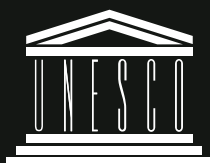




Community Multimedia Centres around the World



A Global Directory



United Nations
Educational, Scientific and
Cultural Organization

November 2005

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November 2005

Editors

Stella Hughes

Ian Pringle



United Nations
Educational, Scientific and
Cultural Organization

Foreword

UNESCO's Community Multimedia Centre (CMC) Initiative developed out of the Organization's long-standing work with community media, especially radio, and the increasingly important and promising role played by new information and communication technologies in development efforts.

By co-locating traditional media and new technology facilities and promoting innovative local programme initiatives, the CMC approach combines the unique characteristics of community-based media with the enormous power and reach of new information and communication tools and networks.

Inspired by innovations that emerged from the Kothmale Community Radio and Internet project, Sri Lanka, in 1999 and 2000, UNESCO has since established some fifty CMCs in a wide range of contexts in some twenty countries on three continents.

In addition to new facilities and increased local capacity in communities around the world, pilot CMCs have involved a wide variety of partnerships, across all levels, and have led to an expanding number of creative and dynamic new initiatives and solutions in key areas, from content creation to financial and social sustainability. Significantly, the first phase of the CMC programme has also led to national 'scale-up' projects now underway in Mali, Mozambique and Senegal.

This volume – *Community Multimedia Centres around the World: A Global Directory* – not only shares the context and experiences of UNESCO-supported CMCs, but is also intended to facilitate direct, practical cooperation between international and national agencies with CMCs at the ground level by providing a directory of local CMC services and contact information. Through its publication and subsequent online versions, UNESCO looks forward to expanding our collaboration and cooperation in this field.

Abdul Waheed Khan
Assistant Director General
Communication and Information Sector

Preface

UNESCO has produced this directory of Community Multimedia Centres in order to give development partners an indication of where CMCs are operating; what their main focus of activities is; what media they use and what type of communities they serve. Many more CMCs are planned and this directory will in the future become electronic, in order to make regular updates and additions available on UNESCO's website.

What is the purpose of a publication in hard copy, when it will so quickly need to be revised? UNESCO hopes to deliver a message to all development partners through this directory: CMCs are "last mile" development service providers and can help *you* to implement *your* projects and activities at the community level. Consider this book as the yellow pages for a number of grassroots communication and information platforms, which – through their combination of community broadcasting and access to new technologies in walk-in telecentres – can deliver services relating to health, education, livelihoods and other priority fields of development.

As you will see as you read through these entries, the CMCs have impressive achievements to their credit, in spite of facing considerable constraints and challenges. They need to further develop their capacities and to consolidate their operations. Indeed, it is in the nature of grassroots ICT4D initiatives, that capacity-building and consolidation remain an on-going process, as key staff move on and the context evolves.

However, these CMCs should not be seen as projects requiring further project support. They are operational structures, already delivering development services. They need support to improve and expand their public service role. The more development partners work with and through CMCs to implement development activities, the greater the opportunities to reinforce the centres, to improve and broaden their services and in doing so, to contribute to their long-term sustainability.

Acknowledgments

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Introduction

UNESCO supports Community Multimedia Centre (CMC) development in some of the poorest and most marginalised communities of the developing world. A CMC combines local radio – and in some cases television, print and other media forms – by local people in local languages with a walk-in telecentre facility. At its most basic, the centre offers the simplest FM broadcasting unit, plus one or two computers for basic office applications and internet access. At its most developed, the centre offers a range of multimedia facilities and information services, as well as educational and training activities including literacy classes, computer courses and training related to the local economy in such areas as sustainable tourism.

CMCs vary greatly according to local conditions, national broadcasting legislation, ownership arrangements and so forth. However, in all cases, there is a shared goal of ensuring that the ICTs available are oriented towards collective community use, while also being available for individual access. All CMCs seek to build up strong local community ownership and participation. The CMC, whatever its size and configuration, is an information and communication platform that operates as a development service provider able to cover that crucial "last mile" to reach those in need.

A CMC generally offers a combination of for-profit and free or subsidised services. Access to training, internet, telephone, fax, scanning, radio messages and desktop publishing is usually priced at levels that seek to generate a small profit for the CMC, or to enable it to break even, while remaining affordable for poor communities. At the same time, free or subsidised activities are offered for target groups such as women and girls or unemployed youth, while important public information such as weather forecasts, health information or market prices benefits all.

The key to the success of these centres is their ability to collect, produce, exchange and disseminate relevant contents for the development needs of individuals and of the community as a whole. The specific added value of the CMC lies in the way it combines local and global contact, local and global content, in an unbroken continuum of information and communication between local, national and international languages, between the spoken and the written word, between traditional and new technologies. As an inclusive, "info-rich" force for development, the CMC not only meets identified learning and information needs, but also creates a new demand for learning, information and knowledge.

Taking CMCs to Scale

UNESCO, along with many other international development partners involved in ICT4D (information and communication technology for development), believes there is an urgent need to demonstrate that pilot ICT projects such as CMCs can break out of the "perpetual pilot" syndrome and go to scale.

Since 2001, some forty pilot CMCs have been established in over fifteen developing countries in Africa, Asia and the Caribbean. These CMCs clearly demonstrate the platform's potential for social and economic development, offering a way to combine both traditional knowledge and media with the huge potential of information sourcing and sharing provided by the internet and other new information and communication technologies.

However, the impact of these pilots is inevitably limited. As UN Secretary-General Kofi Annan noted, in a message for the launch of the CMC scale-up initiative, "Our challenge now is to scale up...only then will CMCs realise their enormous potential to make a positive difference to the lives of the poor and the marginalised".

In 2004, UNESCO and the Swiss Agency for Development and Cooperation (SDC) proposed a CMC scale-up initiative to the Heads of State of Mali, Mozambique and Senegal. All three agreed to champion the initiative and participated in the launch during the World Summit on the Information Society (WSIS) in Geneva that year.

UNESCO and SDC triggered the CMC scale up process, with stretch targets, rather than a single project cycle moving towards a fixed goal, fully planned and funded at the outset. The CMC scale-up in Mali, Mozambique and Senegal involves a first phase now underway, with funds to develop twenty CMCs in each country in two years. It has a stated aim of reaching a level of fifty CMCs in each country. But if it is successful, it should eventually go beyond that target to reach whatever density of facilities is necessary and feasible.

A key aim of the CMC scale-up is to encourage broad-based national ownership and national capacity to deliver and sustain a national network of CMCs. UNESCO is fostering the emergence of national ICT4D resource centres that will offer expertise in training, applications, maintenance, networks and content production. This offers a way to build up the national capacity to deliver the project in a long-term, sustainable manner. Project implementation is handled by national project teams.

Successful scale-up needs to federate the forces of all development partners. Several large-scale ICT4D projects in Africa are beginning to establish strong links with each other. For example, the partners implementing the Open Knowledge Network or OKN – and the CATIA (Catalysing Access to ICTs in Africa) project, are cooperating closely with the CMC programme and its capacity-building component, the Multimedia Training Kit (MMTK). UNESCO plans to continue building on such partnerships in order to take more CMC initiatives to scale in developing countries.

Africa

Benin

Burkina Faso

Ghana

Mali

Mozambique

Senegal

Tanzania

Uganda



Banikoara



Name	Banikoara CMC
Location	Northern Benin
Address	BP 47, Banikoara, Benin
Telephone	(229) 650 050
Phone/fax	(229) 650 200
Email	cmcbanikoara@yahoo.fr, mohamed_alidou2000@yahoo.fr

AREA AT A GLANCE

Population	10,000 in Banikoara town, 150,000 in the district
Languages	French, Bariba, Peulh, Dendi, Gourmanthé, Ditamari, Waama, Djerma, Fon
Distance from national capital	745 km, 10+ hours by road to Cotonou
Distance from provincial capital	140 km, 3 hours by road to Parakou
Main economic activities	Cotton, farming, trade, crafts, weaving, livestock trading
Other internet access	None

Organisation

Ownership	Non-profit association
Start date	Radio 1994, telecentre 2002
Staff	5 full-time, 4 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with FM radio
Number of PCs	12 public access/training, 2 radio production, 1 management/server
Telecentre	Digital still camera; scanner, fax, photocopier; television; 20 KVA maize-mill generator
Software	Office applications; digital audio editing
Connectivity	VSAT, 64/128 kbps
Radio	1 broadcast studio, 1 production studio, 2 portable digital recorders, 2 portable cassette recorders
Transmitter	250 watts, range 50-100 km
Frequency	104.2 FM

Services

Broadcast	Monday-Friday 6-9h, 18-23h, Saturday-Sunday 7-10h, 17-23h
Telecentre	Daily 8-24h
ICT Training	Basic computing; intermediate computing; internet skills; digital audio training (for other local radio stations)

Other training	Organisational management for NGOs; health, supplemental schooling, literacy skills
Other services	Desktop publishing, fax, scanning, document binding, photocopying, digital photography, community meeting hall

Radio programming

Overview	8 hours daily: 20% information, 36% culture, 32% entertainment, 2% advertisements
Bulletins	Weather, market prices, market schedules
Programmes	Education, health, farming, livelihoods, traditional music and musical instruments, story-telling, general culture
Languages	60% Bariba, 30% Peulh, 6% Dendi, 3% French, 1% others

Digital content

Learning tools	CD-ROMs on desertification, agriculture, wildlife protection, educational materials
Languages	French
Other content	
National newspapers	
Languages	French

Background and mission

Radio Banigansé of Banikoara was established in 1994 to promote participatory broadcasting with a focus on local realities and activities. The station encourages



Banikoara CMC/UNESCO

local ownership and appropriation of broadcasting media and technologies. The addition of telecentre facilities in 2002, supported by UNESCO, provided access to new technologies for both the radio and local communities. The radio is still the

main source of information for the district and the CMC's VSAT internet connection allows unique links with the outside world.

Location and context

Banikoara is a major cotton-producing centre some 750 kilometres by road from Cotonou, the country's economic capital. Sixty kilometres from the nearest paved road, Banikoara is remote and isolated, factors that are perceived as barriers to local socio-economic development. In the rainy season, the final stretch of earth road can become impassable even for four-wheel drive vehicles. There is just one cotton processing factory and no other manufacturing plants. The locality also produces groundnuts, almonds, maize and rice. As the country's foremost cotton producing region, Banikoara experiences a high flux of migrant workers at harvest time. This migratory labour force poses a challenge to the prevention of HIV/AIDS in Banikoara. Subsistence economic activities include small scale farming and trade, weaving and other local crafts. Aside from Radio Banigansé, the locality has no other local media. National radio station signals can be received, but not television. Some national newspapers are available. The CMC has plans to start its own community television service.

Partners

- ◆ In the early 1990s, the Francophone Development Agency (then ACCT) supported a community radio development programme in the region, which helped establish Radio Banigansé. Subsequently the radio has developed partnerships with a wide range of international organisations: Radio France International provides access to radio programmes;

Deutsche Welle donated a satellite television and radio receiver; the African Rural Radio Network, AMARC, Radio Nederland, PANOS and others have provided various types of support.

- ◆ The first building for the community radio was built with financial support from the Banikoara Co-operative Association for Farming Development (ACOODER) and the Union of Cotton Producers. Later, an annex building was constructed with funding from the community.
- ◆ UNESCO supported the establishment of a multimedia facility through its global CMC programme, including the computer network and basic digital production facilities in early 2002, the installation of VSAT in 2004 as well as basic and intermediate training, all with funds from the Swiss Agency for Development and Cooperation.
- ◆ The CMC has a range of national partnerships with government and civil society groups working in ICTs, agriculture, environment, micro-finance, decentralisation and rural development
- ◆ Local support for the CMC has been very strong. Among groups supporting the CMC are the cotton producers' union, the local government authorities, a number of NGOs involved in literacy work, religious groups and the local hospital.

Income

The CMC operates as an entirely self-reliant organisation covering its operating costs, including the monthly VSAT subscription, from the following services: internet and email access, training, digital photography, office services, desktop publishing, advertising, and an income-generating cafeteria.

Human resources

The CMC has five full-time staff members, four volunteers and a contract with a computer maintenance specialist. The radio also works with the Union of Cotton Producers and some seventy local women groups. A local management committee of nineteen members directs the radio. The members of the committee are elected by a

local general assembly for a two-year mandate. The General Assembly consists of representatives from each of the ten townships of Banikoara.

Main focus of activities

The CMC's main activities are internet access, training and radio production and programming. Between 2002 and 2005, five full computer training courses have taken place, aimed in particular at civil servants, NGO staff, activists in farmers' and women's associations and secondary school students. Every year, each of the five junior secondary schools nominates its three most deserving girls for free computer training during the school holidays. The centre also offers capacity building in key development areas, such as organisational skills. The CMC offers a range of document services. Radio programming covers a wide range of development topics. The CMC has played a key role in introducing other radio stations in the region to digital audio. It runs literacy courses and offers specific training modules to women's and villagers' groups. Information on desertification, agriculture, environmental protection and education are retrieved from the internet and made available in the telecentre and on air.

In 2002, the radio created listeners' societies in fifty villages of Banikoara. These societies monitor feedback from listeners and bring it to the attention of the radio producers in a continuous manner.

Achievements

- ◆ Banikoara CMC has "computerised" this large but isolated town. Before the telecentre opened, all of

Banikoara's public departments had computerisation plans, but none were able to start implementing them because no one in the local government had ever used a computer. When the CMC opened, its training courses were fully booked for months ahead; staff from all these departments have now acquired IT skills and the computerisation of departments has gone ahead.

- ◆ Locally maintained and focused, with well developed radio content and a dynamic and growing telecentre, the CMC is a successful local enterprise. The CMC has successfully managed its own growth, expanding from four donated computers to fifteen computers and a range of activities and services.
- ◆ The CMC's combination of local radio with new ICTs has been a major factor in overcoming the Banikoara area's isolation, which is perceived as a key obstacle to local development.

Constraints and challenges

- ◆ Banikoara has an unreliable power supply. The CMC's main electricity supply comes from a modified corn-thresher that runs on diesel.
- ◆ Internet connectivity is expensive and telephone lines are of poor quality.
- ◆ There is some risk for the sustainability of the CMC given the increasing number of private cybercafés.



Banikoara CMC/UNESCO

Banikoara: A home-grown venture

Mohamed Alidou, the manager of Banikoara CMC, had a grand vision for the future facility when he, along with other radio managers, attended a workshop in Burkina Faso in 2001 on telecentre management. UNESCO equipped each of the participating radio stations with four computers and related equipment, preferring for the sake of sustainability that the CMCs should start small, then grow at their own pace and according to their capacity.

Banikoara did not appear initially to be a candidate for rapid growth. Its extreme isolation and absence of any existing IT capacity to build on were major obstacles. However that assessment did not take into account the quiet tenacity and determination of the man everyone knows simply as Alidou. Within a year, he had built up the telecentre to fifteen PCs – some old, some borrowed, but all working and meeting the huge demand for training that kept the

CMC's computer courses booked for months ahead. The courses were affordable, some places were given free to members of target groups including women and girls. A steady profit was generated, allowing the CMC to expand other services. As the centre became the town's social hub, Alidou seized a new opportunity and opened a café. When the daily protocol of dust prevention and maintenance proved insufficient, he planted flowers all round the CMC, radically reducing dust in the telecentre.



Banikoara CMC/UNESCO

When UNESCO introduced a second phase of consolidation for the CMCs in the region, Banikoara was the ideal candidate for the introduction of the first VSAT in an African CMC, as it was clearly capable of sustaining the running costs. "Since we have had broadband, we have queues all day long and often cannot close at eleven PM – we have to stay open until midnight to meet the demand," says Alidou. "But for me, the most striking change is that we have been able to start radio browsing programmes and peasant farmers from the surrounding countryside feel so empowered to possess information they know comes from the internet. They say they feel part of the Information Society."

Segbèya



Name	Segbèya CMC
Location	Cotonou, South Benin
Address	03 BP 4448, Segbèya Township, Jéricho, Cotonou, Benin
Telephone	(229) 98 34 74
Fax	(229) 33 84 21
Email	wapas_bj@yahoo.fr

AREA AT A GLANCE

Population	30,000 in Segbèya, 1.5 million in Cotonou
Languages	Bariba, Peulh, Dendi, French
Main economic activities	Labour, trade, retail business: hotels, shops, transport, etc
Other internet access	3 cybercafés in the neighbourhood

Organisation

Ownership	Non-governmental organisation
Start date	Cultural centre 2000, telecentre 2004
Staff	3 full-time, 2 volunteers

Facilities

Media in use	Computers, internet; FM radio (in development)
Set-up	Telecentre co-located with cultural centre and linked to local FM
Number of PCs	7 public access/training, 1 server
Telecentre	Digital still camera; scanner, modem; television
Software	Office applications; internet browsers, email; digital audio editing
Connectivity	Dial-up, 48 kbps
Radio	Airtime arrangement with local FM station

Services

Telecentre	Monday-Saturday 9-20h, Sunday closed
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ICT training	Basic computing; intermediate computing; internet skills; digital photography
Other services	Desktop publishing, fax, scanning, document binding, photocopying

Radio programming

Overview	Daily production for slot on local FM station (planned for the end of 2005)
Programmes	Radio browsing, introduction to ICTs, cultural programmes (planned by the end of 2005)
Languages	Bariba, Peulh, Dendi, French

Digital content

Learning tools	CD-ROMs: literacy skills, office ICT skills, software tutorials, general education; encyclopaedias
Languages	French

Other content

Library	National newspapers
Languages	French

Background and mission

Culture de Quartier de Segbèya was established in 2000 through UNESCO's Culture in the Neighbourhood programme, supported by Swiss National Commission for UNESCO.



Segbèya CMC/UNESCO

The centre's goal is to promote participatory cultural, social and economic development that emphasises local cultures and cultural diversity. The telecentre was added in 2004 in order to reinforce the centre's capacity to fight poverty by

empowering local people, particularly youth from poor and marginalised families, through access to new media and ICT skills and facilities. At the time of publication, radio programming is planned in conjunction with a local FM station. The CMC plans to add its own community radio station in the future.

Location and context

Segbèya, which means 'God refuses poverty', is an outlying neighborhood of Cotonou, Benin's economic and political capital and a unique seaport. Cotonou is home to the country's main markets and key national institutions. Segbèya is close to the bridge across the lagoon that divides the city. There are three nearby cybercafés. The local private FM station, Radio Tokpa, is enthusiastic about the partnership with the CMC and is ready to start the training of young volunteers at the CMC in radio production.

Partners

- ♦ The CMC's main international partner is UNESCO. The Culture Sector launched the cultural centre in 2000 as part of the Culture in the Neighbourhood programme, supported by the Swiss National Commission for UNESCO, and the telecentre facility was established in 2004 through the global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ♦ The local community contributed financially towards the establishment of the CMC. Most of the financial contributions came from members of the Steering Committee. One member donated the space where the CMC is housed: a hotel building in a busy street of Segbèya.

- ♦ Schools, traders' associations, youth and women groups are being mobilised to support the CMC as users, participants and volunteers.

Income

The centre raises funds from drama plays, poetry, and other theatre productions. The cultural centre provides human resources to the new CMC in the form of a manager and two other general staff, but has not been able to contribute financially to day-to-day operations. The CMC is still developing its services and is not yet raising revenue from training. Most of the income at present is earned from internet access and office services. The local community contributed the equivalent of 3,000 euros towards the CMC.

Human resources

The centre has three full-time paid staff who coordinate the cultural programmes and other activities associated with the CMC along with assistance of two volunteers. The volunteers provide technical assistance to individual telecentre users and coaching during training sessions. The combination of cultural and telecentre facilities has reinforced the role of both facilities as community centres. On average, thirty users visit per day and neighbouring schools also bring groups of students to see and use the facilities.

Main focus of activities

The CMC's main activities are cultural events, providing internet access and training. Radio production is expected to start by the end of 2005. The CMC offers training in basic computing and digital photography skills. Plans are underway to structure this dimension of the centre by setting up CMC user clubs, linking and networking users according to their interests and providing specific, interest and need-based cultural activities and programmes. The telecentre facilities are being used to support the CMC's cultural mandate, both existing activities and new programmes. Locals are also using the CMC to support economic activities: traders use internet to place orders and search out new potential markets; local craft workers send digital photos – for example, of new shirt and shoe designs – to potential buyers in Europe and the USA. The centre is also recognised as an important service for the Nigerian diaspora that lives in the neighbourhood, whose

members use the facilities to keep in touch with their families, friends and associates.

Achievements

- ◆ The telecentre has become an important new meeting place for local youth, who gather to do collective internet searches relating to their school work and studies and to socialise; this development is significant as the CMC is viewed not only as a socially safe and positive space, but also one associated with new ideas and opportunities.
- ◆ The CMC has introduced a series of new services and opportunities for the local population, among them internet links to other countries and relatives and new ICT-based support services for local business.

Constraints and challenges

- ◆ The area has a poor electricity infrastructure, which results in frequent power failures.
- ◆ There is limited connectivity during lengthy periods due to storm damage to the installations of local internet service providers.
- ◆ The local area is already serviced by several cybercafés making it a competitive market. Developing well-adapted, marketable services with limited financial capital for investment is a major challenge.



Segbèya CMC/UNESCO

Dedicatory Poem by Benin poet Erick Hector Hounkpe

*A friend opened my eyes
With a screen
With a hard drive
With a keyboard and a mouse
And the friend said "click"
"Click" and the world will spread out before you*

*Do you want knowledge?
Do you want contacts?
Do you want opportunities? Happiness?
Do you want to feel close to a far-away relation?
"Click!"*

*This friend was the Segbèya Community Multimedia Centre
This friend was the Internet
This friend was Culture in the Neighbourhood, the CIERRO project, UNESCO
And I said "Thank you"
"Thank you, my friend"*

Dassasgho



Name	Gambidi CMC
Location	Central Burkina Faso
Address	01 BP 3479, Ouagadougou 01, Burkina Faso
Telephone	(226) 50 365 942
Fax	(226) 50 365 942
Email	jp.guingane@liptinfor.bf gambidi@cenatrin.bf
Website	http://pp.ispfp.ch/oafrique

AREA AT A GLANCE

Population	2,000,000 in Ouagadougou
Languages	Jula, Peulh, Bissa, Mooré, French
Main economic activities	Trade, industry, farming, handicraft production
Other internet access	Numerous private cybercafés in the neighbourhood and other parts of the city

Organisation

Ownership	Private cultural organisation
Start date	Cultural centre 1996, CMC 2001
Staff	4 full-time, 30 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre and community radio co-located with cultural centre
Number of PCs	7 public access/training, 3 administration/research/production
Telecentre	Digital still camera; scanner, printer, modem, CD writers, photocopier
Software	Office applications; digital editing; multimedia, audio
Connectivity	Dial-up, 33 kbps
Radio	1 broadcast/production studio, portable digital recorders
Transmitter	100 watts, 45 km range
Frequency	97.7 FM

Services

Broadcast	Daily 6-23h
Telecentre	Monday-Saturday 8-22h, closed Sunday
ICT training	Basic computing; intermediate computing; internet skills, basic multimedia production; radio and video recording, editing and production

Other training	Literacy
Other services	Desktop publishing, fax, scanning, document binding, photocopying, digital photography

Radio programming

Overview	17 hours daily: 25% music, 35% community/public affairs, 35% arts/culture, 5% advertisements
Bulletins	Community activities
Programmes	Health, agriculture, education, culture and arts, environment, society
Languages	French, Mooré, Jula, Peulh, Bobo, Dagara, Bissa, Gourounsi, Bwamu, Gourmantché

Digital content

Learning tools	Literacy CD-ROM; digital books
Languages	French

Other content

Library	Wide range of books; national newspapers
Languages	French

Background and mission

The CMC in Dassasgho was established in 2001 at *Espace Culturel Gambidi*, a cultural centre that dates back to 1996. The cultural centre was set up through UNESCO's Culture in the Neighbourhood programme, supported by the Swiss National Commission for UNESCO, with the goal of promoting participatory cultural, social and economic development. The centre emphasises local cultures, languages and cultural diversity. The centre aims to meet needs across the neighbourhood community, including specific concerns of youth, women, the elderly and minorities. The objective of the CMC is to reinforce and encourage social dialogue on issues related to the community: education, cultural diversity and self-awareness through access to ICTs and skill development.

