

Strengthening Voices
Empowering Communities

www.YourStoryTeller.org

Storytelling is an ancient art, with the earliest form of storytelling being oral, combined with gestures and expressions. It has been especially popular in low literacy communities. With the emergence of mass media, digital story telling is getting popular. It started as one-way communication like mass TV or media campaigns to a two-way participatory story-telling where interactive discussion is initiated post the story. Storytelling is a proven methodology for inculcating sustainable behaviors. It has shown a unique capacity for raising awareness among large numbers of people on critical social issues and motivating them to adopt new behaviors.

YourStoryTeller - A Channel for Telling Ground Stories

Strengthening Voices - Empowering Communities

- YourStoryTeller is a channel which produces and disseminates short and impactful digital animated stories on critical social issues on click of a button. The stories are produced in multi-lingual mode with text and voice. At the end of each story, the user is asked to respond to a question related to the social message of the story. The response is recorded which is used to motivate the users and evaluate their behavior change. The data of all such users are collated and presented as Analytics.
- The stories produced on YourStoryTeller channel have 4-6 scenarios, are animated with local text and local voice-over. It has been evidenced that short animated stories creates a greater impact on the minds of the users. Researchers from the Statistic Brain Research Institute, USA have found that the average human attention span has dropped by 33% since the year 2000, and the average length watched of a single internet video is 2.7 minutes.
- Everyone has a story to tell. But there are billions of people in the world whose stories are never told and never heard. These stories determine the cause of their state. Without knowing their stories we neither can understand their problems nor provide solutions. YourStoryTeller is an attempt to tell the stories of these billions of people which will determine the root causes of their problems and help us in finding solutions. And for these communities themselves, these stories work as best practices which can be shared within themselves to learn and bring in sustainable ways to change their lives.
- YourStoryTeller will tell the stories of the poorest of the poor, under-privileged and unreachable; people suffering from hunger, impacted by climate change, ill with diseases, unable to go to schools, affected by conflicts etc. YourStoryTeller will have inspiring stories of local champions who have overcome these barriers and shown a new path to the solution designers. YourStoryTeller will also serve as an input to researchers, development sector experts and policy makers.

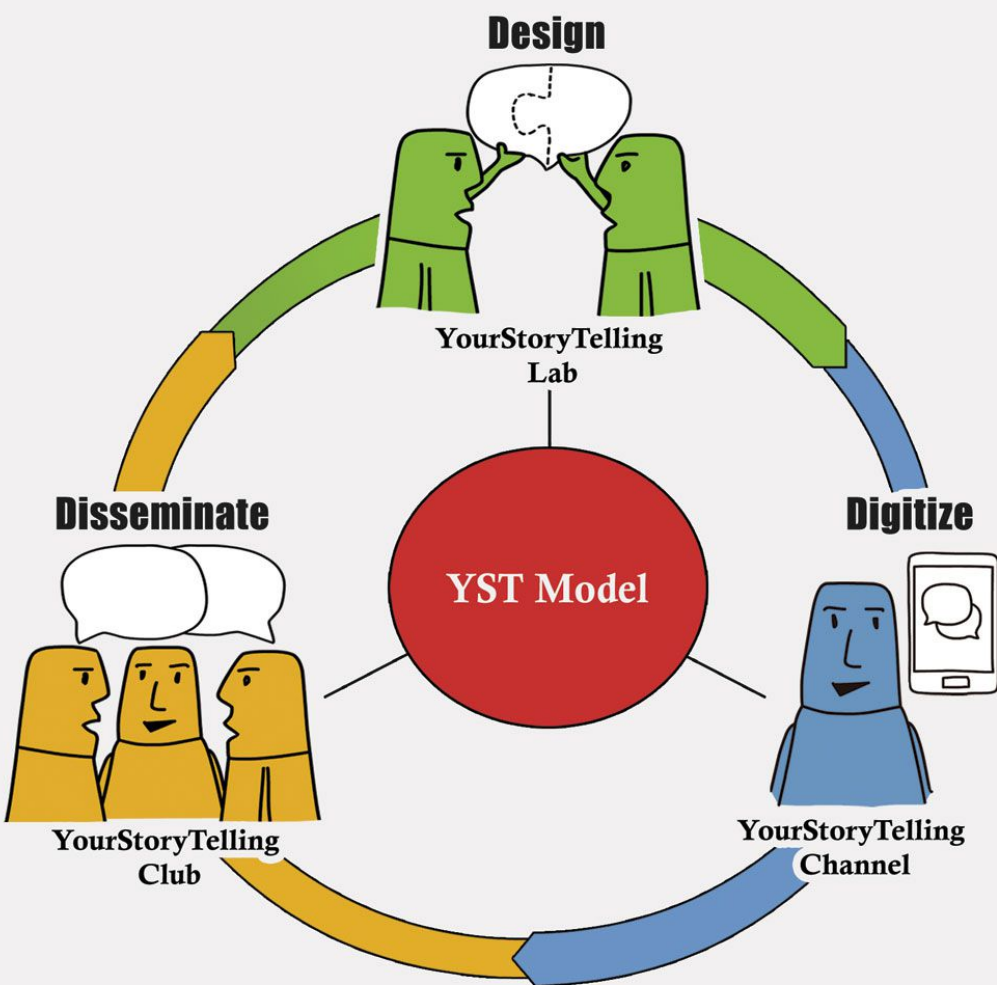
The baseline stories are the first step towards building solution for change, followed by endline stories for impact assessment.



YourStoryTeller - The Approach:



ZMQ is a pioneer in digital Communication for Development (d-C4D). ZMQ develops innovative digital tools like mobile games, role-play games, digital story-telling, decision-tree stories, edutainment based trainings and other interactive tools for awareness, advocacy, social mobilization and capacity building. ZMQ effectively integrates these tools in social and behavior change campaigns. It delivers these solutions on variety of platforms like standalone computers, internet, mobiles and wearable technologies (IoTs).



Design	Digitize	Disseminate
<ul style="list-style-type: none"> • Conduct workshop with communities and participants • Train the group on art of story-telling using hands-on session • Create stories on the drawing sheets 	<ul style="list-style-type: none"> • Generate assets for digital stories like graphics, audio and text • Publish stories using YST authoring platform • Promote stories through social media 	<ul style="list-style-type: none"> • Disseminate stories with communities and beneficiaries • Conduct focus group discussions with communities on critical issues • Evaluate impact by capturing Knowledge, Attitude & Practice

Partnering with YourStoryTeller

Tell stories on ZMQ YST Channel

ZMQ releases a new story every week on a critical social issue and publishes them on its YST Channel. Partner with us by sharing a story and get it published on ZMQ YST Channel. Our team will refine your story, create assets and publish it. Stories are promoted through social media and other innovative campaigns. You can also partner by supporting our existing or upcoming stories.

Have a dedicated YST Channel

If you want to tell your stories, you can own a dedicated YST Channel. We provide custom designed YST App with branding, build stories on it and get it published. More stories can be added over time. ZMQ have already delivered dedicated YST Channel to Alfaz-e-Mewat on Tuberculosis; and MIRA on Maternal & Child Health for India, Afghanistan & Uganda.



MIRA CHANNEL



Small Stories make the Big Data

DO YOU WANT TO TELL A STORY?



Give Data a Voice

Together we can make a difference

Download YourStoryTeller App



<https://tinyurl.com/YSTIOS>



<https://tinyurl.com/ZMQStories>

Send us your Story Concept:

YourStoryTeller@ZMQ.in

or give us a call : +91 9871981960



www.YourStoryTeller.org



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