city and location of the factories, traffic congestion and adverse weather conditions that had an impact on the trainings and schedules
- **Smartphones at the workplace** - The factories do not allow workers to bring phones to the factory premises. On the other hand, many workers choose not to bring their smartphones to work as well. This is because most workers usually have a limited number of smartphones in their family and choose to bring their budget phone with them to work instead.
- **Limited time** - Due to long shifts of work, factories allow very limited time for trainings, and this is a challenge as information needs to be communicated amongst a large group of workers in a very short time.
- **Sound issues** - It was difficult to conduct training and deliver information among large group of workers, as there was a lot of noise from the machines consistently working in the factories.
- **Network issues** - While conducting trainings or giving demo of using the service, network issues were faced.
- **Response time of Free Basics texts** - The response time for the Free Basics texts(which contained links) was high in many instances, while the training was being conducted. This gave rise to impatience among people.
- **Older android versions** - Usage of older android version and browser cookies does not support the use of Free Basics. Especially 2G phones, which do not support latest android had highest limitations. Most workers were using devices with older versions of android or 2G phones.
- **Data on phones** - Many people did not have data enabled on their phones, and had to be trained on activation of data as well.
- **Interaction** - Due to the time constraints during trainings, hands on interaction with workers was not always possible

Outreaches

- Upon reaching the factories, the team would set up the banners and posters and be prepared for interacting with the workers as the shift ends.
- Depending on the factory, the session was conducted in two different ways.
  - **Madanpur**
    - There was no empty area available outside the factory buildings to educate the group of workers. Hence, as the workers would be heading out in small groups, the team would approach these groups individually and disseminate the information about Maya Apa.
    - Some of these individuals received hands-on training for the kiosk and the app was demonstrated to everyone on a tablet.
  - **Lolati**
    - The lolati factory had a much bigger space available for training the workers. As they would exit the building, their employee cards will be withheld momentarily as someone from the Maya team would educate them.
    - This process was followed once for the male workers, and once for the females.
    - Visibly, more individuals were able to understand and see the usability of the service across all platforms due to the orderly manner of the outreach.
- Leaflets were handed to the workers as they would leave the premises, which contained detailed instructions of how to access the services.
- Posters with instructions were also handed to the authorities to be posted in lunch areas and other compliant locations. All written information was in Bengali.
- Once the shift of workers had left, the managers would nominate a group of supervisors to be trained as ToTs for the employees.
- The in-house doctors were also trained on the usage of the services, specially on the kiosk, as the kiosks have been placed in the medical rooms of the respective factories.

Outcomes

Questions from the App	2233
Questions from Free Basics	267
Questions from kiosks	315
Questions from the web (Mobile)	24
Questions from the web (Desktop)	32
Total number of Questions	**2871**

The collaboration with Olympic Industries Ltd. has been a stepping stone for Maya Apa to move forward with our premium clientele. The factories in Bangladesh have been an advocate for worker well-being, in terms of both individual and infra-structural. Though Maya Apa services fall under the same paradigm, approaching an institution with a service which did not have an industrially proven selling point was a challenge. Olympic Industries believed in the purpose and potential of the innovative service of Maya Apa. The idea of free consultation for day to day issues was welcomed by the factories following the findings of the tenure with Olympic .

Question Demographics

Basic Health	**624**
Beauty and Care	**136**
Contraception and Family Planning	**164**
Fitness	**93**
General Health	**129**
Men's Health	**207**
Mental Health	**91**
Others	**559**
Pediatric/Child Care	**68**
Pregnancy	**438**
Sex Education	**141**
Women's Health and Physiology	**221**

Amongst the most asked topics, here are a few examples of the most commonly asked questions (with translation).

Pregnancy -

- "ki khele baccha nosto hoy? ki khaoa theke ariye cholbo?"
    - "What kind of food is advisable during pregnancy? Which food should I avoid?"
- "amar wife 20 weeks pregnent. ekhon bacchar norachora sob thik ache. kintu amar wife proti rate khub fever (jor) feel kore. peter 2 pase o khub betha kore. ki korle jor ta kombe. janaben please."
    - "My wife has been pregnant for 20 weeks. The baby's movements are okay now. But my wife feels feverish every night. It hurts on either side of the stomach. What can we do to reduce the fever? Please advise."
- "apa pregnant obosthay otirikto bomi korle ki seta savhabik....????"
    - "Apa, is it normal to have excessive vomiting during pregnancy?"

Basic Health -

- "sorir ta khub weak lage maximum time.eta ki kono prblm naki....."
  - "My body feels weak most of the time. Is that a problem?"

- "hello ..apu amar age38 weight 65ar amar highblood pressure ba diabetic s e typer kono disease nai.amar problem ta holo amar khub weak lage ar shob shomoy shorir betha kore jemon pither merudondo shob shomoy pain kore; majhe majhe emon pain hoi mone hoi jeno keyo pitaise ....majhe majhe e jonno ace tab khai but pire abar hoi....amar mashe period clear ache kono prblem nai 2 ta baby ache 2 ta sezarian baby pls help me"
  - "Hello.. Apu my age is 38, weight 65, and I dont have any disease like high blood pressure or diabetes. My problem is that i feel very weak all the time and my body aches like my spine always hurts. It sometimes hurts like someone has beaten me. Sometimes I have had Ace tablets for this but it comes back later. My monthly period is fine, i have 2 babies and both are cesarean. Please help me"

- "amar weight 63 amar deher cheye pet boro amar pet komanor jonno ki korte pari thanks"
  - My weight is 63, my stomach is bigger than my body. What can i do to reduce my belly?"

Gender Demographics

Female
40.2%

Male
59.8%