Location and context

The CMC is located in Dassasgho, on the eastern outskirts of Ouagadougou, the capital of Burkina Faso, five kilometres from downtown, near the National Museum. There are a dozen primary schools and one secondary school, five markets, and numerous dispensaries in the local area. The neighbourhood is poor and has quite low rates of literacy, especially among women. There is little economic activity in Dassasgho itself and those who have employment tend to work in other parts of the city. Gambidi Radio covers a radius of some forty-five kilometres. With the majority of radio, television and print media concentrated in the centre of Ouagadougou, Gambidi is the only local media in the area. There are a dozen cybercafés in the neighbourhood with competitive prices. Located within the country's capital area, Dassasgho has access to the vast majority of the country's media, from radio and television to daily and weekly newspapers.

Partners

- ◆ Espace Culturel Gambidi is the main organisational vehicle for the CMC. It funded the refurbishment of the building that houses the radio and provides ongoing operational support. The centre was initially established through UNESCO's Culture in the Neighbourhood programme.
- ◆ UNESCO also supported the establishment of the radio and telecentre facilities, gave the initial training programmes and continues to provide

materials and technical expertise through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.

- ◆ Oxfam Quebec has also supported the CMC, notably by providing volunteer trainers.
- ◆ Other partnerships support specific programmes and projects and include the following: the Ministry of Arts, Culture and Tourism, the Ministry of Information and the Burkinabé Copyright Corporation (BBDA), local press agencies, Echanges et Productions Radiophoniques (EPRA), the French Embassy, the American Cultural Centre, Théâtre de la Fraternité and the International Theatre and Puppet Festival of Ouagadougou (FITMO).

Income

Some thirty percent of the CMC's total income is generated from the following services: public fax, scanning, desktop publishing, training, internet access, radio announcements and messages. The balance is covered through funding from Espace Culturel Gambidi and the Ministry of Information. The contributions of thirty volunteers are also essential to the CMC's financial sustainability.

Human resources

The CMC is primarily managed and patronised by young people from the neighbourhood. The centre has four paid staff: one full-time manager for the CMC operations, one technician and two administrators. There are thirty regular volunteers who assist in all aspects of the CMC's operations. Volunteers play an active role in mobilising the audience and organising cultural events. Approximately twenty people visit the CMC everyday for computer training, to use internet and other services. The radio has an average of thirty guests per week.

Main focus of activities

With programmes and services that address groups working in culture, education and community issues, the CMC has associations with a wide range of groups. The CMC is an important means of expression for women, street children and artists of all disciplines. An important focus is on promoting positive local role models: young artists, students, traditional craftsmen, peasants,

tradesmen, etc. The CMC has sought to bring traditional cultural activities and the CMC together by broadcasting live festivals and special events. Likewise Radio Gambidi is a window for expression of various ethnic groups and cultures in a range of languages. The radio staff are often asked to cover cultural events, shows and festivals in Ouagadougou and surrounding provinces. The radio has created listeners' clubs and cultural activities are carried out on a regular basis with strong participation from the community through the clubs. Cultural events are linked with existing radio programmes in specific local languages. Folk groups and artists are often invited to participate in radio events. The CMC also has a strong focus on community education, particularly computing skills, literacy, health, environment and awareness of social issues.

Achievements

- ◆ The CMC was the first independent radio to broadcast in local languages. At the time of publication nine local languages were spoken on the radio.
- ◆ The radio is an essential cultural medium giving the community the opportunity to show their culture to their children, to other cultural groups and to all of Ouagadougou. The radio's programming and events serve as a framework of free expression that promotes intercultural dialogue, social harmony and a culture of peace.
- ◆ The CMC organised the *invisible friends cyber-game*, an email correspondence programme

organised with a large number of local students and other neighbourhood youth. The game requires participants to hide their identity while establishing an email correspondence and only later do they discover the gender, ethnic group and occupation of their correspondent. The aim is to encourage tolerance and peace by promoting dialogue among various groups and cultures.

- ◆ The CMC also organised *Paga Teint Naturel*, meaning natural skin complexion, an event to sensitise women and girls to the dangers of using harmful cosmetic products to lighten their skin. A beauty contest to elect "Miss Natural Skin" was broadcast live.

Constraints and challenges

- ◆ Dassasgho has an irregular power supply; there are frequent cuts lasting several hours. The CMC has no back-up generator and therefore services are regularly interrupted.
- ◆ At only 100 watts, the CMC's transmission power is relatively weak compared to commercial radio stations, which average 1000 watts. The signal is not clear in several parts of Ouagadougou.
- ◆ The CMC's dial-up internet connection is a disadvantage in comparison to the higher speed internet services available at local commercial cybercafés, resulting in a loss of customers due to uncompetitive prices.
- ◆ High staff and volunteer turnover is a major challenge in building human capacity and maintaining services.



Gambidi CMC/UNESCO



Gambidi CMC/UNESCO



Gambidi CMC/UNESCO

Ada



Name	Ada CMC
Location	Southeastern Ghana
Address	Box 33, Big Ada, Dangme East District, Ghana
Telephone	(233) 968 22371
Fax	(233) 968 22371
Email	stnhead.radioada@ ghanacommunityradio.org, klarweh@yahoo.com
Webpage	www.ghanacommunityradio.org (in development)

AREA AT A GLANCE

Population	100,000 in Ada and the surrounding area; 500,000 in the overall broadcast area
Languages	Dangme; dialects: Ada, Gbugbla, Klo, Ningo, Se
Distance from national capital	110 km, 2 hours by road to Accra
Distance from district capital	10 km to Ada Foah
Main economic activities	Fishing, subsistence farming, salt mining, petty trading, crafts, stone cracking, sand mining
Other internet access	None locally; one private internet centre 60 km away in neighbouring district

Organisation

Ownership	Non-governmental organisation
Start date	Radio 1998, telecentre 2005
Staff	12 full-time, 3 part-time, 4 associates, 40+ volunteers

Facilities

Media in use	FM radio; computers, CD-ROMs
Set-up	Telecentre co-located with community radio
Number of PCs	2 public access/training, 5 production
Other equipment	Digital cameras: still, video; LCD projector; scanner, printer
Software	Office applications; broadcast programme manager, music roster manager; digital editing: audio, video
Connectivity	None (pending at time of publication)
Radio	1 broadcast studio, 2 production studios, 1 open-air studio; portable minidisc recorders
Transmitter	1000 watts, range 100 km
Frequency	93.3 FM

Services

Broadcast	Daily 5-22h
Telecentre	Daily 7-18h (planned)

ICT training	Basic computing: operating systems, office applications; radio production: programme production, news reporting, broadcasting, technical operations
Other training	Participatory community research
Other services	Secretarial services, digital video and still camera hire

Radio programming

Overview	17 hours daily: 37% public affairs, 15% news, 10% traditional music, 35% entertainment music, 3% announcements
Bulletins	News, weather, market prices
Programmes	Health, agriculture, environment, culture, social issues, governance, literacy, family life; programmes produced with occupational and demographic groups: fishmongers, fishermen, women farmers, male farmers, public transport drivers, children, elders, Christian and Muslim religious programmes
Languages	Dangme
Digital content	
Learning tools	CD-ROMs: literacy; typing, basic and advanced computer tutorials; encyclopaedias
Languages	English

Background and mission

Radio Ada went on air in February 1998, the first community radio in Ghana. Identified as *Dangmeli a gbi* or 'the voice of the Dangme-speaking people', the mission of the radio is to support the development aspirations and objectives of the Dangme people in all spheres of life, to provide a local communication outlet, especially to marginalised groups, to support the dynamic growth of Dangme culture, and to encourage, promote and contribute to informed dialogue and reflective action. The station broadcasts exclusively in the Dangme language and offers a "window to the world" for local populations. The creation of a CMC is intended to widen this window, particularly for the area's youth. The telecentre was added in 2005 through UNESCO's global CMC programme with the objective of expanding the community's access to information resources and communication technologies by increasing the scope of services and range of tools available through the community's local media facility.

Location and context

The CMC is located in Big Ada, the traditional centre of Dangme East, a district of some 100,000 people. The district administrative capital is in the adjacent/twin town of Ada Foah. Radio Ada broadcasts to all four Dangme-speaking districts in the country: Dangme East, Dangme West, Manya Krobo and Yilo Krobo, with a combined population of approximately 500,000. The telecentre primarily serves communities in Dangme East. There is one minor local market at Ada Foah and one major market at the town of Kasseh, on the highway to Togo, Benin and Nigeria. Busy markets can also be found in the adjacent Dangme-speaking districts; one of which continues a thriving barter trade practice. Although Ghana's capital is only 100 kilometres away by road, the Dangme districts are relatively isolated. While Dangme-speaking districts retain a cohesive sense of identity, community and pride in their common traditions, differences in language, the overall poverty of the area and negative perceptions of social status constrain access, interaction and integration at the national level.

Ada and its surrounding villages lie at the estuary of the Volta River and the Atlantic Ocean. The area's unique scenery, including small islands and mangroves, has helped earmark Ada as one of the country's prime tourist

destinations and a wetlands biodiversity project is also based in the area; however for local residents subsistence fishing and farming are the main sources of economic livelihood. Other local employment includes salt mining, petty trading, crafts production, stone cracking and sand mining. In recent years, fish stocks have depleted considerably – a particular concern given the growing population. Towns and villages along the area's coastline are experiencing increasingly severe erosion from the sea. Salination of the soil combined with low rainfall limit agricultural produce mainly to vegetables such as tomatoes and okras; traditional crops such as tiger nuts and bambara beans are no longer supported by the changing soil composition. Although the damming of the Volta River reduced flooding in the area and generates electricity for the country, it has exacerbated bilharzias and dried up small freshwater bodies that used to support dry season fishing. Some local villages fall within the Songor Lagoon area, which as one of the richest natural salt deposits in the region has been slated for development through foreign direct investment. Ironically, however, these villages are among the poorest in the district.

Ghana does not have any African-language daily newspapers published on a regular basis. Circulation of English-language papers is limited and English literacy is well below fifty percent. Relatively close to Accra, Ghana's capital, Ada receives the transmissions from two public and fifteen commercial radio and television stations as well as three foreign radio services. Several cellular telephone companies are also operating in the town and surrounding areas.

Partners

- ◆ A member of the Dangme community in Ada who is a strong proponent of community radio provided land and premises for the radio station.
- ◆ Equipment for the radio station was provided by UNESCO, the Stem Foundation for West Africa, the World Association for Christian Communication, and the Freevoice Foundation of the Netherlands. Freevoice and IBIS have also supported the development of small bureaus in neighbouring district offices as well as having provided second-hand vehicles.

- ◆ UNESCO, Ford Foundation West Africa Office and PANOS, among others, have supported radio training and the production of radio programmes.
- ◆ UNESCO supported the addition of the telecentre through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ Local district assemblies have financed a diesel generator as well as bicycles.
- ◆ Various national NGOs sponsor radio programmes as part of their development activities in the station's broadcast area.

Income

The radio station generates the bulk of its income from paid music requests, messages and announcements; as a result of cultural and social practice, most of the announcements are for funerals. This basic income enables the station to cover its basic running costs, including electricity and generator fuel and maintenance. Regular income also provides for modest salaries (living allowances) of a dozen staff. A small percentage of programmes are sponsored by development organisations. The degree of engagement of the station with its community and the resulting scale of activity is possible only because of the dedication and inputs of volunteers. At the time of publication, the telecentre had not regularised its income generating services; however the CMC has started some paid services and anticipates additional revenue from training and internet access as well as document services, desktop publishing and videography.

Human resources

The CMC has a staff of twelve, who manage the centre's operations, programmes and services, from administration to on-air productions and training. Some forty regular volunteers, many working nearly full-time, are involved with the radio, mostly as programme producers and facilitators; they work alongside numerous community members who participate in programmes as guests and advisors. Volunteers, other participants and the CMC's management committee, include many long-time supporters and represent a cross-section of the community: fishermen and

fishmongers, farmers, traders, artisans, students, teachers, civil servants, etc. The CMC also has associate staff, essentially volunteers who are paid a small stipend, in each of the area's four district seats.

Main focus of activities

The radio is on air seventeen hours a day and maintains a high degree of community engagement. The participatory approach of the station is extremely resource-intensive, involving constant visits to remote villages and hamlets to gather information, assess community needs and record various programmes with the active participation of community members. Newly established at the time of publication, the distinctive features of the CMC will become more precise as its operations evolve; however plans focus on training, access to information by the community and research inputs to the radio's programmes, especially specialised programming for occupational groups throughout the CMC's listening community; for example, timely, up-to-date weather information will be of immense benefit to farmer and fishing groups. The telecentre's facilities are also intended to significantly enrich news, public service announcements and general knowledge programming, for example on topics such as soil regeneration and biodiversity. The CMC has already started to facilitate linkages with civil society and advocacy groups on strategic local issues such as protecting small fishermen from large-scale trawling abuses, protecting local culture in the face of tourism and ensuring that indigenous communities benefit from mineral resource development. The success of other CMCs in the region with finding external markets for local products will also be emulated. Linking up with schools and enriching classroom teaching is another priority as is further developing linkages among the different districts and fostering a cohesive local information and communication network. Radio Ada is also a founding member of the Ghana Community Radio Network and serves as a training hub for the network.

Achievements

- ◆ Radio Ada was the first community radio in Ghana. The station's success in maintaining consistent broadcasting and operations, its growth, especially in terms of providing services to surrounding districts, and its focus on community participation

provides a positive model and a source of training expertise for other radios in Ghana and the region.

- ◆ Dangme communities have consistently identified Radio Ada as their preferred and most valued radio service for its prioritisation of the local language, production of relevant content and its focus on local culture.
- ◆ The CMC has built up a strong degree of local community ownership. In addition to regular participation in day-to-day activities and programming, community members have also donated bicycles, items of furniture and even a

baby crocodile (which the enthusiastic donors were persuaded to return to the nearby river).

Constraints and challenges

- ◆ The absence, to the time of publication, of internet connectivity is a major constraint in terms of fully operationalising the telecentre and offering services to the public. Telephone lines are of insufficient quality to carry data and the cost of commercial broadband or wireless services is prohibitive. The CMC hopes that a barter arrangement with a local wireless telecom company will have connectivity in place by the end of 2005.



Ada CMC/UNESCO

“It is ours. It speaks our language the way we speak it. It carries our voices. It reflects our development priorities. It promotes our culture. Without Radio Ada, we would lose our language, we would lose our culture... we would lose who we are.”

A local woman in Ada speaking about the role of the radio

Pokuase



Name	Pokuase CMC
Location	Southeastern Ghana
Address	PO Box AN 10117, Pokuase Town, Accra-North, Ghana
Telephone	(233) 21 220 082, 27 779 4352
Fax	(233) 21 220 082
Email	omahunter75@hotmail.com

AREA AT A GLANCE

Population	700,000 in Pokuase and the surrounding area
Languages	Ga, Twi, Hausa, Ewe, English
Distance from national capital	25 km, 1 hour by road to Accra
Distance from regional capital	20 km, 30 minutes to Nsawam
Main economic activities	Trade, farming, fishing
Other internet access	Internet cafés in Accra, 25 km away

Organisation

Ownership	Non-governmental organisation
Start date	2005
Staff	8 full-time, 10 volunteers

Facilities

Media in use	FM radio; computers, CD-ROMs
Set-up	Radio and telecentre co-located with cultural centre
Number of PCs	3 public access/training, 1 radio production
Telecentre	Digital still camera; scanner, printer; mobile telephone
Software	Office applications; digital audio editing
Connectivity	None
Radio	1 broadcast/production studio, <i>suitcase</i> radio, 2 portable cassette recorders
Transmitter	100 watts, range 40 km
Frequency	102.7 FM (permanent frequency still to be allocated)

Services

Broadcast	Daily 10-22h
Telecentre	Daily 10-18h
ICT training	Basic computing: operating systems, office applications
Other training	Literacy, marketing; other non-formal training, e.g. handicraft production, are organised when there is demand
Other services	Desktop publishing, secretarial services, public mobile telephone, scanning

Radio programming

Overview	60% community affairs, 30% local and international music, 10% news
Bulletins	Weather, market prices, news
Programmes	Health, agriculture, education, cultural dramas
Languages	60% Ga, 30% Twi, 10% Hausa, Ewe
Digital content	
Learning tools	Literacy CD-ROM; encyclopaedia
Languages	English

Background and mission

The Ghana Centre was established through UNESCO's Culture in the Neighborhood programme with funds from the Swiss National Commission for UNESCO. The centre was launched in the late 1990s and registered in 2003. Its main objective is to promote participatory cultural, social and economic development emphasising local cultures and cultural diversity and to help develop the marginalised Ga rural district communities. Radio Daetsrifa and the Pokuase CMC were established in 2005 with support from UNESCO's global CMC programme. The combined facility is owned by the people of Ga District and managed by the Ghana Centre. The CMC was established to provide development information and ICT skills to the local communities.

Location and context

The CMC is located in Pokuase village, about twenty-five kilometres north of Accra, the capital of Ghana. *Pokuase* means 'edge of a hill/mountain'. Pokuase is home to the indigenous Ga people. The area has historical significance as the origin of migrants who settled in Accra and others of the country. The Pokuase area is governed by a traditional chief, who is also the chairperson of the local CMC steering committee. There are local markets in Pokuase village along with a number of informal businesses, mostly related to trade in farming and fishing commodities. Despite its relative proximity to Accra, there is no piped water, electricity was only recently installed and the area has few schools and high rates of illiteracy and unemployment. Pokuase has access to both national and private commercial FM radio and television stations. Radio Daetsrifa is the only community radio station in the district. There are no local newspapers, however there are national papers from the capital. At the time of publication there was only mobile phone coverage in Pokuase village. As yet, the area has no internet access.

Partners

- ◆ UNESCO has been the centre's main international partner. The cultural centre was established with funds from the Swiss National

Commission for UNESCO and the CMC facilities through UNESCO's global CMC programme, funded by the Swiss Agency for Development and Cooperation.

- ◆ Other partners include the District Assembly, the Ministry of Agriculture, the District Education Service and the Grand Rapid/Ga District Sister City Committee: a collaboration launched in 2000, it draws support from well wishers in Michigan, USA.

Income

At the time of publication, the CMC was newly established and services were only just being introduced. Planned income generating services include training, scanning, printing and mobile telephone and when facilities and infrastructure allow, photocopying and paper binding as well as fax, landline telephone and internet access. The radio station will develop revenue streams from community service announcements and programme sponsorship.

Human resources

The CMC has an initial paid staff of eight: a station manager, two programme producers/presenters, an ICT supervisor/trainer, one receptionist, one cleaner and two security guards. Staff are assisted by a team of ten community volunteers, who help with radio production, peer training and general duties associated with the CMC's operations.

Main focus of activities

Alongside providing information and other services to the community-at-large, the CMC has a special focus on training workers from different agricultural associations and their families in basic computing skills. The radio station plans to support literacy learning and training of activists on general health with a focus on the dissemination of information about HIV/AIDS and the prevention of malaria. Although the CMC is mandated to serve the community as a whole with information and communication services that were previously unavailable to the public, there are also plans to conduct special ICT training for local youth, women and the physically challenged in order to help

promote sustainable livelihoods. The CMC also plans to set up a library of information resources containing both digital and print materials.

Achievements

- ♦ At the time of publication, the CMC was still in its very early stages of development; however the establishment of the CMC itself is a major accomplishment and a significant development for the local community. The CMC is the only local media and the first accessible communication and information facility in a poor and otherwise disconnected and marginalised area.

Constraints and challenges

- ♦ The telecentre currently has only three computers for public access; the fourth is used for radio production. To meet the demand of users, the CMC anticipates the need additional computers and reliable internet connectivity.
- ♦ Limited facilities combined with limited capital for investment is a challenge. In order to generate funds through paid services, the CMC will need to expand facilities, specifically a photocopier and document-binding machine.



Pokuase CMC/UNESCO

Banamba



Name	Banamba CMC
Location	Southern Mali
Address	BP 21, Banamba, Mali
Telephone	(223) 625 6834
Fax	(223) 226 2122
Email	cmcbanamba@yahoo.fr

AREA AT A GLANCE

Population	28,000 in Banamba town, another 150,000 in surrounding areas
Languages	Bambara, Soninké, Maure, Peulh, French
Distance from national capital	150 km, 3 hours by road to Bamako
Distance from regional capital	85 km, 1+ hour by road to Koulikoro
Main economic activities	Agriculture: peanut farming; animal husbandry, trade
Other internet access	None locally; private internet access in Bamako, 150 km away

Organisation

Ownership	Non-profit organisation
Start date	Radio 1995, telecentre 2005
Staff	4 full-time, 6 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio
Number of PCs	3 public access/training, 1 administration
Telecentre	Digital still camera, scanner, photocopier, modem
Software	Office applications; internet browsers, email, chat; desktop publishing; digital audio editing
Connectivity	Dial-up, 24 kbps
Transmitter	500 watts, range 60 km
Frequency	98.1 FM

Services

Broadcast	Daily 7-12h, 16-24h
Telecentre	Daily 7-21h
ICT training	Basic computing: operating systems, office applications, email; intermediate computing: office applications, internet searching; advanced: web design, digital editing: audio, image; radio production

Other training	Literacy, accounting, marketing
Other services	Desktop publishing, public phone, fax, scanning, photocopying, digital photography

Radio programming

Overview	13 hours daily: 50% music, 25% community/public affairs, 10% news, 5% arts, 10% youth information
Bulletins	Agriculture products market prices and weather
Programmes	Health, agriculture, animal husbandry; youth issues, sports
Languages	60% Bambara, 20% Soninké, 15% French, 5% Maure

Digital content

Bulletins	Weather, market prices, governmental information on the internet
Learning tools	Locally produced CD-ROM: <i>Rural Development in the Sahel</i> ; encyclopaedias

Background and mission

Banamba Radio was created in 1995 through the efforts of the local community supported by Plan International, an international development organisation. As part of its CMC scale-up initiative and following strong interest from the Banamba community, UNESCO supported the addition of telecentre facilities in 2005. The goal of the new combined facility is to contribute to the area's socio-economic development by raising local awareness of information and communication applications, and fostering new skills and opportunities to use media and ICT tools.

