



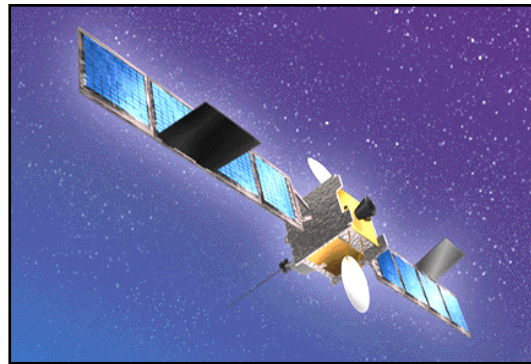
**Bringing Information and Education Access
to the Least Developed Regions of the World**

Mission

To create **positive social change** for **millions of underserved people** in the developing world by providing **information and education** through:

- Locally produced and targeted content
- The use of cost effective and appropriate technology
- Effective partnerships and community engagement

Integrated Solution



Distribution

Satellite Broadcasting
AM/FM Radio
Multimedia Data Casting



Community Engagement

Listening Groups
Facilitated Learning
Multimedia Hub Centers
Mass Media Audience

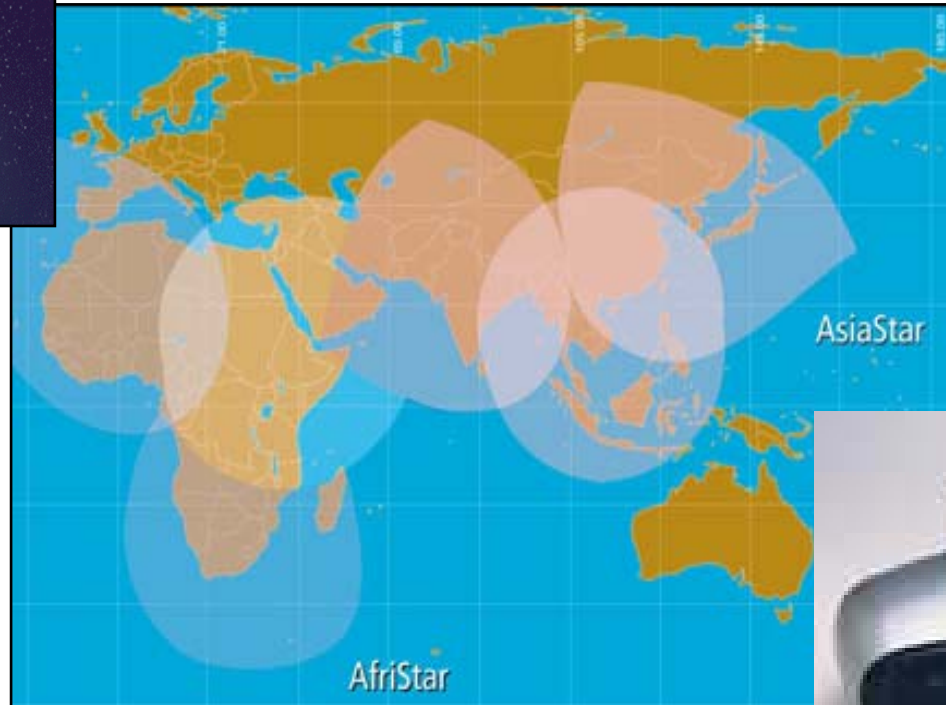
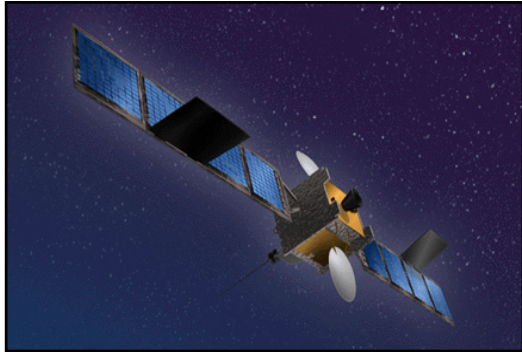


Content

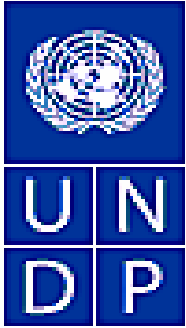
Local Language
Locally Produced
“Needs Driven”

