

# Why Vaachak?

## India's First High Quality Indian Language Text To Speech System



Enables clear read out of text in Indian languages

Most governments today (both Centre and State) in India are aggressively promoting electronic interfaces to come closer to citizens, provide them with easy access to information and increase automation in their functioning. Popular projects such as the **Community Information Centers** and **Installation of information kiosks** are being actively pursued all over the country. The **Telecom Revolution** has in addition brought telecom services to the doors of the rural consumer.

The relatively high telephone penetration in the country (as compared to PCs) is a large driver of speech based Value Added applications providing many different kinds of services, information and updates using an IVR system. With barely 3-4% of Indians speaking English, local languages would be essential to ensure the success of any India focused information and communications service. **Vaachak** aids in being able to automatically read out the message in a clear, life-like and natural sounding voice.

### Vaachak can be used in:

#### a) Telephone based Voice Portals/IVRs

**Vaachak** allows text in Hindi to be converted into clear, intelligible speech, which can then be used in **Interactive Voice Response (IVR)** Systems to automatically read out Hindi information over a telephone. **Vaachak** would thus enable telephone based access to all kinds of information delivered using an IVR

#### Benefits of Vaachak

- Read out dynamic information to telephone callers easily
- Increase application usage by use of Local/Native Language TTS
- Support readout of specialized english text such as Indian names, addresses and/ or announcements without using pre-recorded data.
- A valuable aid in upcoming e governance and e rural initiatives in India

#### b) Information Kiosks

Information Kiosks are being actively set up all over India to provide citizens with easy access to information. **Vaachak** would be an essential requirement on these kiosks to help illiterate and blind people make use of these kiosks more effectively. **Vaachak** could easily be integrated into the software running on the Kiosk to enable simultaneous read out of information present on the screen.

#### Information that can be delivered using Vaachak

##### Telephone/ IVR

- RingTone names/ Jokes/ News/ Email / weather info in Voice Portals
- Traffic updates
- Examination results
- Answers to queries in Call Centers
- Directory information
- Complaint/ Application tracking
- Health updates/ info
- Billing related queries for electricity distribution companies

##### Kiosk

- Education / Literacy programs
- Land Records information
- Agri prices, adult education, etc.
- Tourism related info at historical sites
- Health awareness campaigns
- Government policy updates

**Vaachak** can integrate seamlessly with existing applications, and thus create huge improvements in operational efficiency, raise the quality of service and help reach out to all Indians by speaking in the National language.