Location and context

The CMC is located in the middle of the Banamba market, in the same facility as the community radio. The headquarters of the *cercle* (district) administration, Banamba lies eighty-five kilometres north of the regional capital at Koulikoro and 150 kilometres by road northeast of Bamako, Mali's capital city. The area is part of the Sahel, a semi-arid zone bordering the Sahara Desert to the north. Agriculture is the main source of livelihood. Banamba is one of Mali's major peanut growing areas. As in other parts of the Sahel, cattle rearing is an important part of local livelihoods. Literacy rates are low and overall, Banamba is a poor area with roughly forty-five percent of the population below the poverty line. Banamba is known as a migration zone. Many of the area's young people migrate to Democratic Republic of Congo and Gabon to support their families. There are no other local media in the area; however Mali's national television and radio services are both available (broadcast from a regional transmission station in Banamba itself). Major newspapers from the capital are also available.

The CMC's power is provided by an innovative power system called the *multifunction platform*, which provides electricity for the village as well as other power services. Part of a national government's strategy to provide power in rural areas that are not part of the national grid, the platform revenues are exempt from any taxes. The system is not only cost effective but also has the potential to generate

revenue, for instance through charging batteries of individuals and businesses in the neighbourhood.

Partners

- ♦ Plan International supported the initial establishment of the Banamba Radio.
- ♦ UNESCO supported the addition of telecentre facilities through the Mali CMC scale-up initiative funded by the Swiss Agency for Development and Cooperation.
- ♦ Locally, the CMC has been supported by the association of *ressortissants* (nationals) of Banamba and by members of the local community who raised funds to house the telecentre.

Income

Only recently established at the time of publication, the CMC is planning to raise revenue from paid services: public telephone, computer and other training, internet access, desktop publishing, scanning and photography. With enriched services, it is also expected that revenue from radio announcements and paid messages, currently the main source of income for the radio, will increase.

Human resources

During its establishment phase, the CMC has a total of four full-time, paid staff. The telecentre has a manager and an assistant; the radio has a director and a financial manager. Together they handle the CMC's operations with the support of six volunteers, three each for the radio and the telecentre. Volunteers are local youth, mostly newly graduated, who come to get experience, access the facilities and build their knowledge of ICT.

Main focus of activities

Alongside ongoing radio programming, the main focus of activities at the time of publication is building staff capacity for the new telecentre facility through training. The CMC is providing intensive training in the use of various ICT hardware and software as well as in management and programme development skills for CMC managers and the local steering committees.

Achievements

- ◆ As with other new centres in isolated rural areas, the establishment of Banamba CMC is a major achievement. At the time of publication, the installation of the equipment was finished, initial training had been provided, and local management committees were elected.
- ◆ Encouraged and facilitated by the mayor and the municipality, the telecentre space was built with funds collected through volunteer contributions from community members themselves.

- ◆ The introduction of the *multifunction platform* has solved the problem of electricity cuts through an innovative solution supported by the national government.

Constraints and challenges

- ◆ Internet connectivity is still somewhat unreliable, which is a major constraint given the importance of linkages provided by the world wide web and email for an isolated community.
- ◆ Sustainability is a key challenge in the face of limited awareness of the potential benefits of new ICTs and local poverty.



Teriya Amitté Mali Association

Goundam



Name	Goundam CMC
Location	Northern Mali
Address	BP 362 Goundam, Mali
Telephone	(223) 293 2074 (223) 293 2012
Email	seckoumou_sall@yahoo.fr

AREA AT A GLANCE

Population	12,000+ in Goundam and the immediate area
Languages	Peulh, Maure, Sonrhai, Touareg, Bambara, Bozo, French
Distance from national capital	1,044 km, 12+ hours by road to Bamako
Distance from regional capital	97 km, 1.5 hours by road to Timbuktu
Main economic activities	Agriculture: sorghum, rice; animal husbandry, fishing
Other internet access	None locally; 100 km away in Timbuktu

Organisation

Ownership	Civil society association
Start date	Radio 2002, telecentre 2005
Staff	3 full-time, 5 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with local radio
Number of PCs	3 public access/training, 1 staff
Telecentre	Digital still camera, scanner, printer, photocopier
Software	Office applications; internet browsers, email; digital audio editing
Connectivity	Dial-up, 24 kbps
Radio	1 broadcast/production studio, portable minidisc recorders
Transmitter	500 watts, range 60 km
Frequency	96.2 FM

Services

Broadcast	Daily 8-13h, 15-24h
Telecentre	Daily 7h30-21h

ICT training	Basic and intermediate computing, web skills
Other services	Desktop publishing, scanning, photocopying; digital photography; public phone; printed copies of online newspapers

Radio programming

Overview	13 hours daily: 50% music, 25% community/public affairs, 10% news, 5% arts, 10% youth information
Bulletins	Agricultural market prices, weather
Programmes	Health, agriculture, youth issues
Languages	50% Sonrhai, 15% Touareg, 30% Bambara, 5% French

Digital content

Bulletins	Weather, market prices, governmental information from the internet
Learning tools	CD-ROMs: <i>Rural Development in the Sahel</i> ; tutorials: word processing, spreadsheets, internet

Background and mission

Goundam Radio was set up in 2002 by a private group supported by the Goundam municipality. In 2005, through its CMC scale-up initiative in Mali, UNESCO supported the addition of a telecentre facility to the community radio creating the Goundam CMC, which is owned and operated by a local association. The overall goal, building on the mandate of the radio, is to contribute to local development through expanded access to information resources and communication tools as a means to empower young people and the community-at-large.

Location and context

The Goundam CMC is located in the centre of the town, very close to the market, the municipal administration and town hall. Located on the bank of the Niger River roughly 100 kilometers southwest of Timbuktu, Goundam is a Touareg desert town. The main sources of livelihood are rice, sorghum and wheat cultivation, livestock rearing and fishing. Goundam is quite isolated and access is difficult, particularly in the rainy season from June to September. The area has been affected by ongoing droughts that have resulted in the degradation of existing natural resources, which combined with the slackening of development efforts has driven some residents into leaving the area. The level of literacy is low, mirrored by other development indicators. There are no other local electronic media in the Goundam area and only one small local newspaper; national radio and television are both available.

Partners

- ♦ The radio was established with the support of the Goundam municipality and is now run by a local association.
- ♦ The addition of telecentre facilities, internet connectivity and capacity building was made possible through support from UNESCO's CMC scale-up initiative in Mali, funded by the Swiss Agency for Development and Cooperation.
- ♦ The local community collected funds to build premises for the telecentre and to renovate the radio facilities.

Income

Freshly established at the time of publication, the CMC is planning to earn revenue from paid telecentre services, namely training courses in computing and other skills, public telephone and internet access, desktop publishing and other document services, scanning and photography.

The radio generates income primarily through paid announcements and messages as well as sponsorships from non-governmental organisations during community sensitisation and awareness campaigns, generally concerned with vaccination and elections.

Human resources

The CMC has three paid staff: a manager and an assistant for the telecentre and a director for the radio. They are full-time paid staff and look after most of the CMC operations. There are also five volunteers, three working with the radio, two for the telecentre. Volunteers help the CMC staff to conduct training sessions and support the radio programming by collecting local information. The only facility of its kind in Goundam, the CMC is rapidly developing as a multipurpose community centre attracting regular visitors and engaging a range of participants from the community, especially youth.

Main focus of activities

In addition to ongoing radio production, the main focus of activities in the initial CMC establishment phase is on training staff in ICT and other relevant skills, in particular CMC programme development, coordination and management. The CMC is in the process of collecting information about the local area that will form the basis of a local website.

Achievements

- ♦ As with other new CMCs in isolated and sparsely populated rural areas, the establishment of the Goundam centre is a major achievement. At the time of publication, the installation of the equipment was finished, initial training programmes had also been completed, and local management committees were elected and functioning.
- ♦ The local community has demonstrated their commitment to the establishment of the CMC facility: the space for telecentre was built with funds collected from the community itself.

Constraints and challenges

- ♦ Environmental conditions in desert areas, particularly dust and heat (often in excess of forty degrees centigrade), pose a major challenge for the maintenance of equipment, especially the computers, printers and other new technologies.
- ♦ Although the CMC has an internet connection, it is unstable, which presents challenges in terms of maintaining consistent services and developing information programmes.

Kayes



Name	Kayes CMC
Location	Western Mali
Address	BP 61, Kayes, Mali
Telephone	(223) 252 3755
Fax	(223) 252 3736
Email	keitafily@yahoo.fr, siltaothor@yahoo.fr
Website	http://www.promali.org/rrk/

AREA AT A GLANCE

Population	100,000 in Kayes municipality
Languages	Malinké, Kassonké, Sarakolé, Peulh, Maure, French
Distance from national capital	650 km, 8 hours by road from Bamako
Main economic activities	Agriculture: peanuts, millet; subsistence farming, animal husbandry: cattle; fishing; trade, crafts
Other internet access	2 km away at SOTELMA, national telecom operator

Organisation

Ownership	Community association
Start date	Radio 1987, telecentre 2003
Staff	2 full-time, 3 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with 1 community radio and linked to 3 other local radios
Number of PCs	5 public access/training, 1 server
Telecentre	Digital still camera; scanner, printer, photocopier; modem, telephone
Software	Office applications; internet browsers, email; desktop publishing; multimedia content packaging, digital editing: audio, image
Connectivity	Dial-up, 38 kbps
Radio	1 broadcast/production studio, portable minidisc recorders
Transmitter	20 watts with 500 watt amplifier, range 60 km
Frequency	102.2 FM

Services

Broadcast	Daily 7-12h and 16-00h
Telecentre	Daily 7-21h

ICT training	Basic computing: operating systems, office applications; intermediate computing: internet skills; radio production
Other training	Literacy skills, accounting, marketing
Other services	Desktop publishing, newspapers printed from web, business cards, flyers, public phone, fax, scanning, document binding, photocopying, digital photography

Radio programming

Overview	15 hours daily: 45% music, 35% community/public affairs, 5% news, 5% arts, 10% youth information
Bulletins	Market prices, agriculture and weather
Programmes	Health, agriculture, local current affairs, music
Languages	Malinké, Kassonké, Sarakolé, Peulh, Maure, French

Digital content

Bulletins	Weather, market prices, governmental information
Learning tools	CD-ROMs: <i>Rural Development in the Sahel</i> ; encyclopaedias

Background and mission

The first independent rural radio in Mali, Radio Rurale de Kayes was established in 1987, with the support of two Italian NGOs, Terra Nuova and GAO, the Italian agency



Kayes CMC/UNESCO

for international cooperation and URTEL, the Union des Radios et des Telecentres Libres of Mali. UNESCO supported the addition of a telecentre with computers, other equipment and internet connectivity in 2003. Building on the mission of the radio as an instrument of awareness, information,

training, education and rural development, the overall goal of the CMC is to make information and communication tools more accessible, especially to the poor, as a means to improve their own lives. The telecentre facility is shared with other local radio stations. In Mali, most towns have several small radio stations and UNESCO's CMC development strategy has been to seek to ensure that all the stations in a locality have equal access to and benefit from the telecentre facilities that are housed in one of the stations.

Location and context

The CMC is located in Kayes, the administrative and commercial centre for the region of Mali bordering Senegal in the west. The area is also part of the Sahel, the semi-arid lands bordering the Sahara desert to the north. Situated about eighty kilometres east of the border of Senegal, Kayes is relatively isolated from the centre of Mali, but represents the midway point for trade between Dakar and Bamako. The agricultural economy is dominated by peanut and gum Arabic farming. Livestock is raised in the area and the town also has a series of tanneries. Fishing, crafts and trade are other important local economic activities. A port on the Senegal River, Kayes lies at the upper limit of navigation on the Senegal and is also an important rail terminus. Though a poor region, Kayes is an expanding urban area with a growing economy. In addition to national radio and television services, there are currently seven local FM radio stations in Kayes – five commercial stations, the rural radio station and another community station. The Kayes CMC is located on the eastern side of the city between the railway station and the municipal stadium. Kayes has always had a tradition of expatriation. The Kayes diaspora in certain parts of France is well organised and

provides well coordinated support to development projects back home. The CMC has facilitated this relationship between the town and its expatriates.

Partners

- ◆ The radio was established with the support of Italian NGOs Terra Nuova and GAO, and the Italian agency for international cooperation.
- ◆ UNESCO supported the addition of telecentre facilities and operational capacity building through the Mali CMC scale-up initiative, funded by the Swiss Agency for Development and Cooperation.
- ◆ At the national level, URTEL, an association of independent broadcasters, is also supporting the CMC with equipment and training and also acts as a channel for support from foreign agencies including UNICEF, USAID and the Fredrich Ebert Foundation.
- ◆ The CMC is a partnership of local radios and also draws upon the support and participation of local civil society groups and government departments.

Income

The Kayes CMC generates funds from ICT training and telecentre services, including telephone, fax, internet, email, photocopying, scanning and word processing. Earned income is sufficient to cover expenses, including salaries, compensation for volunteers, internet and telephone costs, electricity and water bills, as well as maintenance expenses. The radio generates funds through sponsored radio programmes, various advertisements and announcements. The radio also earns income from a tourist hostel, which was created from part of a converted building left over from an Italian development project. Situated in front of the CMC, the hostel guests are also regular CMC users.

Human resources

The CMC is run by two paid employees: a manager and an assistant, who are assisted by a handful of volunteers. Three other employees and two volunteers work for the radio station. The Kayes CMC welcomes an average of more than fifty visitors per day, more during school holidays. The CMC is also part of a pilot ethnographic action research initiative and employs a

full-time local researcher/ animator through project funds from UNESCO.

Main focus of activities

Alongside radio production and broadcasting, the CMC focuses on training and provision of telecentre services. Key interests among the community are information on weather, market rates for the agriculture products, family matters, politics and sports. Computer training sessions are very well attended by local students. Email services are much in demand by local people with expatriate relatives, but the connection is unreliable. The CMC is also widely used by local government officers and local NGOs. As part of UNESCO's pilot ethnographic action research initiative in Mali, a joint initiative with the Open Knowledge Network in Africa, the CMC is actively researching the local communication and information environment, in particular the circumstances and needs of CMC users, the poor and local women, with observations and insights feeding back into CMC programme development and decision-making. The manager has also participated in a regional training workshop on using ICTs to report on HIV/AIDS and is now enhancing the quality and quantity of the CMC's HIV information. Several radio journalists from the rural radio station and the community radio station use the telecentre quite intensively to conduct research for their programmes on such topics as health, women's issues, news and current affairs, weather and sport.

Achievements

- ♦ The CMC has been successfully supporting local entrepreneurs to develop small initiatives and to

learn how to apply a variety of ICTs in their day-to-day business activities.

- ♦ The CMC has helped local teachers to use the research functions of the internet and many now prepare lessons using the CMC's facilities, sourcing information from the world wide web.
- ♦ Radio producers and broadcasters from all the local stations increasingly use the internet to improve and expand the content of their programmes.
- ♦ The CMC provides an important link between the inhabitants of Kayes and the region's diaspora.
- ♦ The CMC is a significant step for Kayes in terms of combating its remoteness. The CMC's new ICT facilities are an important link to the rest of Mali, neighbouring countries and other parts of the world.
- ♦ The CMC provided computer training for all the elected officials of the rural district of Kolimbiné, as a contribution to improving the efficiency of local government.

Constraints and challenges

- ♦ Internet connectivity is still somewhat unreliable, which is a major constraint given the importance of linkages for an isolated community.
- ♦ Sustainability is a key challenge in the face of limited awareness of the potential benefits of new ICTs and local poverty.

“ I follow the radio programmes very regularly for the news and messages and I use the telecentre for my correspondence and email. The CMC really is a tool that links us to each other and to the rest of the world. ”

Tié Konaté, Deputy-mayor of Kayes

Koutiala



Name	Koutiala CMC
Location	South Eastern Mali
Address	BP 61, Koutiala, Mali
Phone/fax	(223) 264 0134
Email	jamanakoutiala@yahoo.fr, sylla02@yahoo.fr
Website	www.jamanakoutiala.radio.org.ml

AREA AT A GLANCE

Population	76,000 in Koutiala city, 500,000 in the surrounding area
Languages	Minyanka, Bambara, Bobo, Peulh, French
Distance from national capital	400 km, 6+ hours by road to Bamako
Distance from regional capital	137 km, 2 hours by road from Sikasso
Main economic activities	Cotton cultivation, subsistence farming, animal husbandry, small trade
Other internet access	One private cybercafé in town

Organisation

Ownership	Cooperative
Start date	Radio 1993, telecentre 2002
Staff	3 full-time, 10 volunteers

Facilities

Media in use	FM radio; computers, internet; local language newspaper
Set-up	Telecentre co-located with community radio
Number of PCs	6 public access/training, 1 server
Other equipment	Digital still camera, LCD projector; scanner, printer, fax, photocopier
Software	Office applications; internet browsers, email, chat; multimedia production, digital editing: audio, image
Connectivity	Dedicated wireless-in-local-loop, 64 kbps
Radio	1 broadcast/production studio; 4+ portable cassette, minidisc recorders
Transmitter	20 watts with 500 watt amplifier, range 50-100 km
Frequency	100.6 FM

Services

Broadcast	Daily 6h30-22h
Telecentre	Daily 7-22h

ICT training	Basic computing; intermediate computing; internet skills; radio production
Other training	Literacy, accounting, marketing
Other services	Desktop publishing, newspaper publishing, public phone, fax, scanning, document binding, photocopying, digital photography; mini-ISP: internet connection to two factories, two local NGOs and a private cybercafé

Radio programming

Overview	15 hours daily: 55% music, 20% community/public affairs, 5% news, 10% arts, 5% youth issues
Bulletins	News (3 daily), weather (daily), market prices (weekly)
Programmes	Health: malaria, diarrhoea, maternal health; agriculture: cotton, subsistence farming
Languages	60% Bambara, 30% French, 10% Minyanka

Digital content

Bulletins	Weather, market prices, government information
Learning tools	Locally produced CD-ROMs: audio editing; encyclopaedias

Background and mission

Established in 1993, Radio Jamana of Koutiala was one of the first community radio stations in Mali. The station is part of the Jamana Multimedia Cooperative, a cultural association that includes nine community radios in different parts of Mali. Radio Jamana aims to enlarge local space for expression, promote local culture, knowledge and know-how and more generally to contribute positively to the day-to-day lives of the community and their efforts at local development. UNESCO supported the addition of a telecentre, with computers and other ICT facilities in 2002. Extending the mission of the radio, the CMC aims to provide access to ICT skills and facilities in the service of local development and empowerment, particularly youth and women. In mid-2005, the CMC overcame its connectivity problems when Helen Keller International Mali funded the installation of a dedicated wireless-in-local-loop system. Although located within the premises of Radio Jamana of Koutiala, the telecentre facility is shared with Koutiala's other local radio stations. In Mali, most towns have several small radio stations and UNESCO's CMC development strategy has been to seek to ensure that all the stations in a locality have equal access to and benefit from the telecentre facilities that are housed in one of the stations.

Location and context

The CMC is located in the country's second largest industrial zone, Koutiala, in southeastern Mali. As the vast majority of Mali's cotton passes through its factories, Koutiala is known as *the capital of white gold*. Koutiala town, the headquarters of the local *cercle* (district) administrative area, has a population of 76,000. The radio's broadcast reaches a potential listenership of as many as a half million in the district. The vast majority of people are poor labourers, subsistence farmers or run micro-businesses. Infrastructure is limited and literacy and other development indicators, especially in outlying areas, reflect Mali's status as one of the least developed countries in the world. However, Koutiala is also a bustling centre that draws people from many parts of the country for its relatively greater access to livelihood opportunities. In addition to national radio and television services, there are eight local radio stations with more proposed.

Partners

- ◆ The Jamana Multimedia Cooperative provides an organisational umbrella for the CMC and funds the manager's salary.
- ◆ UNESCO supported the addition of the telecentre facilities and capacity building with initial funds from the Swiss Agency for Development and Cooperation as part of the organisation's global community multimedia centre programme.
- ◆ Helen Keller International in Mali, in the framework of cooperation with UNESCO's CMC scale-up project, installed the high-speed internet connection in June 2005.
- ◆ The Open Knowledge Network, an initiative of OneWorld International supports the CMC as a knowledge hub and is co-funding with UNESCO the introduction of ethnographic action research as a participatory evaluation and programme development methodology.
- ◆ Local NGOs, the International Institute for the Development of Communication (IIDC) and Association NATUGO are providing training in maintenance and management.
- ◆ The CMC collaborates with a wide range of local community groups, civil society organisations and government departments.



Maartje Op de Coul

Income

The Koutiala CMC operates as a financially self-reliant organisation, generating funds from a range of paid services: computer training, telephone, fax, internet access, email, photocopying, scanning, word processing, as well as sponsored radio programmes and advertisements and paid announcements. The combined income is enough to cover the CMC's expenses, including salaries, compensations for volunteers, internet connectivity, telephone, electricity, water bills, and equipment maintenance expenses.

Human resources

The CMC is run by three full-time staff: a general manager, an administrative assistant and a deputy responsible for radio production. Paid staff are assisted by interns, by local volunteers, particularly on the radio side, and by a local steering committee. CMC users are around thirty percent women and seventy percent men. Interns are recruited for three months placements in which they receive a month of training and then support the CMC users for two months. At the end of their internships they receive a certificate after which most are able to find work. The CMC is also part of a pilot ethnographic action research initiative and employs a full-time local researcher/ animator through project funds from UNESCO.

Main focus of activities

The main day-to-day activities are radio production, computer training, and running the telecentre, which offers users a range of low-cost, affordable services. The addition of computer equipment has expanded the radio's information sources and use of digital editing. The community shows great interest in weather information and market rates for agriculture products. There is also strong interest in literacy programmes. The CMC is running a special programme to support women's micro-enterprise activities through the use of ICTs. As part of UNESCO's pilot ethnographic action research initiative in Mali, a joint initiative with the Open Knowledge Network in Africa, the CMC is actively researching the local communication and information environment, in particular the circumstances and needs of CMC users, the poor and local women, with observations and insights feeding back into CMC programme development and decision-making. The CMC also publishes a newspaper that uses the N'ko script. Prior to the establishment of the CMC, the paper was actually handwritten. The CMC is the only N'ko desktop publisher in Mali and handwritten documents are regularly sent from the capital to be computerised at the CMC.

Achievements

- ◆ The CMC has effectively introduced computers and ICTs to Koutiala, where there were previously

no facilities or access points. In June 2005, with the advent of dedicated, reliable internet connectivity, the CMC began to offer service as a mini-ISP.