Interactive Feedback Loop

WorldSpace Satellite System



Small, rugged, battery/solar powered, inexpensive receivers
Providing *access* to 4 Billion People



The World Bank Group

IBRD IDA IFC MIGA ICSID



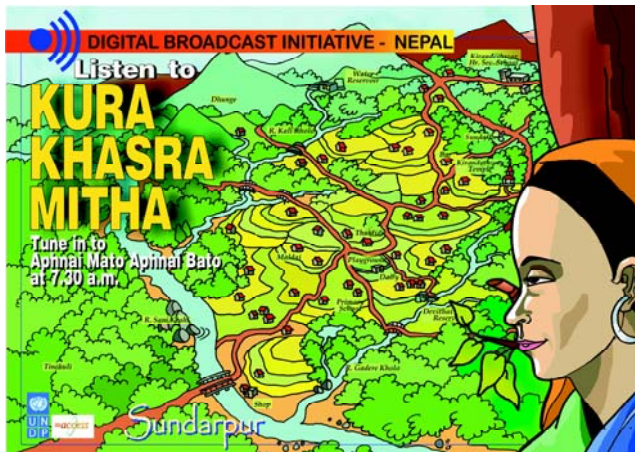
NEPAL

**Digital Broadcast Initiative with UNDP
and World Bank ECD Division**

Broadcasts commenced April 14, 2003

Case Study: Nepal

Content Team



- “*Kura Khasra Mitha*”-radio serial drama
- “*Kheldai Sikdai*”- interviews, songs, features
- Developed *in Nepali* through
 - Stakeholder workshops
 - Content Advisory Group
 - Local media talent

- HIV/AIDS Prevention
- Women’s and Girls’ Empowerment
- Trafficking of Girls

- Human Rights
- Early Childhood Development
- Sustainable Livelihoods



Outreach Team/Community Engagement

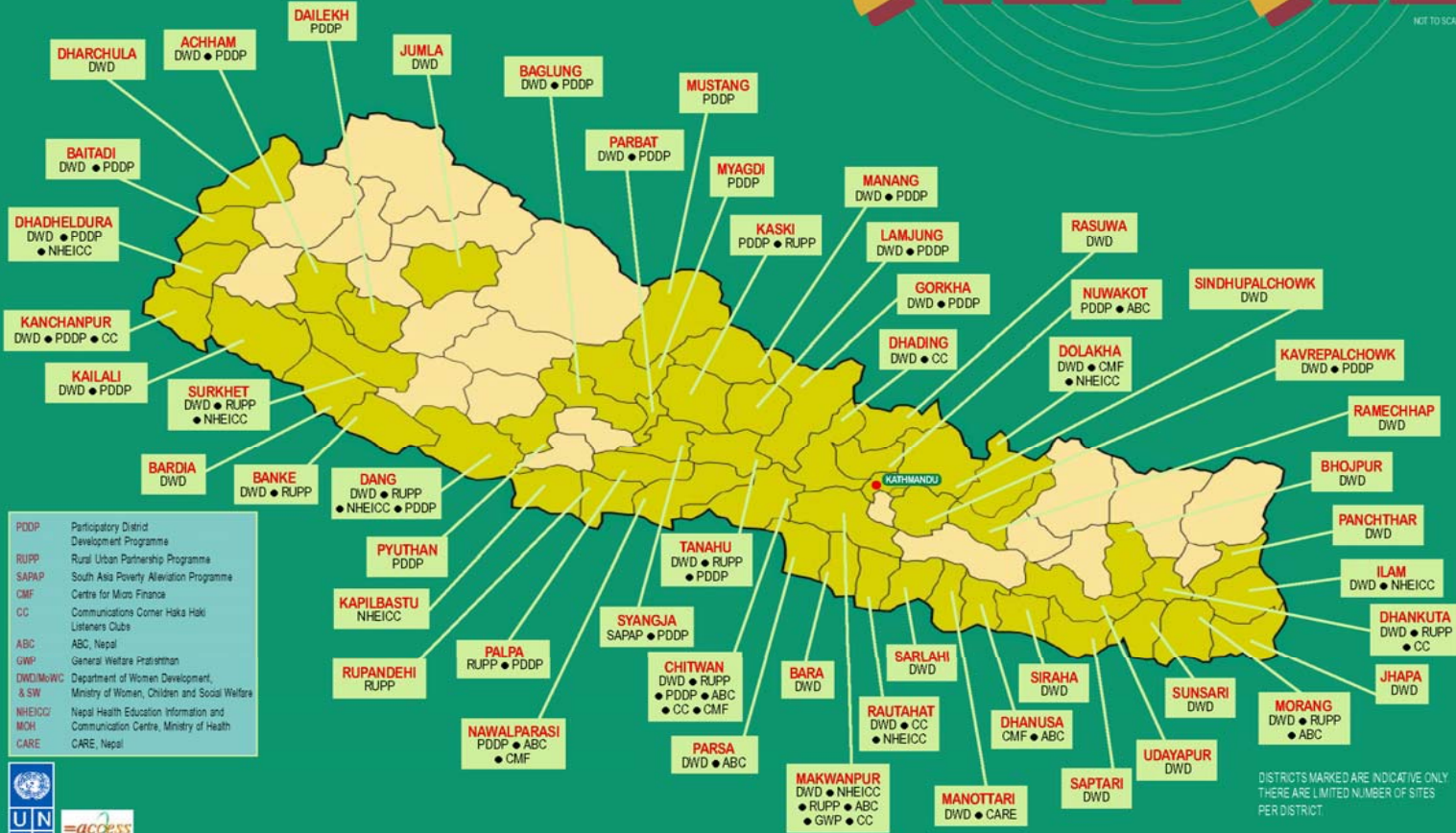
- NGO partnerships-to reach communities
- Facilitated Listening and Discussion groups
- Technical and Skills training



