

## **An Interactive Voice Response Storytelling Model for Learning Entrepreneurial Mindsets in Media Dark Zones**

**Authors :** Vineesh Amin, Ananya Agrawal

**Abstract :** In a prolonged period of uncertainty and disruptions in the pre-said normal order, non-cognitive skills, especially entrepreneurial mindsets, have become a pillar that can reform the educational models to inform the economy. Dreamverse Learning Lab's IVR-based storytelling program -Call-a-Kahaani- is an evolving experiment with an aim to kindle entrepreneurial mindsets in the remotest locations of India in an accessible and engaging manner. At the heart of this experiment is the belief that at every phase in our life's story, we have a choice which brings us closer to achieving our true potential. This interactive program is thus designed using real-time storytelling principles to empower learners, ages 24 and below, to make choices and take decisions as they become more self-aware, practice grit, try new things through stories, guided activities, and interactions, simply over a phone call. This research paper highlights the framework behind an ongoing scalable, data-oriented, low-tech program to kindle entrepreneurial mindsets in media dark zones supported by iterative design and prototyping to reach 13700+ unique learners who made 59000+ calls for 183900+min listening duration to listen to content pieces of around 3 to 4 min, with the last monitored (March 2022) record of 34% serious listenership, within one and a half years of its inception. The paper provides an in-depth account of the technical development, content creation, learning, and assessment frameworks, as well as mobilization models which have been leveraged to build this end-to-end system.

**Keywords :** non-cognitive skills, entrepreneurial mindsets, speech interface, remote learning, storytelling

**Conference Title :** ICSEI 2022 : International Conference on Social Entrepreneurship and Innovation

**Conference Location :** London, United Kingdom

**Conference Dates :** May 26-27, 2022