

The Safe Migration App

Technology & Innovation



PROTECTING MIGRANT WORKERS

Information migrants need to stay safe.

To help make the process of labor migration safer and more secure, Shuvayatra - a free mobile app - is placing the combined knowledge of experts, advocates, and the global Nepali diaspora in the hands of migrant workers.



Shuvayatra
The "Safe Journey" App



A “ONE-STOP-SHOP” FOR HELP & INFORMATION

Shuvayatra is an immediate and accessible source for critical information on the migration process that employs a unique content model to remove barriers to understanding.

LOCAL LANGUAGE AND LITERACY ISSUES

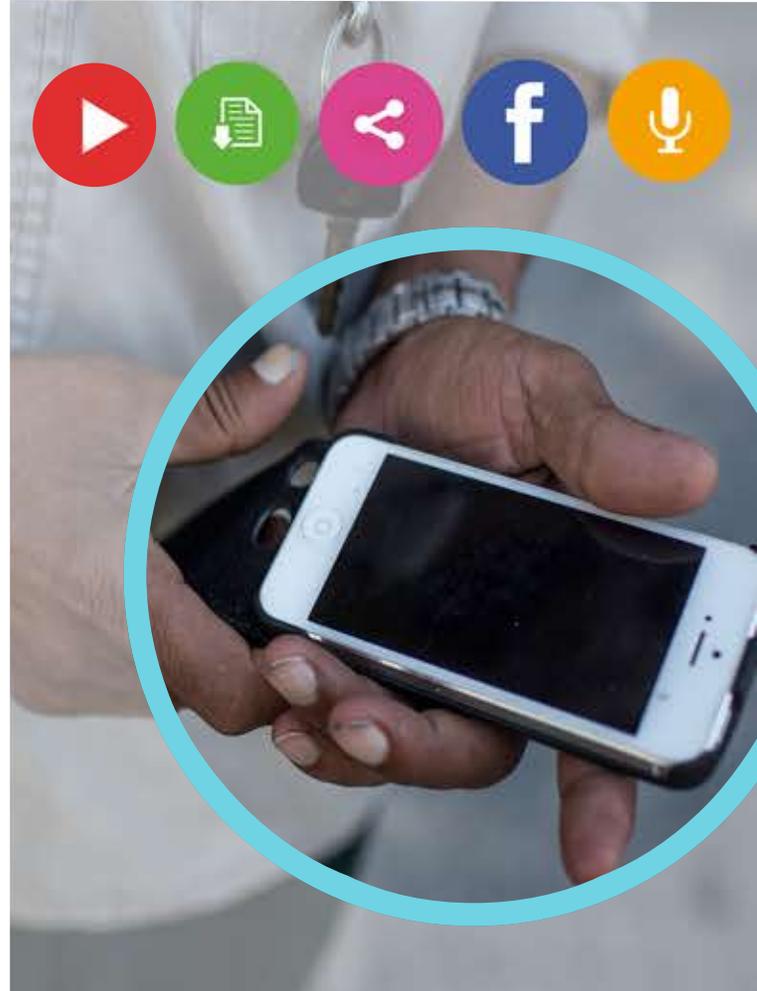
Extensive research by The Asia Foundation has shown that young Nepalis struggle to understand the complex process of migration and its many pitfalls. To address gaps in literacy and comprehension, Shuvayatra delivers a range of simple and succinct audio and video podcasts to migrants.

GENDER IS A FOCUS

Because female migrant workers face a shortage of information and services that address their needs, they are often most at risk. Shuvayatra collects and disseminates information of specific relevance to migrant women, and future versions will expand this focus.

HOST COUNTRY INFORMATION GAPS

Shuvayatra focuses on three countries of great interest to migrants: Qatar, Saudi Arabia, and Malaysia. Future versions of the app will expand coverage to more countries.



HOW TO HELP: EXPANDING THE FEATURE SET

Shuvayatra is backed by a dedicated consortium of local innovators and social entrepreneurs in Nepal, and the design of the app is informed by extensive Asia Foundation research into the needs of migrant workers. The Shuvayatra Team has begun work on Version 2.0 of the app, and the team's development goals include powerful and compelling new features.

The Shuvayatra Team is leveraging the smartphone revolution to help migrants access information that they can use to solve real problems. So in 2016 the team will be working with Asia Foundation partners and the Non-Resident Nepali Association to add new social media features to the application and expand Shuvayatra's impact. These features will allow Nepali migrants from around the world to interact, ask questions, and provide answers to some of the most pressing issues faced by those who either plan to make the journey abroad or are already far from home. Core support to the development team will add real, tangible value to the Shuvayatra App, and help improve the lives of Nepalis around the world.