ACTIVITY AREAS OF DBI (DIGITAL BROADCAST INITIATIVE) PARTNERS

NEPAL

NOT TO SCALE



- PDDP Participatory District Development Programme
- RUPP Rural Urban Partnership Programme
- SAPAP South Asia Poverty Alleviation Programme
- CMF Centre for Micro Finance
- CC Communications Corner Haka Haki Listeners Clubs
- ABC, Nepal ABC, Nepal
- GWP General Welfare Pratishthan
- DWD/MoWC & SW Department of Women Development, Ministry of Women, Children and Social Welfare
- NHEICC Nepal Health Education Information and Communication Centre, Ministry of Health
- MCH
- CARE CARE, Nepal



DISTRICTS MARKED ARE INDICATIVE ONLY. THERE ARE LIMITED NUMBER OF SITES PER DISTRICT.

Assessment Team

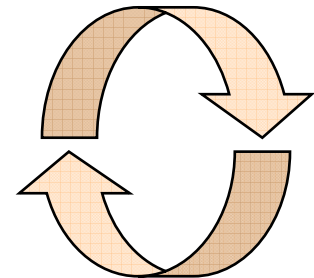


**Listening and discussion group
Hetauda, Nepal.**

Interactive Feedback Loop

Letters, contests,
feedback forms
voices from the field

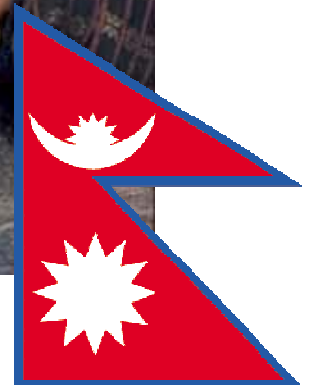
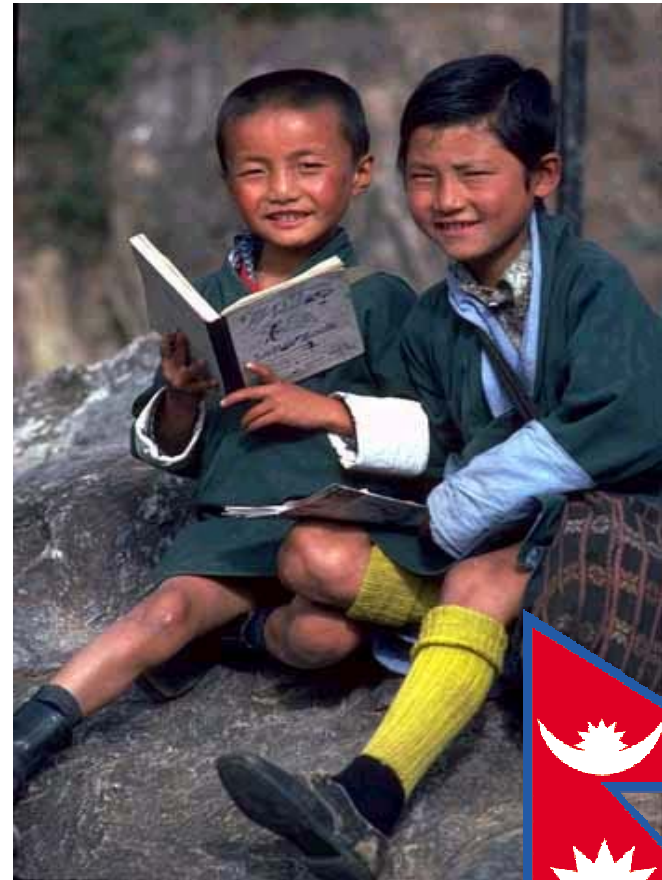
Content responds
to feedback
answers questions
voices from the field,
success stories.