- ◆ The CMC is credited with concrete new benefits for the local community, for example: several women's groups have improved their small business activities, sending designs and taking orders via email with clients in Guinea; local teachers have learned to search the internet and use materials from the web to prepare their lessons; prices of some goods have fallen since traders order over the internet rather than traveling overseas.
- ◆ The CMC's facilities made it possible to produce and print *Sindjiya*, a Bambara-language paper, the only one using the *N'ko* script, locally. Originally the paper was distributed via twenty hand-written copies.
- ◆ As a successful multimedia producer and service provider, one that meets community needs and generates income, the CMC is a model of an effective local social enterprise.

Constraints and challenges

- ◆ Though the CMC is run on a largely self-reliant basis, sustainability remains a challenge. Koutiala is a low-income area in which few people have much awareness of the potential benefits of ICTs; at the same time, more and more competition – in the form of internet centres – is entering what is likely to remain a fairly small market.
- ◆ The lack of awareness of ICT is a constraint in terms of general public use of computers and internet as well as developing more advanced and innovative applications of the CMC facilities.
- ◆ The lack of local expertise with computer and other digital equipment also presents problems in terms of repairs and reliability of services.

Mali CMC Makes N'ko Newspaper's Circulation Soar

Before the community multimedia centre (CMC) opened in Koutiala, Mali's second largest industrial town, the only local paper in the N'ko alphabet was painstakingly written out by hand. Just twenty copies of each issue of the Bambara-language *Sindjiya* were made.



UNESCO

When the CMC opened its doors in 2002, N'ko script font software made it possible to produce the paper electronically and *Sindjiya* was then printed out on A4 paper, with 500 photocopies produced and circulated in the town each month. Today, after training in desktop publishing at the CMC for *Sindjiya* staff, the paper appears as a broadsheet and all 1,000 copies are reserved and paid for in advance.

"We can't meet the full demand because printing costs are too high if we go over 1,000 copies," explains CMC manager Malamine Sylla. Each issue is edited and laid out at the CMC and sent on CD-ROM over 400 kilometres to the capital, Bamako, for printing. Although the Koutiala district is home to half a million people, it has no printing press and the CMC provides the only public access to internet, email and computer training.

Koutiala CMC provides the only electronic N'ko publishing currently available in Mali. The national N'ko association in the capital sends all its documents hand-written to the CMC to be put into electronic form. "Thanks to this service, N'Ko is becoming much more widespread," notes Mamady Doumbia, a tailor and member of the N'ko association in Bamako.

"The CMC has made a huge difference for us," said Mamadou Diarra, *Sindjiya* editor and member of the N'ko cultural association of Koutiala. "We have been able to expand our activities and foster the use of N'ko, which is a really important vehicle for local cultures."

The N'ko alphabet was developed in 1949 by Souleymane Kante in Guinea and is used by speakers of Malinke, Bambara and their dialects in Guinea, Mali and Ivory Coast. Originally created to demonstrate that African languages could be written and used as a medium for traditional knowledge and texts from the Koran, N'ko is becoming increasingly popular. One great advantage is that it makes reading and writing accessible to people who lack formal schooling.

Before ICTs made electronic publishing of N'ko texts possible, its proponents had to produce all materials by hand. The Koutiala cultural association possesses a well-worn French-N'ko dictionary, dating from the first years of N'ko, whose tens of thousands of entries were carefully inscribed by hand.

Today, desktop publishing, multilingual software and numerous other multimedia applications available in the CMC ensure that local people can produce local content themselves, either for community radio or in a range of media using the telecentre.

Koutiala CMC recently produced its own training CD-ROM for radio producers wanting to go digital. As the first pilot CMC to be established in Mali, it plays a leading role in supporting the new community multimedia centres currently being established as part of UNESCO's CMC scale-up initiative in Mali, Mozambique and Senegal. The scale-up was launched in 2004 at the World Summit on the Information Society in Geneva.

UNESCO, through its Initiative B@bel also supports the development of a standard for N'ko to the international character encoding standards, Unicode, and ISO/IEC 10646. The project is being conducted by the University of California Berkeley's Script Encoding Initiative.



UNESCO

Niéna



Name	Niéna CMC
Location	Southeastern Mali
Address	BP 16 Niéna, Mali
Telephone	(223) 263 0231
Email	cmcniena@yahoo.fr

AREA AT A GLANCE

Population	6,000 in Niéna village, 29,000 in the surrounding area
Languages	Bambara, French
Distance from national capital	300 km, 4 hours by road to Bamako
Distance from regional capital	75 km, 1 hour by road to Sikasso
Main economic activities	Agriculture, cotton, animal husbandry
Other internet access	None locally, 2 cybercafés in Sikasso, 75 km away

Organisation

Ownership	Local association
Start date	Radio 1993, telecentre 2005
Staff	3 full-time, 6 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with local radio
Number of PCs	3 public access/training, 1 staff
Telcentre	Digital still camera; scanner, printer, photocopier
Software	Office applications; internet browsers, email; desktop publishing; digital audio editing
Connectivity	Dial-up, 50 kbps
Radio	1 broadcast/production studio
Transmitter	500 watts, range 70 km
Frequency	97.1 FM

Services

Broadcast	Daily 7-12h, 16-24h
Telecentre	Daily 7-21h

ICT training	Basic computing: operating systems, office applications, internet, email; intermediate computing: internet research, digital audio and image editing; radio production
Other training	Marketing
Other services	Desktop publishing, scanning, photocopying; digital photography; public phone; newspapers printed from the web

Radio programming

Overview	13 hours daily: 50% music, 30% community/public affairs, 5% news, 5% arts, 10% youth information
Bulletins	Market prices and weather
Programmes	Health, agriculture, youth, women and development, sports, rural issues and affairs
Languages	95% Bambara, 5% French

Digital content

Learning tools	CD-ROMs: <i>Rural Development in the Sahel</i>
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Background and mission

Radio Teriya was created in 1993 by the Niéna community with support from Teriya Amitié Mali, an association set up by residents of the French town of Bougival twenty years previously to help Niéna. The radio is a long-standing member of the Union of Free Radios and Televisions of Mali (URTEL). The Niéna CMC was created in 2005, within the framework of UNESCO's CMC scale-up project in Mali, with the addition of telecentre facilities to the community radio. The CMC's goal is to make information and communication tools accessible to the local community, especially poor and marginalised groups, in order to enrich and improve their own lives and to empower young people and the community-at-large.

Location and context

The Niéna CMC is located in the same compound as Radio Teriya and nearby to Radio Wateni, another local radio. The CMC borders the main street of the village and is situated close to the venue of Niéna's Sunday market, which features the area's agricultural, livestock and other products, attracting visitors from as far as Bamako, Mali's capital city. Niéna is about seventy-five kilometres from Sikasso, the regional capital, and 300 kilometres from Bamako. Niéna is generally a poor area. The level of literacy in the town and even more so in surrounding areas is low; illiteracy stands at about eighty percent. Only forty percent of the local population have finished their basic education. The only other public access computer in Niéna at the time of the installation of the telecentre was in the local craft centre (also provided by Teriya Amitié Mali).

Niéna has a strong tradition of folk media, which remain the only available local media: a month prior to the rainy season, during the *Gnanadié* festival, the *Woloso* (meaning "born in the family") people, a traditional slave caste who played an important role in integrating the family, share indigenous knowledge, information and histories throughout the area's villages, encouraging higher production.

The CMC's power supply is provided by an innovative power system called the *multifunction platform*. The system provides power for the village as well as a battery charging station and other potential applications of electrical power.

Part of a national government's strategy to provide power in rural areas that are not part of the national grid, the platform revenues are exempt from any taxes. The system is not only cost effective, but also generates revenue, for instance through charging batteries of individuals and businesses in the neighbourhood.

Partners

- ◆ Radio Teriya was created in 2004 by members of the local community with support from Teriya Amitié Mali and URTEL (Union of Free Radios and Televisions of Mali).
- ◆ UNESCO supported the addition of telecentre facilities through the Mali CMC scale-up initiative, funded by the Swiss Agency for Development and Cooperation.
- ◆ Assistance in improving the capacity of the radio has been provided by the French association, Teriya Amitié Mali.
- ◆ The CMC has been supported by an association of *ressortissants* (expatriated residents) of Niéna in Bamako.
- ◆ At the community level, young people from Niéna regularly organise a day of work in the fields, which raises funds for the CMC.

Income

As with other CMCs recently established at the time of publication, the Niéna CMC is planning to raise revenue from paid services: public telephone, computer and other training, internet access, desktop publishing, scanning and photography. With enriched services, it is also expected that revenue from radio announcements, paid messages and NGO sponsorships, currently the main sources of income for the radio, will increase.

Human resources

The CMC's major operations are handled by three full-time paid staff: a manager, an assistant and a radio director. The manager and assistant are responsible for the day-to-day management of the telecentre, including training of community users and the radio staff and volunteers. The radio director coordinates daily radio

programming and production. Between the radio and the telecentre there are about eight volunteers who assist in the general operations of both facilities. The radio director is a member of the CMC steering committee, alongside other community representatives.

Main focus of activities

As with other newly established CMCs in Mali the main focus of the centre, alongside ongoing radio programming, is on building staff capacity through training. The CMC is providing intensive training in the use of various ICT hardware and software as well as in management and programme development skills training for the CMC staff and the local steering committee.

Achievements

- ♦ For a rural area with limited facilities, the establishment of Niéna CMC is a major achievement. At the time of publication, the installation of the telecentre equipment was complete, the initial training programme had also been completed and the local management committee had been elected.
- ♦ The telecentre premises were built with funds raised by the community itself: each of the forty villages of the *commune* (sub-district) of Niéna

collected funds to construct a space to house the telecentre and the multifunction electricity platform.

- ♦ The introduction of the *multifunction* platform has solved the problem of electricity cuts.

Constraints and challenges

- ♦ Although the CMC has an internet connection, it is not entirely reliable and from time-to-time connectivity is slow.
- ♦ Raising awareness of the potential applications of new ICTs and creating a day-to-day market for telecentre services, which in turn can sustain the centre's operations, is a major challenge, especially in a poor, isolated rural area and one with limited prior exposure to new technologies.



Teriya Amitié Mali Association

International links, local development and unique forms of learning and cooperation

The relationship between the Malian village of Niéna and the small French town of Bougival goes back to 1985. The Teriya Amitié Mali Association was founded by local people in Bougival who wanted to develop direct and sustained links with a community in French-speaking Africa. Over the years, this association has supported literacy courses, a health centre, a crafts centre and the establishment of the community radio. Each year, young people from Bougival have spent time volunteering in Niéna, gaining invaluable experience of development issues as well as rewarding personal contacts. The recent creation of the CMC has already transformed this cooperation. "We sent a partnership document the other day by email and got confirmation of the agreement the next day, when before it would have taken three months by post," commented Roberto Ghigo of Teriya Amitié Mali. The Association plans to support the CMC and, above all, to use its services to deliver its development projects in Niéna. This function as a "development service provider" will reinforce the CMC's sustainability.

Niono



Name Niono CMC
 Location South Central Mali
 Address BP 35, Niono,
 Mali
 Telephone (223) 235 2373
 Email cmcniono@yahoo.fr

AREA AT A GLANCE

Population 35,000 in Niono; total 190,000 in the surrounding area
 Languages Minyanka, Bambara, Bobo, Peulh, French
 Distance from national capital 355 km, 5 hours by road to Bamako
 Distance from regional capital 115 km, 2.5 hours by road to Segou
 Main economic activities Agriculture: rice cultivation, onions; sugar factory; small trade
 Other internet access None locally, 115 km away in Segou

Organisation

Ownership Radio: community association; telecentre: municipal government

Start date Radio 1994, telecentre 2003

Staff 4 full-time, 4+ volunteers

Facilities

Media in use FM radio; computers, internet

Set-up Telecentre co-located with community radio

Number of PCs 5 public access/training, 1 server

Telecentre Digital still camera; scanner, printer, document binding machine; telephone

Software Office applications; internet browsers, email; digital audio editing

Connectivity Dial-up, 28 kbps

Radio 1 broadcast studio and 1 production studio, portable minidisc recorders

Transmitter 20 watts with 500 watt amplifier, range 60 km

Frequency 89 FM and 101.1 FM

Services

Broadcast Daily 7-12h, 16-00h

Telecentre Daily 7-21h

ICT training Basic computing; intermediate computing; internet searching skills; radio production

Other training Literacy, accounting

Other services Desktop publishing, scanning, photocopying, document binding; digital photography; public telephone; newspapers printed from web

Radio programming

Overview 13 hours daily: 50% music, 30% community/public affairs, 5% news, 5% arts, 10% youth information

Bulletins Market prices: cereals, cattle; weather: rain, wind speeds

Programmes Health: malaria, common local diseases; agriculture: rice, onion farming

Languages Bambara, Minyanka, French

Digital content

Information Weather, agriculture market rates, family issues, news, politics and sports information from the internet

Learning tools Encyclopaedias; CD-ROMs: general ICT knowledge, computer and internet skills

Background and mission

Niono's Radio Cesiri, established in 1994, was among the pioneers of community radio in Mali. The station was established by Radio Mali, the national broadcaster, as



Niono CMC/UNESCO

part of a project to develop rural radio and is now owned and operated by the local Niono community. The station is a member of URTEL, the union of independent radio and television stations. In 2003, UNESCO supported the addition of a telecentre facility to the radio station as part of its global

CMC programme. Building on the work and mission of the radio, the goal of the CMC is to widen the community's access to information resources and communication tools, directly, through training and public access to the telecentre, as well as indirectly, by increasing the capacity of local radio stations and other knowledge groups to use the internet and other ICTs as information sources and production tools. Prior to the establishment of the telecentre, the radio had already participated in a UNESCO programme for media support to basic education.

Location and context

The Niono CMC is located in the centre of the city, between the post office, two banks and the town hall. Niono has a population of 35,000 in the urban area and another 155,000 in surrounding rural areas. The local economy revolves primarily around agriculture, notably rice and onion production. Niono is known as the "onion capital" of Mali, due to the prevalence of onion farming in the area. There are three radios operating in Niono: Cesiri, a community radio, and two private radios: Kolon and Delta. All the radios are members of CMC steering committee and all receive dedicated training from the centre's trainers.

Partners

- ♦ Radio Cesiri, the base for the CMC, was established by Mali's national broadcaster, Radio Mali.
- ♦ UNESCO supported the addition of telecentre facilities through the global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ♦ The CMC collaborates actively with different groups in the community, from the local government and non-

profits to offices of national government departments, the chamber of commerce, agricultural and trade cooperatives and civil society organisations.

- ♦ The CMC is a partnership of all three local FM radio stations with each participating in the centre's management.

Income

The CMC generates funds from its own services, namely ICT training, telephone and internet access, email services, photocopying, scanning, office rental and word processing. The CMC's income is enough to cover the centre's basic expenses: salaries, stipends for the volunteers, internet and telephone cost, electricity and water bills, as well as basic equipment maintenance expenses. The radio generates income from sponsored radio programmes, advertising and paid announcements.

Human resources

The CMC is run by two employees: a manager and an assistant. Paid staff members are assisted by three volunteer interns, whose posts are renewable every three months. Two full-time staff and one regular volunteer also assist with regular ICT training programmes and information gathering and on-air presentation for radio programmes. There are a handful of other, more casual volunteers. The CMC has an average of forty-five visitors a day who come to use the telephone and the photocopier, to surf the internet, access their email, and to take training courses. The CMC is also part of a pilot ethnographic action research initiative and employs a full-time local researcher/ animator through project funds from UNESCO.

Main focus of activities

In addition to daily radio broadcasting, the CMC runs regular training programmes and offers users a range of information and document services. Key areas of community interest and demand for both radio programming and content available in the telecentre are weather, agricultural market rates, family issues, news, politics and sports. Young farmers in the area are showing keen interest in the literacy campaign launched by the CMC. Though based at Radio Cesiri, the CMC is used by all the local radio stations, whose staff come for training and

to access the internet and email in order to get information and research content for their radio programmes.

As part of UNESCO's pilot ethnographic action research initiative in Mali, a joint initiative with the Open Knowledge Network in Africa, the CMC is actively researching the local communication and information environment, in particular the circumstances and needs of CMC users, the poor and local women, with observations and insights feeding back into CMC programme development and decision-making.

Achievements

- ◆ Before the Niono CMC opened its doors, there was only a private cybercafé in the neighborhood, which was inaccessible to many because of prices.

- ◆ Lower access rates and availability of inexpensive training has enabled the community, especially entrepreneurs, to integrate the use of the ICTs into their businesses.
- ◆ The CMC has expanded local access to information, particularly evident amongst two key local information users: teachers, who now use the internet to prepare some lessons, as well as radio broadcasters, who use the web to enrich the content of their radio productions.

Constraints and challenges

- ◆ Although the CMC has a connection, dial-up connectivity is at times unreliable and the speeds are generally slow.

Integrated research and participatory evaluation: ethnographic action research in Mali

"We welcome the opportunity to use this research methodology – for the first time in Africa – as we think that it will be an important tool in providing better access to new information and communication technologies," said Monsieur Adama Kansaye the prefect of Koutiala during the inauguration of a workshop on ethnographic action research. "We hope in particular that it will improve the access of women to these technologies in the course of fighting poverty."

The workshop, held between May 23 and 26, 2005, marked the introduction of ethnographic action research into Africa and the beginning of a partnership between UNESCO, Open Knowledge Network/Jamana Multimedia Cooperative and local communities in research sites across Mali.

The methodology is based on the use of ethnographic tools, such as participant observation, field notes, diaries and in-depth interviews, as part of a process of action research, in which participatory investigation forms part of a continuous cycle of 'planning', 'observation', 'reflection' and 'doing'.

Local researchers in Kayes, Koutiala and Niono are using simple research tools in an effort to better connect the use of radio, computers, internet and other ICTs with the real needs of communities they serve, especially poor women.

"We use this approach in rethinking goals and activities and refocusing strategies on local needs in dialogue with local communities. Applying the methodology brings a new dynamism and determination to the efforts of the community multimedia centres in Mali," said Kadiatou Toure, the programme's research coordinator.

Although newly introduced, representatives of UNESCO, Open Knowledge Network, Jamana and the University of Bamako have all shared their optimism that the approach will not only improve local community media and applications of new ICT, but also yield important insights into the potential of innovative uses of media like radio and internet to foster local development.



Maatje Op de Cou

San



Name	San CMC
Location	Central Mali
Address	BP 96, San, Mali
Telephone	(223) 618 0647
Fax	(223) 237 2769 / 2120
Email	cmcsan@yahoo.fr

AREA AT A GLANCE

Population	100,000 in San municipality
Languages	Bambara, Bobo, Minyanka, Peulh, French
Distance from national capital	450 km, 6+ hours by road to Bamako
Distance from regional capital	210 km, 2 hours by road to Segou
Main economic activities	Agriculture, animal husbandry, trade
Other internet access	The one cybercafé closed in 2004 due to problems with internet connectivity

Organisation

Ownership	Non-profit organisation
Start date	Radio 2004, telecentre 2005
Staff	4 full-time, 7 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio and linked with three other local radios
Number of PCs	3 public access/training, 1 staff
Telecentre	Digital still camera; scanner, printer; telephone
Software	Office applications, accounting; internet browsers, email, chat; digital audio editing
Connectivity	Dial-up, 50 kbps
Radio	1 broadcast/production studio, portable minidisc recorders
Transmitter	500 watts, range 60 km
Frequency	102.7 FM
Services	
Broadcast	Daily 6h30-12h, 14-24h
Telecentre	Daily 7-21h

ICT training	Basic computing; intermediate computing; internet, email; radio production
Other training	Literacy, accounting, marketing
Other services	Desktop publishing, newspapers from the web, public phone, scanning, photocopying, digital photography

Radio programming

Overview	13 hours daily: 50% music, 35% community/public affairs, 10% news, 5% arts/culture
Bulletins	Agricultural products, market prices and weather
Programmes	Health: maternal and child health, HIV/AIDS awareness; agriculture: rice, fishing; youth issues: sports, music
Languages	60% Bambara, 20% Bobo, 10% French, 5% Minyanka, 5% Peulh

Digital content

Bulletins	Weather, market prices, governmental information
Learning tools	CD-ROM: <i>Rural Development in the Sahel</i>

Background and mission

Santoro Radio was established as a community station in 2004. A year later, UNESCO supported the addition of telecentre facilities within the framework of the Mali CMC scale-up project. Though co-located with the premises of Radio Santoro, the CMC's computer and internet facilities are shared by all of San's local radio stations. The goal of the CMC is to make information more accessible, through direct access to new ICTs for the community and by enriching the services offered by local radios. A key aim of the CMC is to empower young people and others in the community-at-large through communication and information skills and facilities.

Location and context

The CMC is located in the centre of San city, close to the market and city hall, opposite to the *Place de l'Independence*. San is literally a crossroads, situated near the middle of the country at the juncture of several major roads connecting Bamako, the capital, with Mopti and beyond it the north of the country, as well as Koutiala, the country's second largest industrial area in the southeast. Literacy levels in San along with other important development indicators reflect Mali's position among the world's poorest countries.

Partners

- ♦ UNESCO supported the establishment of telecentre facilities in 2005 through its Mali CMC scale-up initiative, funded by the Swiss Agency for Development and Cooperation.
- ♦ The CMC benefits through partnership of all the local radios in San.
- ♦ As new facilities and services are added, local government departments and development NGOs and groups are increasing their collaboration with the CMC.

Income

Still very new at the time of publication, the CMC is planning to raise revenue from paid services, including telephone and internet access, photography, scanning,

desktop publishing and computer training. Radio Santoro and other local radios currently earn income from paid announcements and messages.

Human resources

The CMC has three paid staff who look after the telecentre operations with the assistance from a growing number of local volunteers. Co-located with Radio Santoro, the CMC serves all the local radios.

Main focus of activities

Alongside radio production and operation of the telecentre, the main activities of CMC in its establishment phase will consist of building the capacity of the staff in a range of ICT skills as well as those related to the management and organisational development of the CMC.

Achievements

- ♦ The CMC is the first facility of its kind in San, representing a significant accomplishment for the local community. At the time of publication, the installment of the equipment was complete, the initial training was also finished, and elected management committees were in place.
- ♦ The CMC has both electrical and internet connections, the latter promising to be of good speed and reliable service.
- ♦ The premises for the telecentre, an addition to the existing Santoro radio facilities, were provided through funds collected from members of the local community.

Constraints and challenges

- ♦ Maintaining and expanding cooperation among San's local radios in order to maximise the impact of the CMC facilities and to reach the largest potential is a challenge.
- ♦ Sustainability in a poor region with limited exposure to and awareness of new ICTs is a significant challenge.

