

WIN supports partners to reach new audiences through interactive voice recordings (IVR)

July 2021

WIN is supporting partners working in the media sector to use interactive voice messaging to reach new audiences, through its partnership with **Viamo**. In March, the content for **Escola do Agricultor** went live, and is being accessed by up to 4,000 people per month.

By calling **84321** from any feature phone with **Vodacom** SIM, listeners can navigate the menu and choose which agricultural products and techniques they would like to learn about.



“From listening to **Janete**, I appreciated that women aren't just capable of housework, but are intelligent and able to reinvent themselves through business.”

Raimundo Mabunda, radio listener, Maputo province.

In May **Viamo** launched content about women entrepreneurship, with segments from the radio drama **Janete, Nada é Impossível**. As many as 7,000 people are already listening in, including 1,800 low-income women entrepreneurs or potential entrepreneurs in the first month. To find out how **Janete** navigates her business through the outbreak of a global pandemic, just dial **84321**!

Contact the **TechnoServe – WIN program** at technoserve-Mozambique@tns.org for digital flyers that you can use to let your customers or partners know about this content.



that follows a character called Janete