Placing People at the Centre

- Local 'ownership' of project
- Sustainability
- Building cooperative partnerships
- Bridging Divides
- Reaching the last mile... Now!

Giving underserved communities a voice





AFGHANISTAN

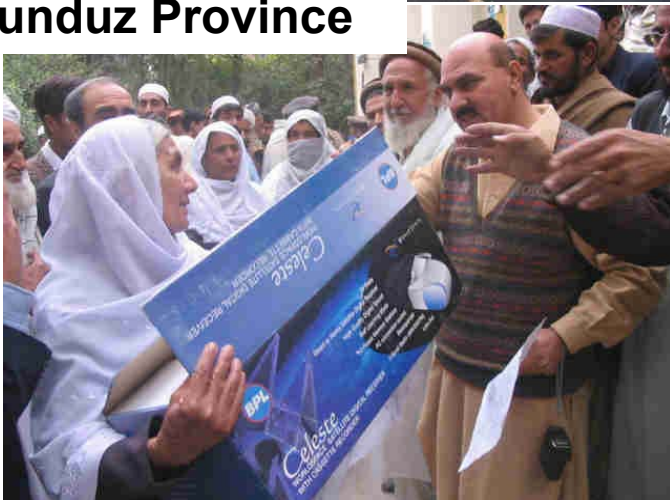
**Reaching rural, marginalized Afghan communities
with valuable information for rebuilding their lives**

Broadcasts commenced October 15, 2003

Case Study Afghanistan



Receiver Training,
Kunduz Province



- Terrestrial radio only reaches **30%** of the **27 million population**
- Up to 80% illiteracy
- Our ***Knowledge is Light*** radio program delivers the new Afghan National Curriculum in **Pashto and Dari**
- 150 schools in Kunduz & Nangarhar
- 3500 teachers trained
- 150,000 student beneficiaries



**Girls at school
Afghanistan**



UN Assistance Mission to
Afghanistan (UNAMA)

Establishing Afghanistan's Largest Rural Communications Infrastructure



7,000 rural communities with
satellite receivers.

Partnering with Ministry of Rural
Development and its' 22 NGO
implementing partners.

Expanded Content

Teacher training, basic education, rural
development, peace and governance,
women's programming, health education
to 7 million Afghans.



Strategic Alliances

Contracts



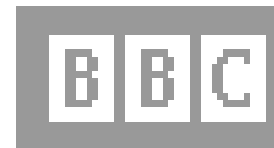
United Nations
Assistance Mission to
Afghanistan (UNAMA)

Grants



Content

CommCon, Nepal
Good Morning
Afghanistan
Ed/RTVA



Assessment



Local Assessment Partners

Permissions & Blessings



Ministry of Health



Ministry of Education
Ministry of Rural
Development

Our Beneficiaries

INGOs and NGOs

Creating a World of “Equal Access”

- Empowering Women and Girls
- Preventing HIV/AIDS
- Early Childhood Development
- Teacher Training, Livelihoods
Democracy and Governance

A World in Dialogue Where
All Voices Are Heard and
Respected.

