Glific is a WhatsApp based two-way communication platform (and SaaS service). Glific uses a combination of automation and manual processes to enable NGOs to

**SCALE**
To thousands of conversations a day with few staff

**EMPOWERS**
NGOs to distribute content, provide the right information at their place & get feedback over WhatsApp

**INTEGRATE**
With Google BigQuery & DataStudio so NGOs can analyze their interaction, see the user’s pain points & visualize & measure their impact

Glific has been deployed by NGOs supporting various SDGs, such as

**For education programs**
to send learning resources and activity based evaluation

**For career counseling**

**To disseminate farming advice**

**As a helpline for**
intellectual and developmental disabilities

**For civic action and volunteering**

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![WhatsApp chat interface](image)