FAR FROM HOME BUT STILL CONNECTED

The Shuvayatra mobile app is providing Nepali migrant laborers with the tools that they need to plan a safer, more productive period of travel and work abroad.

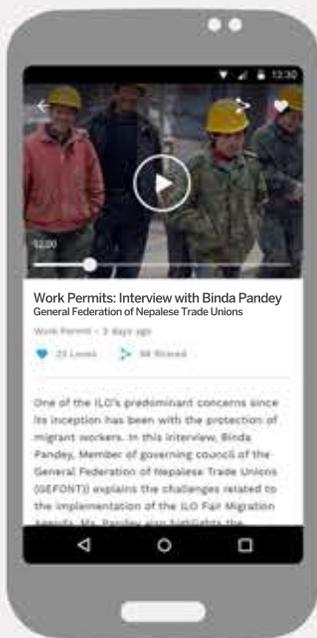
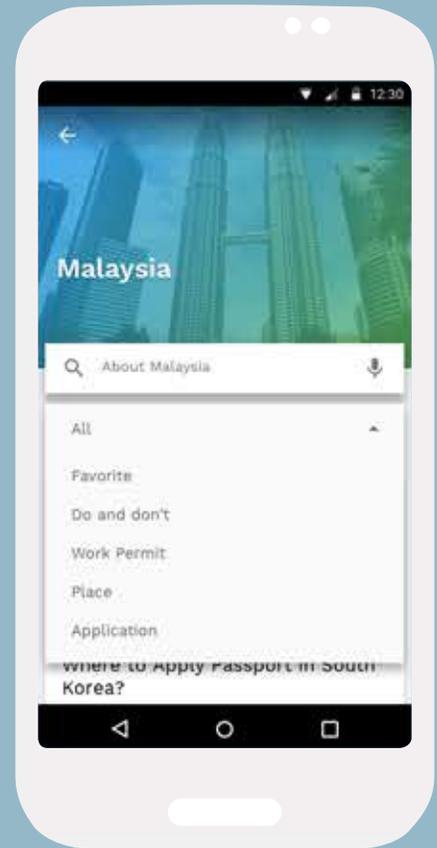


Shuvayatra The “Safe Journey” App

Nepal’s mobile penetration rate has already passed 100%, and for many younger Nepalis, smartphones are their primary link to everything from radio to social media. As a result, when faced with the abuse, exploitation, and financial distress that often occur when seeking temporary jobs abroad, Nepali migrant workers are increasingly turning to their mobile devices for help and information.

The Shuvayatra “Safe Journey” app delivers the information and content migrants need, in local languages they can understand. Featuring simple and quick capsules of relevant information, the app delivers podcasts, videos, Facebook links, and written content to migrants on a range of topics including:

- labor rights
- work permits
- application process
- local do’s and don’ts
- working conditions abroad
- unique content specifically for women



Direct Links to Local Voices and Knowledge

Shuvayatra’s hyper-local approach to real time content is unrivaled among mobile solutions targeting migrant workers. Local voices deliver audio, video and text-based resources to users in familiar languages, contexts, and shared experiences.

The app’s unique live streaming model gives users a dynamic link to timely, relevant, and compelling information on the migration process. Topics ranging from the complexity of the migration process to working conditions in foreign countries help users prepare for their journey, minimize their risk, and stay connected even after arriving in destination countries. Access to vital safe migration information has never been more accessible.

Shuvayatra App Key Takeaways

- Initially targeting those planning their first trip abroad in 2016, Shuvayatra will ultimately support the over 2.2 million Nepalis — nearly 10 percent of the population — who travel for work outside of Nepal.
- Migrants can access information and resources they need to stay safe in working environments that are often dangerous, abusive, and illegal.
- The App connects users to an ever-expanding trove of multimedia content supplied by a consortium of experts, advocates, and peers.
- Audio, video, and multimedia content is carefully curated for individuals who are either preparing to travel for work or who have already migrated, and migrants can use in-app social media features to share ideas and content online.

Work with Us

We welcome collaboration at every stage of the process - from research and design to pilot to scale. Because our solutions are lightweight and deployed rapidly, we keep our costs down and our impact high. And when you work with The Asia Foundation you also gain access to our extensive network of partners.

Join us as we support local innovators and social entrepreneurs who have a stake in the communities they aim to serve.



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