Yélimané



Name	Yélimané CMC
Location	Western Mali
Address	BP 10, Yélimané, Mali
Telephone	(223) 606 9883 / 607 1085
Fax	(223) 252 3156
Email	cmcyelimane@yahoo.fr

AREA AT A GLANCE

Population	25,000 in the town and surrounding areas
Languages	Soninké, Bambara, Maure, Peulh, French
Distance from national capital	800 km, 12+ hours by road to Bamako
Distance from regional capital	146 km, 2-3 hours by road to Kayes
Main economic activities	Agriculture, animal husbandry, migrant labour
Other internet access	None

Organisation

Ownership	Non-profit organisation
Start date	Radio 1996, telecentre 2005
Staff	3 full-time, 6 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio
Number of PCs	3 public access/training, 1 administration
Telecentre	Digital still camera; scanner, printer, photocopier
Software	Office applications; internet browsers, email, website downloading; digital audio editing
Connectivity	Dial-up, 24 kbps
Radio	1 broadcast/production studio, portable minidisc recorders
Transmitter	500 watts, range 40-60 km
Frequency	98.7 FM

Services

Broadcast	Daily 7-12h, 16-24h
Telecentre	Daily 7-21h
ICT training	Basic computing: operating systems, office applications, internet/email; intermediate computing: internet searching; radio production

Other training	Accounting, marketing and communication
Other services	Desktop publishing, newspapers printed from the web, public phone, scanning, photocopying, digital, photography

Radio programming

Overview	13 hours daily: 50% music, 30% community/public affairs, 5% news, 5% arts, 10% youth information
Bulletins	Agriculture products, market prices, weather
Programmes	Health, agriculture, youth
Languages	50% Soninké, 20% Bambara, 7% Maure, 5% Peulh, 12% French

Digital content

Materials	Newspapers printed from the web; weather, market prices, governmental information
Learning tools	CD-ROM: <i>Rural Development in the Sahel</i>

Other content

Library	Books and videos (in development)
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Background and mission

Yélimané Radio was established as a community radio in 1996. The telecentre was added in 2005 within the framework of UNESCO's CMC scale-up in Mali, which aims to establish a network of multimedia centres across the country. Extending the work of the radio, the mission of the CMC is to contribute to making information and communication basic tools of the poor in improving their own lives and to empower young people and the community in general through access to ICT skills, facilities and new opportunities associated with them.

Location and context

Yélimané CMC is located in the eastern part of Yélimané, a town of some 25,000 people. Close to the Mauritanian border in western Mali, Yélimané is about 140 kilometres north of Kayes, the regional capital. Yélimané is a very poor area, characterised by high rates of migration, very low levels of literacy and limited access to education and health facilities. There are also related social problems such as the early marriage of girls. Leaving the country is a common dream of young people and many of the area's population have migrated to France. Yélimané is an area of very low media penetration. The CMC offers the only radio service in the district. The radio and telecentre facilities are located in the same compound. With the establishment of the CMC, the telecom operator, SOTELMA, installed new poles to bring the telephone line to the CMC facility. With the addition of computers, a printer and an internet connection, printouts of newspapers are now available at the CMC.

An innovative power system called the *multifunction platform* provides power for the village. Part of a national government's strategy to provide power in rural areas that are not part of the national grid, platform revenues are exempt from any taxes. The system is not only cost effective, but also has revenue generating potential, for instance through charging batteries or powering other small enterprises.

Partners

- ◆ UNESCO supported the addition of telecentre facilities along with training and other capacity building as part of the CMC scale up project in Mali, funded by the Swiss Agency for Development and Cooperation.
- ◆ Yélimané community members funded the construction of the telecentre site.

- ◆ Support has also been provided by the *Association des Ressortissants de Yélimané*, an association of Malian nationals from Yélimané living in France.

Income

Newly established, the CMC is planning to raise revenue from the following services: public phone, pictures, scanning, desktop publishing, training, and internet access. The radio earns income from paid announcements and messages.

Human resources

The CMC has three full-time, paid staff: a general manager, an assistant, and a radio director. Together they look after most of the CMC operations with the assistance of six volunteers, three for the radio and three for the telecentre.

Main focus of activities

To the time of publication, the main focus of the Yélimané facility has been on radio production. Newly established, the first priorities for the CMC are reinforcing the capacity of the staff through training, particularly computing and other aspects of ICT, as well as on building an effective management team and structure. Training has been provided to staff as well as members of local steering and management committees.

Achievements

- ◆ The establishment of a community-based multimedia facility is major achievement for an isolated community with limited means. At the time of publication, the installation of the equipment and initial training were complete and committees to look after management and other areas of CMC operations had been elected.
- ◆ The community's commitment to the CMC is significant: the telecentre facility's building was built with funds collected from community members themselves.
- ◆ The introduction of the *multifunction platform* has solved the problem of electricity cuts through an innovative solution supported by the national government. The provision of regular power supply and connectivity is a major accomplishment given the state of local infrastructure and improves the CMC's ability to offer reliable services.

Constraints and challenges

- ◆ Being financially self-reliant as an enterprise in a poor region with limited exposure to and awareness of new ICTs is the CMC's most significant challenge during its establishment phase.

Chókwè



Name Chókwè CMC
Location Southern Mozambique
Address Rua dos Combatentes,
 Chókwè city, Chókwè District,
 Gaza Province, Mozambique
Telephone (258) 281 20183,
 (258) 8232 23600 (mobile)
Fax (258) 281 20181
Email sysadm@telechokwe.org.mz
Webpage www.telecentros.org.mz/
 chokwe.htm

AREA AT A GLANCE

Population 50,000 in Chókwè town, another
 125,000 in other parts of
 the district
Languages Portuguese and Shangaan
Distance from national capital 215 km, 3+ hours by road from Maputo
Distance from provincial capital 140 km, 2 hours by road from Xai-Xai
Main economic activities Cash crops: cotton, maize, tomatoes;
 subsistence farming; strong local
 trading sector, shops and mills
Other internet access Secondary school in Chókwè; 100 km
 away at the Xinavane CMC; internet
 cafés in Xai-Xai, 140 km away

Organisation

Ownership Association
Start date Telecentre 2002, radio 2005
Staff 4 full-time, 10 volunteers

Facilities

Media in use FM radio; computers,
 internet, CD-ROMs
Set-up Radio co-located with telecentre
Number of PCs 5 public access/training,
 1 administration
Telecentre Scanner, printer, fax, photocopier, paper
 binder; telephone, mobile phone
Software Operating systems in English and
 Portuguese; office applications,
 anti-virus; internet browsers, email,
 voice chat; CD burner, media
 players, digital editing: audio, image
Connectivity Lease-line, 64 kbps
Radio 1 broadcast studio, 1 production
 studio, 1 *suitcase* radio,
 1 portable digital recorder
Transmitter 100 watts, range 50 km
Frequency 102.7 FM

Services

Broadcast Daily 5h55-12h, 14h55-22h15
Telecentre Monday-Friday 8-22h, Saturday 8-13h
ICT training Basic computing, radio production

Other training Literacy, HIV/AIDS awareness
Other services Desktop publishing, scanning,
 printing, document binding;
 telephone, mobile phone, fax

Radio programming

Overview 13.5 hours daily: 50%
 community/public affairs/news,
 40% music, 10% advertising and
 announcements
Bulletins Local and national news (3 daily),
 weather, market prices
Programmes General health, HIV/AIDS, STDs;
 agriculture, human rights, local history
 and traditions, local art and music;
 debates, local news and current affairs,
 youth, women, children, sport, religion,
 humour, entertainment
Languages 70% Shangaan, 30% Portuguese

Digital content

Bulletins News and market prices (produced
 by ORAM from Maputo)
Learning tools Encyclopaedias and dictionaries
 covering wide range of information;
 CD-ROMs about literacy skills,
 mathematics, geography, history,
 astronomy and chemistry

Languages Portuguese

Other content

National newspapers

Background and mission

The Chókwè CMC is owned and run by the Rural Organisation for Mutual Support (ORAM), a Mozambican NGO founded in 1992. ORAM's mission is development of rural communities, with specific objectives to provide legal support for access to land and support to peasant and farmers associations. With headquarters in Maputo City and seven provincial offices, ORAM works directly with sixty-eight associations all over the country. The southern region office in Macia, Gaza, was established in 1999.

The floods in March 2000 destroyed the local communication infrastructure and revealed the urgent need for better means of communications, access to information and new technology in Chókwè. The telecentre in Chókwè was established in 2002, a joint effort by ORAM and Eduardo Mondlane University Informatics Centre (CIUEM), with funding from the W.K. Kellogg Foundation.

UNESCO's CMC scale-up initiative in Mozambique supported the addition of radio facilities to the telecentre with Swiss funding. Radio Vembe of Chókwè started transmitting in May 2005, significantly widening the CMC's dissemination of information, in particular reaching listeners who are not typical visitors to the telecentre.

The CMC is committed to providing better access to information and communication tools and services, particularly information about prices, food security and production plans to peasants and farmers and various types of information and knowledge support to miners, their families, women and young people. The mission of the CMC is to contribute to the general social and economic development of the whole community. The partnership combines ORAM's strong field presence and network with CIUEM and UNESCO's technical knowledge and capacity.

Location and context

Located about three hours drive from Maputo in the south of the country, Chókwè District has four administrative posts and a total of 175,000 inhabitants. Some 50,000 live in the district capital of the same

name. Chókwè town, situated by the Limpopo River, became a city municipality in 1998. The CMC is serving a community characterised by peasant farming and agricultural labour. Nearly sixty percent of the population are women, indicative of the volume of male migration from the district to South Africa. Chókwè is considered the economic centre of Gaza Province. The main marketable goods are tomatoes, maize and cotton. The family sector produces cowpeas, cassava, sugar, cashew nuts, tobacco, sweet potatoes and vegetables. There is a strong local trading sector, shops and mills, and products are taken to Xai-Xai, Maputo and the border of South Africa. There is also a small cattle industry. The district government includes government health, education and agriculture directorates. There are only two secondary schools in a sixty kilometre radius, the illiteracy rate is high, and the people are generally poor. Chókwè was one of the most affected districts during the 2000 floods – even the town flooded up to the level of the first floor of the local buildings. When there are no floods, the district often suffers from lack of rain and even drought. The district was also heavily affected by the war in the 1980s.

Chókwè has access to national television stations, and Radio Mozambique is the most popular radio station. The area also has access to some South African stations. Radio Vembe is the only local media service. A few people have satellite dishes and access to international television channels. National newspapers arrive by bus in small quantities. There are no international newspapers available, except via internet, and no local papers are being produced.

Partners

- ♦ The organisational umbrella for the CMC is *Associação Rural de Ajuda Mútua*, the regional chapter of Rural Organisation for Mutual Support (ORAM), a national NGO. ORAM's main social partners are private agricultural associations, but the CMC is also collaborating with the academic community, local authorities and other organisations.
- ♦ The District Directorate of Agriculture and Rural Development is located in Chókwè, very close to the CMC, and is one of its main users.

- ◆ Local NGOs, for example *Auxilio Mundial* and *Medicos Mundial* are regular CMC users, and prospective collaborators.



- ◆ CIUEM was the main partner and sponsor of the initial telecentre and continues to have strong involvement with the CMC.
- ◆ UNESCO is giving training and technical support for the addition of radio facilities and transformation into a multimedia centre through the global CMC programme, funded by the Swiss Agency for Development and Cooperation.

- ◆ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The CMC raises revenue from the following services: computer training, fax, scanning, internet access, printing, photocopying, paper binding and public telephone as well as through the radio advertising and broadcast messages. This revenue covers the electricity bills and sometimes the telephone bills. Funding from UNESCO during the establishment phase and support from ORAM meets other running costs.

Human resources

The CMC has six paid staff: a full-time manager, who covers most of the CMC operations, a full-time communication assistant (funded by ORAM at the time of publication), a full-time technical assistant, a computer trainer, and two guards. The CMC has fifteen volunteer producers and programmers for the community radio. An average of fifty visitors uses the CMC facilities every day mostly for the use of photocopier, computers and delivery of messages/advertisements for radio.

Main focus of activities

As the CMC is run by ORAM, an organisation for rural agricultural development, one of the main

activities to date has been training workers and families of workers from different agriculture associations in computing skills. The addition of the radio is an opportunity for the CMC to extend services and information to the community-at-large. The CMC now provides radio production courses and is also planning training for literacy and HIV/AIDS awareness. Dissemination of information about HIV/AIDS is also one of the important objectives of the new radio. Production of radio advertisements and messages has also become a major activity.

Achievements

- ◆ The CMC has provided training in computing skills to more than 200 hundred people in the community, mostly youth. The CMC has also conducted special training courses for members of peasant organisations and their families, and thus improved their ability to gather and exchange important information in their fields of work.
- ◆ The CMC provided the first and still the only local radio service in the district. After only a couple of months of broadcasting the radio has become well known and very popular among the community: between ten and twenty people visit the CMC every day wanting to send messages on the radio.

Constraints and challenges

- ◆ The CMC has too few computers to meet the demand of the users, which limits income generation.
- ◆ The internet connection is slow and every other month or so the CMC has problems with the connectivity, which goes down for one to two weeks at a time.
- ◆ The content library is also limited, and needs materials: more books and additional CD-ROMs with more substantial information (especially useful at times when the internet connection is down).

Dondo



Name	Dondo CMC
Location	Central Mozambique
Address	Rua da Administração, Dondo
Phone/fax	(258) 23 950 473
Email	cmc-telecentro@teledata.mz, cmctelexcentro@yahoo.com.br, rcdondo@yahoo.com.br

AREA AT A GLANCE

Population	118,000 in Dondo city
Languages	Sena, Ndaou and Portuguese
Distance from national capital	1,200 km, 15+ hours by road to Maputo
Distance from provincial capital	30 km, 1 hour by road to Beira
Main economic activities	Agriculture, subsistence farming, informal market, commerce, industry
Other internet access	Digital agency of <i>Telecomunicacoes de Mocambique</i> in Dondo town

Organisation

Ownership	Community association
Start date	Radio 2002, telecentre 2004
Staff	7 full-time, 1 part-time, 45+ volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio
Number of PCs	4 public access/training, 2 radio broadcast/production, 1 administration
Telecentre	Digital camera, video cassette recorder; scanner, 2 printers, photocopier, fax
Software	Office applications, digital audio editing
Connectivity	Dial-up, 32 kbps
Radio	1 broadcast studio, 1 production studio, 8 cassette recorders
Transmitter	250 watts, range 40-75 km
Frequency	106 FM

Services

Broadcast	Monday-Friday 5h55-11h05, 13h55-21h05; Saturday-Sunday 5h55-22h
Telecentre	Monday-Friday 8-18h, Saturday 8-14h, Sunday closed; also opened by special arrangement

ICT training	Basic computing; intermediate computing; web design; radio production
Other services	Desktop publishing, document services; document lamination and binding; printing, photocopying; public telephone, fax; video screenings

Radio programming

Overview	12 hours daily: 30% community/public affairs, 10% news; 60% music: 60% Mozambican (mostly recorded by the CMC), 20% other African, 20% international
Bulletins	News and weather (hourly)
Programmes	Health, HIV/AIDS and STDs, education, agriculture, women, children, culture, human rights, elections
Languages	40% Sena, 40% Ndaou, 20% Portuguese

Digital content

Bulletins	Weather, national and international news, government schemes via internet
Learning tools	CD-ROMs: literacy skills, general health, HIV/AIDS, malaria, science topics, Mozambique and other history; Mozambique's new family law; encyclopaedias, dictionaries
Languages	Sena, Ndaou and Portuguese

Other content

Library	Books and videos; at the time of publication the library was being considerably expanded
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Background and mission

In 2000, the Association for the Development of Dondo (ADED0) responded to a joint UNESCO/UNDP call for interest to develop community radio stations. ADED0



Birgitte Jallou

won one of eight Media Development Project grants. The radio went on the air in 2002, owned and operated by the ADED0 community association.

Telecentre facilities were added in 2004, also with Media Development Project funding, with the objective of increasing the resource base and

impact of the radio by integrating new technologies. The CMC's mission is to work for the economic, cultural and intellectual development of the community through impartial and professional programmes and services that strengthen democracy and peace in Mozambique.

The radio's motto - *the radio of us all* - is significant given the recent history of civil war and it translates into a vision that the CMC will enable the whole population of Dondo to take part in the process of developing the district.

Location and context

Dondo is situated thirty kilometres inland from the port city of Beira in central Mozambique. Badly affected during the war, which ended in 1992, both Dondo's infrastructure and socio-cultural tissue was badly damaged and scars are still visible. A city of some 118,000 inhabitants, Dondo is on the busy Zimbabwe-Beira travel corridor, a location that facilitates relatively greater mobility and at one time, trade and economic opportunities; however more recently, Dondo has emerged as one of the nation's HIV/AIDS hotspots, with infection prevalence ranging between fifteen and twenty percent, and the economic recession in neighboring Zimbabwe, which earlier provided a lot of activity and business, has slowed growth. During the rainy season, areas of Dondo are prone to flooding and related problems.

The Dondo CMC is the only local media in the district, which also has access to Radio Mozambique, Radio Cidade - a commercial radio in Beira (new at the time of publication) - and a local Catholic radio station. National television channels

and newspapers are also available. There are no local newspapers.

Partners

- ◆ The community radio was initiated by ADED0 through the national UNESCO/UNDP Media Development Project.
- ◆ The Austrian Cooperation Development Agency supports the radio's agricultural programmes through PROMISO, a project to strengthen partnership and cooperation between government and civil society.
- ◆ The CMC collaborates closely with the provincial government in Beira, in particular the Provincial Direction on Public Construction and the Public Transports Department.
- ◆ The electricity company offers reduced rates in exchange for public service announcements on the radio concerning electricity cuts; a programme supported by the National AIDS Council is in development to further strengthen HIV/AIDS related programming and content, etc.
- ◆ The CMC is involved with a wide range of local groups as a social mobiliser. Among groups involved are the local women's network, an organisation of widows and other older women, organisations for vulnerable children, and local AIDS groups.
- ◆ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The CMC raises revenue from a variety of services: training, internet access, photocopying, fax, scanning and desktop publishing as well as radio programme production and advertisements, including the all important daily local messages. This revenue is almost covering running costs, however the CMC is still in need of external funds to break even and to meet unexpected costs and make capital investments. The CMC plans to

expand the centre's technical facilities, including additional computers, in order to attract a larger number of users.

Human resources

The CMC has seven full-time staff: a coordinator, who supervises overall operations; a community mobiliser, who identifies and organises volunteer community programmers and is responsible for the coordination of the daily radio broadcast as well as weekly training/planning/evaluation meetings; a telecentre manager, who manages the telecentre component and organises activities, including training, and looks after the computer facilities. The CMC also has an administrator and a technician, each with a deputy. The CMC has over forty-five regular volunteers who work primarily in radio production and programming. The volunteers are mostly local youth; about twenty percent are girls/women. Considerable effort is put into increasing the percentage of women and a women's network within the radio has been established for this purpose. The CMC is managed by a committee with members elected in annual community assemblies.

Main focus of activities

One of the CMC's main focuses is to generate and share community knowledge through the radio programmes. The CMC works on ways of broadening this through the recently included telecentre component. Through baseline research the core development challenges of the area were identified and on the basis of this research, editorial groups were formed around central issues, among them agriculture and environment, women and gender issues, democracy and good governance, education, and culture. The station's programme format/grid was planned and continues on this basis. The management committee uses listener feedback and the various community research methods on an ongoing means to update plans and activities. Based on local needs, the radio's programming has proven to have an impact in areas like health and environmental awareness, public issues and culture.

Computer training and ICT services have also become important functions of the CMC. Sixty percent of the radio volunteers have received training in the use of computers and internet; each volunteer is entitled to use

the internet for ten to fifteen minutes every day for research, which is significant given that connectivity is expensive. Aside from training volunteers in ICT skills, regular training courses are run with twelve participants in each; at the time of publication, four had been conducted. At the national level, work is being carried out to lower communication costs for CMCs.

The radio is a community reference point, a space where the different parts of the community meet, to discuss and work with local problems and challenges and to find adequate solutions together. An average of fifty people visit the CMC every day to use the computers and internet, to do photocopying and use other facilities as well as to participate more generally in content production and programming. The majority of visitors are young men, seventeen to twenty-five years old. Adult users include teachers from various schools in the city and business people. The number of visitors with limited education is fairly low.

Achievements

- ◆ The community radio has helped to open spaces for discussion of HIV/AIDS that has led to marked increase in both awareness and action. In the three years since the forums began, the number of individuals seeking HIV testing has increased significantly.
- ◆ A campaign about the importance of chlorinating water supplies increased women's awareness and confidence, contributing to reduced incidence and zero mortality in the most recent cholera season.
- ◆ The CMC has played a valuable role in improving security and stability: helping the police to raise awareness and disseminate information about abuses in the 'community policing' programme and influencing the town council to change the local electricity contractor, resulting in an expansion of service and many new areas having their streets lit in the evenings.
- ◆ The community radio helped generate a sense of value of the local culture and general self-confidence and pride as the listeners hear their own language used and learn about their culture.

The CMC also organised a festival of traditional song and dance.

Constraints and challenges

- ◆ The power supply to the CMC is irregular and there are daily cuts, a constraint to offering a regular service and ultimately sustainability.
- ◆ Sustainability is a challenge: though the CMC is almost self-reliant, financial inputs are still needed to meet running costs. There is also a need for capital investment
- ◆ Sustaining community participation and ownership – essentially the willingness of the local community to own, run and use the centre – is an ongoing challenge.
- ◆ Internet costs are high and though the service is valuable, it represents a major challenge to the CMC's self-reliance and prospects for sustainability.

as the CMC's original equipment, especially PCs and the photocopier, are quite old and starting to run down.

Community multimedia and governance

The CMC has a strong public and civic mandate, which requires proper planning and processes in order to be effective.

During Mozambique's latest two elections the CMC's women's collective, along with all other editorial groups of the radio station, worked hard to demystify the election process by informing listeners of their rights, explaining relevant legal frameworks and the importance and implications of elections in a budding democracy like Mozambique. A 'Code of Conduct during Election Periods' for the country's community radios was formulated by some forty community radios through an extended participatory process during 2002 and 2003 to make up for the lack of legislation in this important area. The regulations were made available in a large poster format and placed in the station's broadcast studio (see photo).



The radio's intensive civic education campaign meant that people in the area were better informed and as a result a very different kind of local debate was registered during local elections. More people participated in the elections, which also took place in a much more peaceful and orderly atmosphere, according to observers, with much less political and ethnic tension. Due to the large corps of well-trained volunteer radio producers, Radio Dondo was present at all the polling stations, and was the first to communicate election results. No other local, provincial or national media had a comparable coverage. In another example of the CMC's public role, during recent floods, Radio Dondo became the area's message centre, coordinating the many actors involved in dealing with the crisis. As radio producers and CMC workers were on the spot when things started to turn problematic, the effects of the floods were limited in comparison to earlier incidents. The public costs involved in relief efforts were also considerably diminished due to an early and intensive intervention using localised media and other ICT tools.

Manhiça



Name	Manhiça CMC
Location	Southern Mozambique
Address	Estrada Nacional No.1, Vila de Manhiça, Maputo Province, Mozambique
Telephone	(258) 21 810 171, (258) 8443 42390 (mobile)
Phone/fax	(258) 21 810 052
Email	telemanhica@zebra.uem.mz
Website	www.telecentros.org.mz/manhica.htm

AREA AT A GLANCE

Population	22,000 in the town, 105,000 in surrounding areas
Languages	Portuguese, Shangaan, Ronga
Distance from national capital	78 km, 1.5 hours by road to Maputo
Distance from provincial capital	75 km, 1.5 hours by road to Matola
Main economic activities	Subsistence farming, local sugar factory, cattle rearing
Other internet access	Digital agency of <i>Telecomunicacoes de Mocambique</i> in Manhiça, CMC in Xinavane, 50 km away

Organisation

Ownership	Association
Start date	Telecentre 1999, radio 2003
Staff	3 full-time paid, 20 volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs; bulletin boards
Set-up	Radio co-located with community telecentre
Number of PCs	7 public access/training, 1 administration
Telecentre	Digital still camera; scanner, photocopier; phone, fax; binding machine; television
Software	Office applications, anti-virus; internet browsers, email, voice chat; CD burner, media player; digital editing: audio, image
Connectivity	Lease-line, 64 kbps
Radio	1 broadcast studio, 1 <i>suitcase</i> radio; 1 digital recorder
Transmitter	50 watts, range 30 km
Frequency	106.7 FM

Services

Broadcast	Monday-Friday 7-20h, Saturday 7-19h, Sunday 10-18h
Telecentre	Monday-Friday 7-17h, Saturday 7-12, Sunday closed
ICT training	Basic computing: operating systems, office applications, internet; intermediate computing; radio production

Other services	Desktop publishing, scanning, photocopying, printing, document binding; telephone, fax
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Radio programming

Overview	13 hours daily: 60% music; 40% community/public affairs, news, education, information programming
Bulletins	News (3 daily), weather (2 daily), market prices (occasional)
Programmes	Health, HIV/AIDS, malaria and other diseases, agriculture, sports, women's affairs, education, entertainment
Languages	70% Shangaan, 30% Portuguese

Digital content

News	Local, national and international news are printed daily from the internet and made available on bulletin boards and tables in the CMC
Learning tools	Encyclopaedias and dictionaries covering wide range of information; CD-ROMs on literacy, English language learning, natural sciences; locally produced CD-ROM on malaria
Languages	English, Portuguese and Shangaan

Other content

Library	Novels and scientific literature (mathematics, physics, biology, etc) in Portuguese
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Background and mission

The CMC was established in response to community demands for local ICT and radio services. Initially owned and run during its pilot phase by Eduardo Mondlane University Informatics Centre (CIUEM), the CMC is now locally owned and operated by *Associação Telecentro da Manhiça*, a local non-profit association. The association was formed out of the previous Telecentre Committee, composed of members of the community in the fields of agriculture, health, education and others. The telecentre was initially supported by the Canadian International Development Research Centre (IDRC) and UNESCO, with UNESCO also supporting the addition of the radio. The CMC's goal is to empower young people and the community in general through access to information and new technologies and through skills development in the area of ICT.



Mucelo Moises/UNESCO

Location and context

The CMC is located in the small town of Manhiça, the district government seat. About one and half hours drive from Maputo, the capital of Mozambique, Manhiça is situated on the country's only major south-north route, giving it potential for commercial activities and road-side restaurants; however people in the district are poor, and the illiteracy rate is high. The main source of income in the area is subsistence farming. There is also a sugar factory, and some livestock industry. The district was badly affected by the war in the 1980s and early 1990s. The infrastructure and many houses were destroyed, and many people fled the area. The district was also badly affected by the big floods in 2000.

All national television and radio channels are available. The national commercial channel STV has an agreement with BBC, and shows news from BBC Africa a few hours per day. The radio at the CMC is the only local radio available, although the Xinavane CMC radio service became available in 2005 in some parts of the local Manhiça area. No local newspapers are produced. All national newspapers are sold in the street, while international newspapers are available only through internet and copies printed at the CMC.

Partners

- ◆ The CMC was initially owned and run during its pilot phase by Eduardo Mondlane University Informatics Centre (CIUEM), which continues to provide a variety of support, for example in 2004 the CMC produced a CD-ROM about malaria.
- ◆ The Canadian International Development Research Centre (IDRC) and UNESCO funded the initial establishment of the telecentre in 1999. The CMC is moving to better facilities funded by the Canadian government.
- ◆ The local health authorities collaborated with the telecentre during the floods in 2000 to distribute important information to avoid water born diseases.
- ◆ UNESCO supported the addition of radio in 2003 as part of its global CMC programme, funded by the Swiss Agency for Development and Cooperation, and is providing further training, materials and expertise in association with CIUEM.
- ◆ The CMC has regular contact with the administration of the district to disseminate information from the government.
- ◆ The local division of Forum Mulher, a national non-governmental women's forum is using the CMC on a daily basis to give training to women in the community.
- ◆ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The CMC is largely able to sustain its operations through income generating services, but is still looking for partners and donors in order to improve facilities and expand services. Revenue is generated from the following services: photocopying (which accounts for the majority of income), scanning, internet access, fax, public telephone, paper binding and desktop publishing (layout and printing of invitations and advertisements) as well as training. Income covers basic running costs such

as rent, electricity, phone, and the salary of five staff (including two guards). There are still difficulties meeting the cost of major repairs. The lease-line is currently funded through an IDRC access project.

Human resources

The CMC has three paid staff: a manager, who works full-time and covers most of the CMC operations, a full-time assistant, and a part time collaborator who assists with administrative and other work. There are about twenty regular community radio volunteers, eight women and twelve men; half are students, the others are teachers and workers from different local sectors: health, agriculture and the sugar factory. Eight of the volunteers are working as field reporters; the others are on-air presenters or production assistants. The CMC benefits from the assistance of a local university-trained electrical engineer. About fifty people visit the CMC every day, most of them to take photocopies. Three to four visitors per day come to use the computers and internet in addition to the people who come for training.

Main focus of activities

The CMC provides ICT training to a broad range of people in Manhica town, especially from the district administration and through Forum Mulher, a women's organisation. Local education and other municipal departments along with some national and international NGOs are also using the CMC on a regular basis. The CMC has produced a number of ICT manuals on how to use computers, internet, etc. The CMC has also produced an award-winning CD-ROM about malaria in the local language. On a day-to-day basis, the photocopy machine is the most popular service at the CMC; internet use is less frequent. The radio focuses to a great extent on educational programmes, particularly HIV/AIDS, agriculture and school issues.

Achievements

- ◆ The CMC is largely responsible for "digitising" the community. All the government departments and local municipality officials have been trained by the CMC, and everyone in town with an email address opened their first account through the CMC. More than 300 people have taken ICT training.

- ◆ The CMC has made Manhica an information and communication producer. In addition to daily radio content, the CMC has made digital information available and also created it: in 2004, the CMC produced its first CD-ROM, on malaria prevention and treatment in both Portuguese and local languages, with strong participation of the community. In 2005, the CD-ROM was awarded first prize for production of digital content by a national jury under the auspices of the Ministry of Science and Technology in Mozambique.
- ◆ The CMC has provided information and literature to local students, contributing to education, both formal and informal. Radio programmes aimed at women have encouraged more girls/women in the area to go to school.
- ◆ Both individuals and organisations benefit by various telecentre services, for example, earlier Manhica residents had to travel seventy-eight kilometres to Maputo for paper binding.

Constraints and challenges

- ◆ The lack of transportation to buy materials and equipment is a problem for CMC staff.
- ◆ There is a need for more computers for training; currently two or three trainees often have to share one computer.
- ◆ The electricity supply is unstable and there are power cuts as frequently as three to four times a day. In 2004, an electrical surge caused a short circuit in the fax machine, resulting in a fire that caused major damage to the copy machine and several computers. Internet connectivity is relatively stable; once or twice a week it is down for an hour or two.
- ◆ Turnover of staff has been relatively high. During six years the CMC has had four different managers. Initially there were more women volunteering for the radio, but most of them stopped – some because they live too far away, others because they didn't have enough free time from their domestic obligations.

Rewarding local digital content

By and for the community were key words when Manhiça CMC in southern Mozambique decided to make a CD-ROM about malaria. For the first time ever, digital content was produced in the local languages of the area, Shangana and Macua, alongside Portuguese. With strong participation from the whole community, the content of the CD is tailored to the needs of the audience. The CD-ROM has sound, pictures, text and video sequences filmed in the community that show and address their concerns around the widespread malaria disease.

"The CD-ROM *Malária- pela e para a comunidade de Manhiça* is a great tool in the fight against malaria, raising awareness on how to prevent and treat the disease. It is useful, user-friendly and of high professional quality," the jury commented in awarding the CD-ROM first prize for production of digital content. The selection was made by a national jury under the auspices of the Ministry of Science and Technology.

Polly Gaster, the CMC project coordinator in Mozambique expresses the need to generate more local content in local languages and in participatory ways: "The key to success of the CMCs is not just to provide the communities with technical equipment. Even more important is the generation of useful content – information of importance to the community in languages they understand – disseminated through different means of communication – digital, radio, video, posters, flyers, newsletters, etc."

The CD-ROM about malaria was produced in 2004 by Manhiça CMC in collaboration with the Centre of Informatics at the University of Eduardo Modlane (CIUEM) in Maputo. It has since been widely circulated to other community information and multimedia centres throughout Mozambique and will now compete on behalf of Mozambique for the International e-Content Award to be announced during the World Summit on the Information Society in Tunis in November 2005.



Moamba



Name	Moamba CMC
Location	Southern Mozambique
Address	Rua do Brasil, Moamba, Maputo Province, Mozambique
Phone/fax	(258) 21 520 089
Mobile	(258) 82 478 3210
Email	cmcmoamba@zebra.uem.mz

AREA AT A GLANCE

Population	13,000 in the town, 30,000 in the district
Languages	Portuguese, Tsonga
Distance from national capital	50 km, 40 minutes by road to Maputo
Distance from provincial capital	55 km, 1 hour by road to Matola
Main economic activities	Subsistence farming; poultry farming, livestock rearing; commercial farming
Other internet access	Internet cafés in Maputo, 50 km away

Organisation

Ownership	Institute
Start date	Radio 1998, telecentre 2005
Staff	4 full-time, 10 volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs
Set-up	Telecentre co-located with community radio
Number of PCs	2 public access/training, 1 administration
Telecentre	Scanner, 2 printers, telephone, fax, modem
Software	Office applications, anti-virus; internet browsers, email, voice chat; media players, digital audio editing
Connectivity	Dial-up, 64 kbps
Radio	1 broadcast/production studio; portable digital recorders
Transmitter	150 watts (of 250 watt capacity), range 50-70 km
Frequency	102.7 FM

Services

Broadcast	Daily 4h50-21h15
Telecentre	8-14h (trial)
ICT training	Basic computing: operating systems, office applications, internet; radio production

Other training	Literacy
Other services	Desktop publishing; scanning; telephone, fax

Radio programming

Overview	16.5 hours daily: 40% music, 38% community/public affairs, 2% syndicated educational content, 5% news, 15% advertisements and announcements
Bulletins	Local and national news
Programmes	Education, rural development, agriculture; health: HIV/AIDS, malaria, cholera, STDs; women's affairs, sport, culture, youth issues, entertainment, oral traditions/old stories, environment, news, official information
Languages	70% Tsonga, 30% Portuguese

Digital content

Bulletins	Local, national and international news
Learning tools	Encyclopaedias and dictionaries covering wide range of information; CD-ROMs about malaria, history of Mozambique, human body, literacy
Languages	Portuguese, English, Shangaan

Other content

National newspapers	
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Background and mission

Moamba radio was established in 1998 through support from the Norwegian Refugee Council in order to support the return of Mozambican refugees from South Africa following the civil war. The station is run by the Institute of Social Communication (ICS), a government institute for media research and extension. The telecentre was added in June 2005, through support from UNESCO's CMC scale-up initiative, with the objective of contributing to rural development, improving access to information and supporting education by synergising radio and ICT tools.

Location and context

The CMC is located in the town of Moamba, capital of the Moamba district. The district has a population of some 43,000 people, mainly occupied with agriculture, subsistence farming, and rearing chickens and livestock. The Corumana dam ensures water supply and irrigation for commercial farming. Located at a crossroads near the route between Maputo and Johannesburg, South Africa, the district is characterised by a mobile population and has some trade and commerce activities. The district government includes directorates representing most of the national ministries. Moamba has one secondary school, one rural hospital, a library, one sporting club and some religious institutions. There are no banking facilities. Moamba has access to TV Mozambique, the provincial station of Radio Mozambique, a local radio from South Africa and national newspapers.

Partners

- ♦ The organisational vehicle for both the radio and the CMC is the Institute of Social Communication, a Maputo-based government institute that runs twenty community radios in Mozambique.
- ♦ The establishment of the radio was supported by Norwegian Refugee Council.
- ♦ CIUEM (Eduardo Mondlane University Informatics Centre), in association with UNESCO, is the main national partner of the CMC initiative.
- ♦ Major financial support for the establishment of the CMC was provided by UNESCO through its

CMC scale-up programme in Mozambique, funded by the Swiss Agency for Development and Cooperation.

- ♦ Helvetas, a Swiss NGO, is supporting the CMC's running cost.
- ♦ The CMC collaborates with the local division of the Red Cross on dissemination of info on HIV/AIDS and other diseases and with GADEJO, a local organisation focusing on environment, water and conflict resolution.
- ♦ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The new telecentre facility raises revenue from the following services: fax, scanning, training, internet access, desktop publishing (production of invitations, pamphlets, etc), and the radio through paid announcements and messages. This revenue is not enough to cover the day-to-day running costs and the CMC is dependent on funding from partners. The majority of funds to support the radio have come from ICS with additional support from Helvetas.

Human resources

The CMC has three full-time paid staff: a CMC coordinator, an administrator, who also works as a technician, and one person responsible for radio production. The CMC also has one assistant who works full-time on a voluntary basis, as well as a volunteer technician. There are ten volunteers who work mainly in the radio. There is a community management committee that oversees the operations of the CMC. The committee has twenty members from farmers' and women's associations, the private sector, churches as well as teachers and civil servants.

Main focus of activities

Main activities are radio production and broadcasting, ICT training and services, including the production of brochures, pamphlets and invitations for private citizens,

private enterprises and government institutions. The radio has a strong focus on education and information about health, environment and agriculture. Literacy training is provided when funds are available.

Achievements

- ♦ Radio Moamba is the most popular station in the community, listened to by a significant majority of the population. The radio has had a significant impact in the community, especially by providing information and raising awareness on important health issues such as prevention of HIV/AIDS, malaria and cholera.
- ♦ The telecentre had just started at the time of publication, making impact difficult to assess or describe; however the inauguration attracted

several hundred people, an indication of people's interest in new ICTs.

Constraints and challenges

- ♦ Financial self-reliance and sustainable are twin challenges for the CMC. At present the majority of operational funds come from ICS, however these resources are limited and outside of local control and therefore the CMC must increase its revenues.
- ♦ Maintenance of equipment is another challenge, both as a financial burden and in terms of ensuring regular operations and reliable services.
- ♦ As with most of the CMCs in Mozambique, Moamba also has problems with the reliability and speed of its internet connectivity.



Moamba CMC/UNESCO

Namaacha



Name	Namaacha CMC
Location	Southern Mozambique
Address	Escola Secundaria, Estrada Nacional No.4, Namaacha, Maputu Province, Mozambique
Telephone	(258) 21 960 098
Phone/fax	(258) 21 960 097
Email	telenamaacha@zebra.uem.mz
Webpage	www.telecentros.org.mz/namaacha.htm

AREA AT A GLANCE

Population	10,000 in town, another 32,000 living in outlying rural areas
Languages	Shangaan, Portuguese, Seswati and Ronga
Distance from national capital	75 km, 1.5 hours by road to Maputo
Distance from provincial capital	70 km, 1.5 hours by road to Matola
Main economic activities	Agriculture, subsistence farming, petty trade/commerce, tourism
Other internet access	Digital agency of Telecomunicacoes de Mocambique in Namaacha town, 1 km away

Organisation

Ownership	Secondary school (non-profit)
Start date	Telecentre 1999, radio 2003
Staff	4 full-time, 2 part-time, 20 volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs; wall newspaper
Set-up	Telecentre co-located with radio in a secondary school
Number of PCs	8 public access/training, 1 administration
Telecentre	Scanner, 2 printers, photocopier, fax; video player, television
Software in use	Office applications, anti-virus; internet browsers, email, voice chat; digital audio editing, media players
Connectivity	Lease-line, 64 kbps
Radio	1 broadcast studio, <i>suitcase</i> radio
Transmitter	30 watts, range 50 km
Frequency	90.5 FM

Services

Broadcast	Daily 6-21h30
Telecentre	Daily 8-19h
ICT training	Basic computing: operating systems, office applications, internet, email; radio production

Other training	English courses
Other services	Scanning, printing, photocopying; word processing; desktop publishing; telephone, fax

Radio programming

Overview	12.5 hours daily: 44% music, 30% community/public affairs, 16% news bulletins, 10% culture
Bulletins	News, weather
Programmes	Health, education, agriculture, HIV/AIDS and STDs, agriculture, local news, culture
Languages	55% Shangaan, 45% Portuguese

Digital content

Learning tools	Encyclopaedias and dictionaries covering wide range of information; educational CD-ROMs about literacy learning, health, HIV/AIDS, malaria, science, history
Languages	English, Portuguese and Shangaan

Other content

Local newspapers	A weekly wall newspaper is produced with local news as well as translated content sourced from internet
Library	National newspapers

Background and mission

The telecentre in Namaacha was one of the two first telecentres in Mozambique. Established in 1999 by Eduardo Mondlane University Informatics Centre (CIUEM), the pilot was supported by the Canadian International Development Research Centre (IDRC) to promote access to information/ICT for development in rural areas. Through support from UNESCO, the community radio – Radio Cascatas – was added in 2003, run by Namaacha Secondary School and supported by CIUEM. Comprising both radio and telecentre, the CMC is now both owned and managed by the secondary school, with a local advisory committee representing the community. The aim is to combine access to digital information with radio in order to spread information, support education across the community, especially on HIV/AIDS and malaria prevention.

Location and context

Some seventy-five kilometres from the capital city, Namaacha District is in the southern part of Maputo province, bordering Swaziland and South Africa. The district has a total population of approximately 42,000 with about 10,000 living in the town area. Main economic activities are subsistence farming, some petty cross-border trade and one factory producing bottled mineral water. With borders to two other countries, the district is characterised by migration and non-permanent residency. There is some potential for tourism. The district has been suffering from a long-standing water shortage and faces serious environmental problems. The district government has directorates representing most national ministries. The CMC is located on the premises of Namaacha Secondary School.

Radio Cascatas is the only local media outlet in the district. The area also has access to Radio Mozambique, Radio Cidade - a commercial radio from Maputo - and local radio stations from Swaziland and South Africa. National television channels and newspapers are also available. There is no local newspaper. (The CMC was previously producing a monthly local newspaper, but had to freeze the production because of lack of finances.)

Partners

- ◆ Namaacha Secondary School owns the CMC and runs it in cooperation with a local advisory committee established in 2003.

- ◆ The telecentre was established and training and running costs supported during the pilot phase by IDRC.
- ◆ UNESCO provided the *suitcase* radio and has also been giving radio training, assistance in raising funds and facilitation of networking with other CMCs through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ The CMC has benefited from other projects funded by IDRC to improve connectivity access and services, and also from the SchoolNet programme.
- ◆ Some local and provincial organisations, such as AMODEFA, an association for development of family planning, and Núcleo Provincial de Combate ao SIDA, an organisation to fight HIV/AIDS, have sponsored programme production.
- ◆ The District Education Directorate sends its employees for computer training.
- ◆ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The CMC raises revenue from the following services: training, internet access, photocopying, fax, scanning, desktop publishing, radio programme production and advertisements. This revenue is almost covering running costs, but the CMC is still in need of external funds to fill the gap and for capital investments and new initiatives. Donor supported projects have until recently provided financing for various telecentre activities, with UNESCO supporting most of the running costs of the radio. This funding is now ending, leaving the CMC with the challenge of sustaining its own operations.

Human resources

The CMC has two coordinators, one for the telecentre and one for the radio, both working half time without pay. There are four full-time paid staff: an accountant and an assistant, helping visitors to use the facilities, and two

workers who clean and provide security. The CMC has twenty regular volunteers working in radio production. They are mostly youth from the Namaacha Secondary School; about thirty percent are girls/women. One of the volunteers



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is a local technician assisting in radio editing and repair of equipment. The CMC is managed by a committee appointed by the school. An average of thirty-five people visit the CMC every day to use the computers and photocopy machine, and to access internet and other facilities. Visitors are predominantly

young men, age fifteen to thirty years, students from the secondary school and also civil servants from the District Educational Directorates who all come for training. Other users include teachers from various schools in the town. Only a few other community members use the facilities.

Main focus of activities

The CMC's main activities are computer training, providing telecentre services and radio production. The CMC is producing invitations for weddings and birthdays, pamphlets for private and public sector clients, and also prints and copies texts for use in the secondary school. The radio has a particular focus on education and dissemination of information about HIV/AIDS and malaria. The CMC has a constant flow of visitors from the Namaacha Secondary School, and some youth also come just to spend time and socialise. The green space in front of the CMC has become a popular meeting place. There is also regular, ongoing training of radio volunteers.

Achievements

- ◆ The CMC has trained more than 600 people in the community, mostly students, in computing skills.



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- ◆ Radio Cascatas, the only local radio in the district, plays an essential role as a source of information and a channel of public debate in the community.
- ◆ There are strong feelings of local ownership, that the CMC meets local needs and that the radio is widely if not universally listened to in the district. Reporters are often stopped in the street and encouraged to increase the hours of broadcasting; they are likewise frequently invited to go to remote areas to interact with people in outlying areas of the district.
- ◆ The CMC's combined strengths of new ICTs and radio have contributed to building capacity and raising the level of education and awareness of development issues among the community-at-large, particularly in the areas of HIV/AIDS and malaria prevention.

Constraints and challenges

- ◆ Financial sustainability is the CMC's major challenge. At the time of publication, the CMC had not yet achieved self-reliance and therefore needs to increase income or generate additional funding to be able to cover running costs.
- ◆ Social sustainability is also a challenge, especially the turnover of volunteers; for example; English courses were temporarily stopped because there was no one to teach the classes.
- ◆ The power supply to the CMC is irregular and there are daily power cuts lasting from twenty minutes to one hour. The CMC does not have a back-up generator.
- ◆ Internet connection is relatively good, except during heavy rains and storms.



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Sussundenga



Name	Sussundenga CMC
Location	West Central Mozambique
Address	Vila Sede de Sussundenga, Bairro 25 de Junho, Sussundenga District, Manica Province, Mozambique
Phone/fax	(258) 251 52059
Email	telesussundenga@teledata.mz
Webpage	www.telecentros.org.mz/ sussunde.htm

AREA AT A GLANCE

Population	37,000 in Sussundenga town, 56,000 more in other parts of the district
Languages	Chiuté, Chimanyika, Portuguese
Distance from national capital	850 km, 24 hours by road to Maputo
Distance from provincial capital	42 km, 1+ hour to Chimoio on a dirt road
Main economic activities	Agriculture, tobacco cultivation, cattle breeding, subsistence farming
Other internet access	Chimoio, 42 km away

Organisation

Ownership	Institute
Start date	Radio 2000, telecentre 2002
Staff	6 full-time; 10 regular, 25 irregular volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs; local newspapers
Set-up	Telecentre co-located with local radio station
Number of PCs	2 public access/training, 1 administration
Telecentre	Printers: 1 colour, 1 black/white; photocopier; fax, telephone, modem; television, video player
Software	Office applications, antivirus; email, internet browsers; web design; media players, digital editing: audio, image
Connectivity	Dial-up, 64 kbps
Radio	1 broadcast/production studio, 1 mobile unit, 2 portable tape recorders
Transmitter	250 watts, 40 km range
Frequency	99.6 FM

Services

Broadcast	Daily 4h50-8h, 11h50-14h10, 15h55-22h
Telecentre	Monday-Friday 8-18h30, Saturday-Sunday closed to public
ICT training	Basic computing: operating systems, office applications, internet; radio production

Other services	Fax, printing, photocopying, desktop publishing, internet access
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Radio programming

Overview	12 hours daily: 36% music, 40% community/public affairs, 20% news, 2% ads, 2% syndicated educational programming
Bulletins	News, weather, local market prices
Programmes	Health, HIV/AIDS, STDs; agriculture, environment, human rights, education, debates, current affairs; women, youth, children; local culture and music, sports
Languages	70% local languages: Chiuté, Chimanyika; 30% Portuguese

Digital content

Learning tools	Encyclopaedias and dictionaries covering wide range of information, including dedicated materials for children; CD-ROMs for literacy learning and about science, math, geography, history, astronomy, entertainment
Languages	Portuguese, translations to local languages

Other content

Local newspapers	Wall newspaper with information from internet, local sources; weekly newspaper including translated digital content
Library	School books, dictionaries, novels, culture and social books; also videos, national newspapers

Background and mission

Sussundenga Radio was established in 2000, initiated by the Social Communications Institute (ICS), a government media research and extension institute,



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and the Ford Foundation, with the goal of promoting better communication and access to information for the development of the community. One key objective was to disseminate information about environmental issues and how to preserve the natural resources of the

district. A committee composed of members of the community now manages the CMC. The addition of telecentre facilities alongside the radio was funded by the W.K. Kellogg Foundation in 2002. UNESCO is providing further capacity-building to integrate Sussundenga CMC fully into the national CMC network, as part of its Mozambique CMC scale-up initiative.

Location and context

Sussundenga CMC is located close to the border of Zimbabwe; about forty kilometres from the provincial capital of Chimoió, and long two-day drive from Maputo. The district is rich in natural resources, but very poor in terms of human development. Until 2000, there was no secondary school in the district, and there is still no pre-university school. The district still suffers from infrastructural damage caused during the war in the 1980s. There are no paved roads. In general, people are very poor. The district is the most mountainous in Mozambique and includes the highest peak, Monte Binga. The Chimanimani nature reserve, rich in flora and fauna, is also situated within the district.

The main economic activities are in the agriculture sector: growing tobacco, breeding cattle and goats, and subsistence farming. Child labour in the tobacco industry is a major problem. Another problem is land clearance for farming through burning and over-utilisation of natural resources. Media coverage in the area is limited, however the CMC produces two newspapers as well as the radio service, making it the major media producer in the area.

Partners

- ♦ The Ford Foundation funded the initial establishment of the radio.

- ♦ ICS continues to pay salaries for personnel and running costs and provides syndicated educational programmes on a periodic basis.
- ♦ The addition of telecentre facilities was funded by the W.K. Kellogg Foundation.
- ♦ UNESCO's Mozambique CMC scale-up initiative, funded by the Swiss Agency for Development and Cooperation, and its main partner, the Eduardo Mondlane University Informatics Centre (CIUEM), are providing training and technical assistance and facilitating networking with other CMCs.
- ♦ The National AIDS Council (CNCS) is sponsoring programmes and content about HIV/AIDS. The CMC has also received sponsorships for programmes about human rights, in particular the rights of women and children and concerning labour.
- ♦ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The majority of the CMC's running costs are funded on an ongoing basis by ICS along with support from other partners and donors. The CMC has a limited income from telecentre services, training courses and the production of radio programmes, on-air message dedications and advertisements.

Human resources

The CMC has six full-time staff: a coordinator, a manager, two radio technicians, one administrator and one guard. The radio has ten steady volunteers, and sometimes up to twenty-five irregular volunteers, however the turnover of these volunteers is high, as people find other paid jobs or go outside the district to study. A unique local resource and facility, some 300-500 people per month visit the CMC to use the facilities and visit the radio.

Main focus of activities

The CMC runs courses in basic computing skills, primarily operating systems and office applications,

charging a small fee. There are also free *mini-courses* on how to use email and internet given to people who come to the CMC to use other services, like fax and photocopying, in order to build up basic skills among community members, increase awareness and attract more visitors and users.

The CMC produces a weekly wall newspaper in Portuguese and Chimanyika, which is posted in schools, administrative offices, health stations, community organisations and other public places throughout the district. The CMC also produces a local newspaper, the only one in the district. Both publications draw on digital resources like internet and CD-ROMs for content, which is then translated into the local language.

In addition to daily production and broadcasting, the radio reaches out and actively engages the whole community by using a mobile studio. Programmes are produced live from different parts of the district, often with audiences of 1,000 or even 2,000 people. Community members engage in debates, get the chance to air their opinions and participate in live theatre productions.

Achievements

- ◆ The CMC produces the only local newspaper in the district as well as a wall newspaper. Both publications draw upon the CMC's unique information resources for additional content.
- ◆ Radio programmes have a great impact on the community in terms of education, sharing information, raising awareness and stimulating debate. One example is a programme the radio



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made about the high crime rate on the main roads during dark nights, which prompted the national electricity company to take action and provide electricity and light to the streets in the town.

- ◆ The radio has also instigated widespread debates about child labour in tobacco production, the wider abuse of women's and children's rights and raised awareness of environmental issues and HIV/AIDS.

Constraints and challenges

- ◆ The area's infrastructure is weak and there are regular problems with power supply and the quality of telephone lines and internet connectivity.
- ◆ There are also challenges and dilemmas with respect to financial sustainability. The CMC does not have enough customers, as most of the population is too poor to pay for the services. Reducing prices to help the disadvantaged will also yield less income. The CMC is dependent on national partners and donors to a great extent in implementing ideas and activities.
- ◆ Lack of equipment is a problem: the centre does not have a back-up generator to use when electricity is cut; there is only one radio transmitter so when it is not functioning all programming stops.
- ◆ Turnover of staff, both paid and volunteer, in a poor community like Sussundenga is another challenge, as people are always on the lookout, above all else, for any kind of paid work.



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Xinavane



Name	Xinavane CMC
Location	Southern Mozambique
Address	Xinavane, Manhiça District, Maputo Province, Mozambique
Phone/fax	(258) 21 870 000
Mobile	(258) 82 319 0640
Email	xinavane@zebra.uem.mz

AREA AT A GLANCE

Population	11,000 in Xinavane village, 16,000 more in outlying areas
Languages	Shangaan, Portuguese
Distance from national capital	132 km, 2 hours by road to Maputo
Distance from provincial capital	137 km, 2.5 hours by road to Matola
Main economic activities	Sugar cultivation and milling, agriculture, fishing and cattle rearing
Other internet access	Manhiça CMC, 50 km away

Organisation

Ownership	Non-governmental organisation
Start date	May 2005
Staff	3 full-time volunteers, 60 casual volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs
Set-up	Radio co-located with community telecentre
Number of PCs	4 public access/training, 1 administration
Telecentre	Scanner, photocopier, fax; 1 inkjet, 1 laser printer; telephone, public cell phone, modem
Software	Office applications, antivirus; internet browsers, email; CD burning, digital audio editing
Connectivity	Dial-up, 64 kbps
Radio	1 broadcast/production studio, 1 <i>suitcase</i> radio, 1 portable digital recorder
Transmitter	100 watts, range 30-50 km
Frequency	96.9 FM

Services

Broadcast	Daily 16h45-20h15
Telecentre	Monday-Friday 8-12h, 14h30-18; Saturdays 8-12h

ICT training	Basic computing: operating systems, office applications, internet, email; basic radio journalism
Other training	Literacy
Other services	Desktop publishing, photocopying, printing; internet, email; telephone, fax; sale of diskettes, paper, cardboard; library: books, CDs

Radio programming

Overview	3.5 hours daily: 50% music, 35% community/public affairs, 10% news, 5% ads
Bulletins	Local, national and international news, weather and market prices
Programmes	Health, agriculture, youth, AIDS and STDs, culture, sports, local current affairs, public debates
Languages	70% Shangaan, 30% Portuguese
Digital content	
Learning tools	Encyclopaedias and dictionaries covering wide range of information; CD-ROMs on malaria awareness and prevention, also on anatomy, the solar system, Mozambique history
Languages	Portuguese, Shangaan

Other content

Newspapers	National
Library	Radio and ICT manuals and guides (there is a proper library at the secondary school)

Background and mission

The CMC is owned and operated by AJUCOM (Associação Juvenil para o Desenvolvimento Comunitário em Moçambique), a local association started by seventy young community members to help rebuild houses and infrastructure following serious floods in the area in 2000. At the time, the group was collaborating closely with the International Red Cross. AJUCOM is now recognised by the government as a national NGO, with headquarters in Xinavane and operations in all parts of the country. In Xinavane, AJUCOM continues its efforts to help the community to meet needs in different social areas, for example health issues like malaria and HIV/AIDS as well as local concerns like cleaning the streets, building schools, initiating water programmes and arranging cultural activities. The CMC was established with the creation of both a radio station and a telecentre in May 2005 through a partnership with CIUEM (Eduardo Mondlane University Informatics Centre) with technical and financial support from UNESCO. The CMC is an important tool in exchanging and disseminating information in all AJUCOM's core work areas.

Location and context

Xinavane is an administrative post in Manhiça District of Maputo Province. The village is about two hours drive from Maputo, the capital of Mozambique. Xinavane has approximately 27,000 inhabitants, about 11,000 of whom live in Xinavane village; the rest live in outlying, scarcely populated areas. The area is poor, has high illiteracy rates and was heavily affected by serious floods in 2000. Xinavane is best known for its sugar plantations and mill, which employ more than 3,000 people from the local community. Fishing in the Incomati River is also an important livelihood activity. The family sector produces cassava, maize, peanuts, sweet potatoes, beans, bananas and vegetables in small quantities. There is also some production of handicrafts, such as artistic bricks for houses, baskets, mats, etc.

National television and radio channels are available. STV, the national commercial television channel, has an agreement with BBC and shows news from BBC Africa a few hours per day. The radio at the CMC is the only local radio available. No local newspapers are produced. All the national newspapers are available in the market.

Partners

- ♦ The local sugar company provided the CMC building, rehabilitated it, and is paying the CMC's electricity costs.
- ♦ UNESCO and CIUEM supported the establishment of the CMC, gave training and continue to provide materials and expertise as part of the CMC scale-up initiative in Mozambique, funded by the Swiss Agency for Development and Cooperation.
- ♦ AJUCOM's other activities are supported by several national and international NGOs: CNCS (National AIDS Council) is supporting a campaign to promote sports in the fight against HIV/AIDS; SAT (Southern African AIDS Program) provided computers, furniture and training to the members of the organisation; the Portuguese School in Maputo supplies newspapers for the library. The International Red Cross gave material to build houses after the floods. The Canadian Embassy and KEPPA are also supporting the organisation.
- ♦ Local partners include the Xinavane Secondary School, the local hospital and the Ministry of Health, which the CMC helps to disseminate information about important health issues, vaccination campaigns, etc. The CMC also assists UJUPROX, the local youth organisation, to make and print their newsletter and local churches with HIV/AIDS counselling and Sunday religious programmes.
- ♦ The CMC also established a partnership with the Union for Music Development in Xinavane (UNIDEMU). Following support by AJUCOM to help establish and organise the union, the CMC is now helping the union with document services and the radio is helping local artists to record their music.
- ♦ The CMC is a member of the emerging network of CMCs in Mozambique, which aims to support content development and exchange, technical maintenance, and capacity building.

Income

The CMC raises most of its revenue from the photocopier, computer training and use of computers. Some revenue also comes from radio advertising. The



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CMC is not yet able to pay running costs/salaries to the staff, and thus relies on partners and or donors to contribute to its operations in the short term.

Human resources

The CMC has no paid staff of its own. There are three full-time staff who work on a voluntary basis without salary: an administrator in charge of income and human resources, a computer trainer who is also giving training in basic radio production/journalism, and one trainer/secretary who deals with photocopies, fax and telephone as well as cleaning. The coordinator of AJUCOM doubles as the CMC's activity coordinator. There is also a radio director who coordinates radio operations and programming. There are about sixty volunteers: fifteen host radio programs, the rest collect information in the community, with and without audio recorders.

Main focus of activities

The CMC started operations in May 2005 and at the time of publication was still early in its establishment phase. Training local people in radio and other ICT skills and outreach, especially to people in surrounding areas, are the main priorities. Volunteers are visiting schools and other public institutions, community leaders, local companies and hotels to raise awareness and encourage the use of ICTs. The CMC is hoping to raise funds to buy a bicycle or motorbike in order to reach a wider area. In terms of content, HIV/AIDS is a key focus. The CMC plans to disseminate information on the radio, and produce pamphlets and CD-ROMs in local languages.

Achievements

- ◆ The Xinavane CMC represents a number of firsts for Mozambique: it is the first such facility outside the district capital level; it is the first to be developed in partnership with the private sector; it is the first to start up a radio station and a telecentre simultaneously and it is the first experiment in establishing a small CMC not far from an existing one at district level (Manhiça), which will be able to give support and advice.
- ◆ The CMC has attracted great attention in the community in a short period of time. More than 1,000 people and several local and national media attended the inauguration, officially conducted by the Minister of Science and Technology. Curious citizens were visiting all day and evening on the first day, and the CMC still has problems keeping to the closing hours as so many people come to visit in the evenings. The staff members report that they are already becoming well known in the community. Everywhere they go people ask for training and encourage them to broadcast more hours. They also experienced quick interest from local companies wanting to make announcements and place advertisements on the radio.

Constraints and challenges

- ◆ The CMC does not yet have money to pay the staff. If the revenue does not come, the full-time staff will have to take other jobs and or limit their work for the CMC considerably.
- ◆ The CMC is also facing some technical start-up problems with poor internet connectivity.
- ◆ There is a lack of transportation to reach outlying areas, which represents a problem in terms of including all members of the local community.



Nina Bull Jorgensen



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Khombole



Name	Siggil Jiggèen CMC
Location	Western Senegal
Address	BP 9, Khombole, Senegal
Telephone	(221) 953 1772
Fax	(221) 953 1770
Email	siggiljiggeen@sentoo.sn

AREA AT A GLANCE

Population	16,148 in the local area
Languages	Wolof, Sérère, Pulaar, French
Distance from national capital	96 km, 2 hours to Dakar
Distance from district centre	30 km, 45 minutes to Thiès
Main economic activities	Agriculture, small and micro-enterprise, trade
Market linkages	Large market in Touba Toul, 7 km away
Other information	Potential for development of medicinal plants, fruit farming, henna cultivation, and pottery/craft production
Other internet access	none

Organisation

Ownership	Non-profit trust
Start date	Telecentre 2005, radio 2000
Staff	11 volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs
Set-up	Telecentre co-located with community radio
Number of PCs	10 public access/training, 1 radio production
Telecentre	Digital still camera; scanner, printer, fax, photocopier
Software	Office applications; digital audio editing, multimedia design/production
Connectivity	Lease-line, 64 kbps
Radio	1 broadcast/production studio, portable recorders
Transmitter	250 watts, range 50 km
Frequency	106.5 FM

Services

Broadcast	Daily 10-12h 17-20h
Telecentre	Daily 10-20h
ICT Training	Basic computing: operating systems, office applications, basic internet; radio: basic production, technical operation

Other services	Desktop publishing, public fax, public phone, photocopying, scanning; photography services; basic graphic design; radio announcements; micro-credit and micro-enterprise support
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Radio programming

Overview	5 hours daily: 80% community, public, affairs, news, educational programming; 20% music
Bulletins	Public service announcements (daily), market prices (weekly)
Programmes	Health: mother and child, HIV/AIDS, STD and malaria awareness; savings and credit; agriculture, local history and culture, debates, human rights; programmes for local target groups
Languages	70% Wolof, 30% Sérère and Pulaar

Digital content

Bulletins	Market prices
Learning tools	CD-ROMs: literacy skills, mathematics, geography, history, astronomy, chemistry; encyclopaedias, dictionaries
Other content	Local history, culture; local product and service directories
Languages	French

Other content

Library

Background and mission

Founded in 2000, the Siggil Jiggèen Trust is a community-based women's group that undertakes development support activities in Khombole, particularly small saving and credit programmes. In 2002, the trust established Siggil Jiggèen Radio and in 2005, UNESCO's CMC scale-up initiative in Senegal supported the creation of multimedia centre by adding

telecentre facilities. The Siggil Jiggèen of Khombole CMC is owned and run by the trust. The centre's wide range of ICTs has empowered the Siggil Jiggèen Trust, other local women and community members to increase their access to resources, enhance their own development initiatives, and generally to work towards a better standard of life for their families.

Sengerema



Name	Sengerema CMC
Location	Northern Tanzania
Address	PO Box 399, Sengerema, Mwanza Region, Tanzania
Telephone	(255) 744 730 470
Fax	(255) 28 259 0146
Email	mctmanager@costech.or.tz
Website	www.sengerema.or.tz

AREA AT A GLANCE

Population	500,000 in Sengerema and the surrounding area
Languages	Kiswahili and Kisukuma
Distance from the national capital	1,200 km, 1.5 hours by plane and 1.5 hours by ferryboat and road
Distance from regional capital	60 km by ferry boat and road
Main economic activities	Cotton cultivation, subsistence farming, fishing, mining, trading
Other internet access	None

Organisation

Ownership	Local steering committee (permanent ownership to be determined)
Start date	Telecentre 2000, radio 2003
Staff	4 full-time, 2 part-time, 10 volunteers

Facilities

Media in use	FM radio; computers, internet; video
Set-up	Local radio co-located with community telecentre
Number of PCs	10 public access/training, 2 production/content management
Telecentre	Digital video camera; photocopier, binding machine; telephone, fax
Software	Office applications; internet browsers, email, chat; digital audio editing
Connectivity	VSAT, 50/64 kbps
Radio	1 broadcast/production studio
Transmitter	350 watts, range 10-50 km
Frequency	98.8 FM

Services

Broadcast	Daily 12h58-22h
Telecentre	Monday-Saturday 8-22h, Sunday 9h30-22h
ICT training	Basic computing; intermediate computing: web, software and hardware installations; tailor-made

courses as per requirements of clients; radio production, digital audio editing

Other services	Desktop publishing, fax, scanning, document binding, digital photography and video shooting
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Radio programming

Overview	9 hours daily: 35% music, 54% community/public affairs, 10% news and sports, 1% advertisements
Bulletins	Local news, weather
Programmes	Health, agriculture, education, sustainable fishing
Languages	Kiswahili, Kisukuma
Digital content	
Learning tools	CD-ROMs and internet content on HIV/AIDS, agriculture, cotton, fishing, women's entrepreneurship, ICTs
Languages	Kiswahili

Other content

Library	Educational video cassettes, audiotapes; printed health brochures in Kiswahili, e.g. on the prevention of hookworms, and on general topics in English, e.g. computer studies
Languages	Kiswahili, English

Background and mission

The Sengerema CMC was established as a telecentre in 2000 with the assistance of the International Telecommunications Union (ITU). The centre became a CMC in 2003 after the installation of FM radio facilities, supported by UNESCO. An extension of the telecentre mission, the CMC aims to provide affordable communication and information services to meet the socio-economic and cultural needs of the entire Sengerema district.

Location and context

The CMC is located within the town of Sengerema, the seat of the local district government. The CMC is easily accessed by the local community within the district. People from neighbouring districts reach the CMC by road and ferryboat. The CMC serves public institutions – health and education departments and local administration – and private small and medium sized enterprises as well as farmers and traders. Sengerema District is mainly rural and is known for cultivation of cotton as a cash crop; also fishing and keeping of cattle, goats and sheep. The level of literacy is above the national average. Media covering the area include the national radio, one FM radio broadcasting from the regional headquarters and a variety of newspapers from the country's capital, Dar es Salaam.

Partners

- ♦ The International Telecommunications Union (ITU) provided initial support and basic equipment for telecentre. The Canadian International Development Research Centre (IDRC) provided both technical and financial support to the development of the telecentre.
- ♦ UNESCO supported the addition of radio facilities in 2003 and continues to provide support for capacity building as part of its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ♦ The CMC has also received support from a range of national partners: the Tanzania Communications Regulatory Authority and Tanzania Telecommunications Company. The Open University of Tanzania and Tanzania Library Services Board have supported the CMC with content.
- ♦ The Prime Minister's Office, Ministry of Regional Administration and Local Government, Tanzania Chambers of Commerce, Industry and Agriculture have all provided additional support.
- ♦ The Tanzania Institute of Adult Education, and Tanzania Commission for Science and Technology are members of the national Project Management Committee, which has the responsibility to oversee the operations of the CMC and each organisation has contributed in kind.
- ♦ The local government and community in Sengerema provided land and contributed funds for the building.



Sengerema CMC/UNESCO

Income

The CMC raises revenue from the following paid services: fax, scanning, desktop publishing, training, internet access, radio announcements and messages. This revenue covers approximately eighty percent of total overhead costs. The remaining twenty percent is covered by contributions from local community and project funds.

Human resources

The CMC has four paid staff: a manager who works full-time and covers most of the CMC operations, a part-time administrator who runs the office, two part-time IT tutors. There are about ten regular volunteers, all of whom are youth working for the radio; sixty percent are women. Paid staff and volunteers run the day-to-day activities of the CMC under the authority and supervision of the CMC manager. The Local Steering Committee oversees the activities of the CMC at the local level and is responsible for the CMC manager. Ten people visit the telecentre everyday for training and to use the internet and other services, the radio has an average of twenty guests per week.

Main focus of activities

The main activities are ICT training, other telecentre services like internet, fax, telephone and secretarial assistance, along with radio broadcasting. Key focuses

of radio are education, health, environment, entertainment and local news and announcements.

Achievements

- ◆ The Sengerema CMC is a unique facility in the local area, providing access to a range of ICTs as well as the only local media service. In an area where there are few computers and no other internet access points or services such as photocopying or desktop publishing, the CMC has been a significant development for the district. As one senior district council staff put it: *the CMC has become very much part of the life of the district.*
- ◆ The radio has played a key role in vaccination campaigns for children, increasing rates of vaccination from around sixty percent to one hundred percent in just six months.

- ◆ The radio meets the needs of the villages outside the district headquarters and facilitates the work of the district council through public notification of voter registration, vaccination campaigns, etc.

Constraints and challenges

- ◆ The area's power supply is irregular and there are frequent cuts lasting several hours. The CMC has a UPS that can support operations for one to two hours.
- ◆ There is a high turnover of staff and volunteers, which poses challenges to the regularity and consistency of services and limits new initiatives.
- ◆ A hill in one area of the radio's broadcast area limits the coverage of the radio service.

“The total number of users of internet/email (at the CMC) over the three years (2002-2004) was 17,000, which is over 34 users for every 1000 persons over the three years or about 11 per 1000 persons per year. According to the data from the United Nations, the national average for 2001 for Tanzania was 2.5 per 1000 persons internet users.”

From an evaluation conducted by IDRC

Local MMTK experience

IT trainer Lismas Julius discovered the Multimedia Training Kit on the UNESCO website and was later sent the MMTK CD. He used it to begin mixing his existing training materials with components from the kit. He believes that the toolkit has improved the centre's training methods substantially. "The MMTK was so useful and all the materials were reliable and arranged for the purpose of empowering knowledge and skills to all those who were using this kit."

Sengerama previously faced problems getting good training materials. The MMTK modules represent a significant improvement. The centre shares the IT materials with the students, teaching them office applications. They use the MMTK CD when the internet is down. Lismas also used modules on 'introduction to business', 'introduction to databases' and the 'introduction to digital editing'.

Lismas maintains that students have been performing better in their examinations, producing results significantly higher than those prior to using the MMTK. Overall he rates the quality, range and clarity of the kit highly, although he feels that there is a need for more technical materials including a troubleshooting unit; also that CDs should be regularly supplied. He is looking forward to an improved and updated version of the kit.

Indicators of local impact

A survey conducted as part of an independent evaluation in mid-2005 found that the local Sengerema community credits the CMC with a wide range of positive impacts:

- ◆ 50% of respondents had saved money by using CMC services, which are cheaper than the alternatives; 13.6% had increased their business and 10% had improved the efficiency and quality of their work as a result of access to the CMC facilities; 9.1% found communications to be faster, 6% obtained market information more easily, and 4.5% reported 'just saving time' as a positive impact.
- ◆ Social benefits that the community reported include: easier communications (37%), availability of information (27%), acquiring computer skills (6.4%), improved work efficiency (6%), entertainment (6%) and easy contact with donors for scholarships (2.2%).
- ◆ The secretary of a women's group called *Wanawake na Maendeleo* (women and development) was given a free training in the use of computers and the internet. She now uses email twice a week and she is enthusiastic about the benefits of the CMC for her group. "The CMC has provided us with computer technology and skills. We have seen and used this technology instead of just hearing about it. The radio has been useful for advertisements and notification of deaths. Before I had to go to Mwanza for these sorts of services, which used to cost me quite a bit of money each time. With the CMC facilities in Sengerema, I have good communications for the group and more customers."
- ◆ One of the CMC's national partners identified the most significant impact at the local level as 'access and use of the internet to communicate with the rest of the world at affordable cost'.
- ◆ The chairman of the Local Steering Committee stresses the advantage of the CMC on the community's economic activity and cites the example of local wheelbarrow manufacturers who used the internet to get their products into new markets, which significantly increased demand and profits.
- ◆ The CMC has brought significant changes for the wider Sengerema community, especially in terms of governance and the inclusion of outlying communities. The radio has been a particular boon for villages that are outside the district headquarters, whose needs are specific to remote rural areas and are often difficult for the district administration to address. The CMC's communication and information tools have greatly facilitated the work of the district council by making it possible to do mass public notification of voter registration, vaccination of children under five, etc.
- ◆ Computers and ICT facilities have also contributed to building the overall capacity of the local administration and improving work performance; for instance the reporting of the bee-keeping officer has become very efficient since he started using the computer to prepare his reports. Training in computers has also led to promotions, for instance, of accountants in the local government administration.
- ◆ In the initial two years, the telecentre experienced very low usage; however since 2002 and particularly since the addition of the radio, patterns of usage have changed: ICTs, particularly computers, have become very popular even amongst people who only a few years previously were entirely computer illiterate. At the outset, there was minimal demand for the telecentre facilities, however, now one can be in a queue to use a computer for email or to browse the internet, especially over the weekend.
- ◆ Six new micro-enterprises dealing in secretarial services have been started by trainees of the telecentre. After learning new skills and realising the potential of local ICT usage, these entrepreneurs purchased their own computers and started their own businesses, which also provides employment to others. One new service was opened at the Teachers' Resource Centre by a local teacher; although he was trained in Dar es Salaam, the capital, he is clear that it was the Sengerema CMC that showed him the way.

Apac



Name	Apac CMC
Location	Northern Uganda
Address	PO Box 121, Apac Town, Apac District, Uganda
Telephone	(256) 776 60 686
Fax	(256) 412 34 924
Email	radioapac@iwayafrica.com
Website	www.interconnection.org/radioapac

AREA AT A GLANCE

Population	20,000 in Apac town, 890,000 in the district
Languages	Lango, English
Distance from national capital	400 km, 7 hours by road to Kampala
Main economic activities	Subsistence farming, trade
Other internet access	1/2 km to private internet centres

Organisation

Ownership	Community-based organisation
Start date	Radio 1999, telecentre 2003
Staff	13 full-time, 10 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio
Number of PCs	5 public access/training, 3 staff
Telecentre	Digital cameras: still, digital; television; photocopier
Software	Office applications; internet browsers, email; digital audio editing
Connectivity	VSAT, 64 kbps
Radio	1 broadcast/production studio, portable minidisc recorders
Transmitter	300 watts, range 40 km
Frequency	92.9 FM

Services

Broadcast	Daily 6-00h
Telecentre	Daily 9-21h

ICT training	Basic computing: operating systems, office applications, internet browsing; radio production
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Other services	Photocopying, library, public phone
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Radio programming

Overview	18 hours daily: 10% news, 60% public and community affairs, 30% music
Bulletins	News, weather (daily); market prices (weekly)
Programmes	Health, agriculture, education, sports, women, children, youth, people with disabilities
Languages	Lango, English

Digital content

Learning tools	Archived radio programmes; indexed websites
Languages	English, Lango

Other content

Library	70 books; cassette radio archives; videos
Languages	English, Lango

Background and mission

Radio Apac was established in 1999 with support from the Commonwealth of Learning (COL), an intergovernmental agency based in Canada. The goal of the radio is to bridge the educational and developmental information gap in the communities of Apac District. In 2003, UNESCO supported the addition of the telecentre, creating a multimedia facility, in order to expand the access of both radio and community members to information and communication tools.

Location and context

The Apac CMC is located in the Apac Town Council area. It started out serving the town and later expanded to the whole Apac district. The CMC is easily accessible to the public by road, phone and post. The main economic activities of the area are agricultural, especially farming of cereal crops such as maize and millet. Radio Apac is the only local radio station in the district. Signals from other FM stations operating from neighbouring districts can also be heard. The national television signals do not reach Apac and satellite television is available to only those who can afford it. Apac is covered by three cellular networks: MTN, CELTEL and Mango; there is no fixed telephone network coverage.

Partners

- ◆ Commonwealth of Learning supported the establishment of the radio and initial training.
- ◆ UNESCO supported the establishment of the telecentre, provided training and technical assistance through funding provided by Belgium.
- ◆ AMARC, the World Association of Community Radio Broadcasters, provided equipment and training to the radio.
- ◆ The CMC has also received support from PANOS for equipment, training and programme production; the Open Knowledge Network for programme production support and OneWorld for specific HIV/AIDS productions.
- ◆ Local partners also play an active role in the CMC, particularly in terms of programming and content: the Agency for Sustainable Development Initiatives

(ASDI) in Apac provides local content programming, Wougnet provides women's content using the internet, the Kubere Information Centre assists with agricultural programmes, the Apac police unit does community security and human rights programming and the District Government of Apac contributes programmes about district developmental issues.



Apac CMC/UNESCO

Income

Roughly seventy percent of the CMC's earned revenue comes from radio programme sponsorship by NGOs, CBOs and government departments as well as from local advertising, another fifteen percent comes from internet fees, photocopy services and computer training, and the remaining fifteen percent comes from programme production grants from NGOs, CBOs and public institutions.

Human resources

The CMC has thirteen full-time paid staff including a station manager, several technicians and radio presenters as well as security and administration personnel. Although there is a high turnover of volunteers, on average there are ten volunteers at a time. The gender ratio among staff is two women to one man. Local NGOs such as ASDI, Kubere Information Centre, and Apac Anti-Corruption Coalition send their own staff to produce and manage related programmes.

Main focus of activities

The CMC focuses on delivering educational and agricultural information as well as development news. A significant portion of local content is provided and programmes are implemented by local civil society groups. Internet access has become a highly valued service, especially for teachers and youth, but also among the general public and perhaps most significantly for radio researchers, producers and presenters.

Achievements

- ◆ Apac Community Radio was the first local communication facility in the Lango and Lira Sub-regions of Apac. Information resources and communication tools are now accessible to rural communities and community spaces have a

different composition, for example women's voices are now heard on radio, empowering women to be more active in their communities.

- ◆ Internet has also opened a window on the world and doors to a whole host of new resources for the town community. Schoolteachers from the area come to the centre to surf the web for teaching materials – a major development given that most schools do not have books.
- ◆ The CMC played a key role in mobilising the community during the 2005 immunisation campaign.
- ◆ The CMC won prizes at the 2005 UNICEF Children's Broadcasting Day Awards for participatory programming and for its dramatic programmes.

Constraints and challenges

- ◆ Intermittent and unreliable power supply is a major constraint. There are power cuts each weekend and for long periods during the week, forcing the centre to use expensive generators for power in order to maintain services.
- ◆ In general, financial self-reliance and all round sustainability are challenges given high costs and limited income; for example, subscription to the VSAT internet link is approximately USD 350 per month.
- ◆ Building and maintaining technical expertise and other capacity is a challenge in the face of high turnover of volunteers.



Apac CMC/UNESCO

Buwama



Name	Buwama CMC
Location	Western Uganda
Address	PO BOX 163, Buwama, Uganda
Telephone	(256) 77 221 447 (256) 77 660 562
Email	bwmcmc@yahoo.co.uk

AREA AT A GLANCE

Population	410,000 in the Buwama sub-county
Languages	Luganda, English
Distance from national capital	64 km, 1.5 hours by road to Kampala
Distance from district capital	30 km, 45 minutes by road to Mpigi
Main economic activities	Subsistence farming, trade, fishing
Other internet access	University, private internet café and community centre 6-12 km away

Organisation

Ownership	Steering committee chaired by local government
Start date	Telecentre 1999, radio 2004
Staff	3 full-time, 10 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Radio co-located with telecentre
Number of PCs	8 public access/training, 2 radio, 1 server
Telecentre	Digital camera: video, still; voice recorders; scanner, printer, photocopier; generator
Software	Office applications; internet browsers, email; digital audio editing
Connectivity	VSAT
Radio	1 broadcast/production studio, portable recorders
Transmitter	100 watts and 30 watts relay, range 30 km
Frequency	103.3 FM

Services

Broadcast	Daily 6-00h
Telecentre	Daily 8-18h, closed Sunday

ICT training	Basic computing: operating systems, office applications, internet browsing; radio production
Other training	Adult literacy, entrepreneurship
Other services	Library, scanning, document binding, photocopying, printing, video hire

Radio programming

Overview	18 hours daily: 50% public and community affairs, 10% news, 40% music
Bulletins	Weather, market prices (daily); sports, market days, job opportunities (weekly)
Programmes	Health, agriculture, business, education, women and child issues
Languages	90% Luganda, 10% English
Digital content	
Learning tools	CD-ROMs on various topics
Languages	English and Luganda
Other content	
Library	Books, cassettes, posters, brochures on various developmental topics
Languages	English and Luganda

Background and mission

The Buwama telecentre was established in 1999 by the Uganda National Council for Science and Technology (UNCST) with support from the Canadian International Development Research Centre (IDRC). It was handed over to the Local Council Administration to hold in trust for the community in March 2003. The radio component was added in 2004, through support from UNESCO, with an aim to empower communities to access and use ICTs to enhance their own development initiatives. The addition of the radio station has helped to overcome problems of distance and improved participation, particularly among women and children.

Location and context

The CMC is located about one and half hours drive south west of the capital, Kampala. The population of the area is mostly peasant farmers and agricultural workers. Buwama town is a busy trading centre where the area's small businesses are concentrated. Buwama Sub-county has a national teaching college, numerous private and public secondary and primary schools. Illiteracy and poverty levels are high. The main source of livelihood is subsistence farming. The sub-county has also been greatly affected by HIV/AIDS prompting NGOs such as World Vision to come and help with prevention and treatment. The community has access to national radio and television as well as a variety of other private FM stations.

Partners

- ♦ The telecentre was initially established by the Uganda National Council for Science and Technology with the Canadian International Development Research Centre (IDRC) providing equipment and training.
- ♦ UNESCO supported the establishment of the radio and provided additional equipment, training, production and networking with other CMCs in Uganda with funding provided by Belgium.
- ♦ The Council for Economic Empowerment of Women in Africa (CEEWA), Uganda Chapter, provides monthly contributions to some operational costs such as the internet and telephone subscriptions, and equipment maintenance.

- ♦ The National Agricultural Research Organization (NARO) and National Library of Uganda provide reading materials.
- ♦ The CMC building was provided through the Buwama Community Training Centre (donated by World Vision); the radio is housed at the sub-county headquarters.

Income

The CMC raises revenue from the following services: computer training, internet/email access, radio announcements, document processing and binding, scanning, printing and photocopying; video, still camera and generator hire. Earned revenue covers approximately seventy percent of the total overheads, the remaining thirty percent is covered by contributions from CEEWA Uganda Chapter.

Human resources

The CMC has three paid staff: the manager who covers most of CMC operations, a full-time security guard and a full-time support staff member. There are about ten regular volunteers, mostly men, who come for two to three hours everyday to produce and present particular radio programmes. The number of users visiting the facility per day ranges between ten and twenty-five.

Main focus of activities

The main objective of the CMC is to provide access to information and ICT services for the whole community of Buwama. The centre provides basic ICT training and disseminates need-based information through the radio, especially regarding agriculture, small business development and entrepreneurship.

Achievements

- ♦ The CMC has provided training to more than 300 people from the community, including students, women groups and educationalists.
- ♦ The CMC provides the community with free access to a range of resource materials including educational posters, local and foreign journals and other periodicals, and books.

- ◆ The CMC has significantly increased local ICT awareness and demand for information and communication services. When the CMC first opened, ICTs were a complete unknown in the community; today Buwama Town has two telecentre facilities and a growing number of public telephones.
- ◆ The radio has increased the involvement of the community and brought together development agencies, for instance NARO has used the station as part of its electronic delivery of agricultural information programme and the CEEWA Uganda Chapter has used the CMC to reach various affiliated women groups.

Constraints and challenges

- ◆ The library materials are limited and the facility needs more content, especially local publications.
- ◆ Despite the presence of VSAT, the internet connection is slow and is only connected to one computer; hence users have to line up, and others get tired and leave. The ISP subscription is paid three months in advance and is a drain on the CMC's cash flow.
- ◆ There are frequent power cuts lasting hours or even days, making the provision of a reliable, low-cost service a challenge.

Kachwekano



Name Kachwekano CMC
 Location Western Uganda
 Address PO Box 421, Kabale,
 Uganda
 Telephone (256) 486 23064 / 486 26219
 Email kachwekanocmc@yahoo.com

AREA AT A GLANCE

Population 43,500 in the sub-county
 Languages Rukiga-Runyankole Runyoro-Rutoro, Runyarwanda, English
 Distance from national capital 450 km, 7 hours by road to Kampala
 Distance from district capital 8 km to Kabale
 Main economic activities Subsistence farming, dairy farming, poultry, piggery, bee keeping and apiary, local brewing, trade
 Other internet access 10 cybercafés or telecentres in Kabale town, 8 km away

Organisation

Ownership Local governmental and agricultural organisation
 Start date Telecentre 2001, radio 2004
 Staff 2 full-time, 2 volunteers

Facilities

Media in use FM radio; computers, internet
 Set-up Radio co-located with telecentre
 Number of PCs 1 public access/training, 1 radio production
 Telecentre Television, photocopier, generator
 Software Office applications, digital audio editing
 Connectivity Dial-up (CDMA), 36 kbps
 Radio 1 broadcast/production studio, *suitcase* radio, 2 portable cassette recorders
 Transmitter 30 watts, range 20 km
 Frequency 107.3 FM

Services

Broadcast Daily 6-00h
 Telecentre Daily 8-18h
 ICT training Basic computing; radio production
 Other training Literacy, marketing
 Other services Photocopying, library

Radio programming

Overview 18 hours daily: 55% community affairs, 35% local/international music, 10% announcements and advertisements
 Bulletins Weather, market prices (4 daily)
 Programmes Health, agriculture, tourism, environment, education, politics, traffic and travel, culture, nutrition and family issues
 Languages 60% Rukiga-Runyankole Runyoro-Rutoro, 20% Runyarwanda, 20% English

Digital content

Bulletins Press releases and information from the internet
 Learning tools Literacy CD-ROM; encyclopaedias
 Languages English

Other content

Library A wide range of educational and general interest books

Background and mission

The Kachwekano telecentre started in 2001 as a branch of Kabale African Highlands Initiative (AHI) Telecentre. Kachwekano became a CMC with the addition of radio facilities in 2004, established with the support of UNESCO. The CMC is owned and run by Bubaare Sub-county together with the Kachwekano Agricultural Research and Development Centre (ARDC) of the National Agricultural Research Organization (NARO). The mission of Kachwekano CMC is to stimulate and sustain community development initiatives.

Location and context

The Kachwekano CMC is located within the Kachwekano Agricultural Research and Development Centre (ARDC) in Bubaare Sub-county, Kabale District. The CMC is two and a half kilometers from Lake Bunyonyi, a local tourist attraction, about eight kilometers from Kabale town and about 450 kilometers from Kampala, Uganda's capital. The radio has an average range of about twenty kilometres covering nine out of twenty sub-counties in the district as well as nearby areas of neighbouring Rwanda; however the range is limited by low transmission power and hilly geography. The district has characteristics of a more remote area because of the terrain and in general the people are poor. There is no structured public transport to the town, and no communication services aside from the CMC and tourist resorts. There are a few scattered secondary schools.

The major sources of food and income in the area are small scale and subsistence farms growing sorghum, Irish and sweet potatoes, maize, beans, peas and vegetables. A very few households keep cattle on a medium scale, while about thirty percent keep a few goats and sheep. With no organised markets for the little farm produce and products they have to sell, farmers tend to get low prices. Due to the steep hills, the area usually suffers from landslides during periods of heavy rain. Due to the dense population, land fragmentation and degradation are major constraints to the area's development.

The area has access to one national short wave radio and one television station along with five FM stations, including Radio Kachwekano; some

communities receive Rwanda national radio. A small number of people have access to a local newspaper and national English newspapers; international satellite television and internet are only accessible locally at tourist resorts. There are about ten internet cafés and one telecentre in Kabale town, eight kilometers away. Five of these privately owned internet cafés use broadband (AFSAT) connectivity and hence are fast and cheap. Public phone centres are readily available.

Partners

- ◆ The Canadian International Development Research Centre (IDRC) provided the initial telecentre equipment and materials.
- ◆ UNESCO supported the establishment of the radio facilities with funds from Belgium and continues to provide materials and support capacity building of the CMC staff.
- ◆ The Developing Countries Farm Radio Network (Canada) sends radio scripts on a wide range of topics, from farming to HIV/AIDS awareness.
- ◆ The Ugandan government, through NARO, provided a building, furniture and staff houses for the CMC and is providing agricultural information and financially supporting programme research.
- ◆ The Bubaare Sub-county provided funds for some materials and contributes to the staff salaries; the local Kabale district government has also promised to support the station.

Income

The CMC raises revenue from the following services: training, internet access, radio announcements, telephone access, photocopying and film shows. This revenue covers only a small portion of total overheads. The remaining costs are covered by contributions from Bubaare Sub-county and NARO-Kachwekano ARDC, which also provides the building, security, power and housing for the CMC. The contributions of two volunteers, totalling some fifty person-hours per week, are also an important aspect of the CMC's sustainability.

Human resources

The manager of Kachwekano ARDC, the host institution, manages the CMC. There are two paid staff, who cover most of the CMC operations, and two regular volunteers, who work largely in radio presentation and production, but also they provide valuable technical assistance and help with the library.

Main focus of activities

The main focus of activities is on information dissemination, particularly agriculture and education; health, especially sanitation, nutrition and disease control; environment, including issues of deforestation, soil fertility management and pollution; also cultural values and governance, policy and politics. The radio is on air eighteen hours a day with reports, live interviews, features, music and other programme formats. As the only accessible radio facility, the CMC has attracted a lot of students who come to see and learn about how FM radios operate. The CMC is showing educational films to people from the surrounding community, an activity that also earns a little income. The telecentre focuses on computer and internet training, largely for people attached to the area's few businesses. The CMC has started organising school dropouts into entrepreneurial groups and associations that will generate funds, both for themselves and for the CMC. Due to the presence of cybercafés and a telecentre in Kabale town and tourist resorts at Lake Bunyonyi, other services, like internet, telephone, photocopying and use of the library, are mainly accessed by people within a five kilometre radius of the CMC.

Achievements

- ◆ The CMC has filled a need among locals whose livelihood prospects benefit from access to knowledge and skills offered by the CMC, but who cannot afford either the high fees of training centres in Kabale or transport to town itself.
- ◆ The proximity of telephone, internet and photocopying services has helped residents in the immediate vicinity of the CMC to easily and promptly communicate to their relatives.

- ◆ The CMC's library has provided school children, teachers and students from nearby schools and the community-at-large with access to books and other educational resources, improving educational standards, general and particularly cultural awareness levels and increasing students' performance in end-of-term examinations.

Constraints and challenges

- ◆ Telephone service in the area is generally unreliable; frequent breakdowns and slow repairs also affect the CMC's dial-up internet connectivity, which is already fairly slow.
- ◆ The area experiences frequent power cuts, often lasting several hours and at times a few days. The CMC uses a standby generator; however fuel and maintenance costs are high.
- ◆ Building human resource capacity and maintaining regular staff is a challenge given the area's poverty, the CMC's limited resources and the novelty of the services.
- ◆ The CMC needs to increase and upgrade its facilities, including stronger transmission equipment and better production capability as well as more computers and peripheral equipment.



Kachwekano CMC/UNESCO

Kagadi Kibaale



Name	Kagadi Kibaale CMC
Location	Mid Western Uganda
Address	PO Box 24 Kagadi, Kibaale District / PO Box 16253 Kampala, Uganda
Telephone	(256) 4125 6704 / 7739 6649
Fax	(256) 4134 2270
Email	urdt@iwayafrica.com

AREA AT A GLANCE

Population	650,000 in Kagadi town and surrounding areas
Languages	Runyoro, Rutoro
Distance from national capital	290 km, 4 hours by road from Kampala
Distance from district capital	40 km, 1 hour by road to Kibaale
Main economic activities	Subsistence farming, trade
Other internet access	Kibaale cybercafé, 40 km away; Kyenjojo cybercafé, 60 km away

Organisation

Ownership	Non-governmental organisation
Start date	Radio 2000, telecentre 2002
Staff	5 full-time, 22 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio and cultural centre
Number of PCs	12 public access/training, 4 production/broadcasting
Telecentre	Digital still camera, satellite TV; scanner, printers
Software	Office applications; internet browsers, email; digital editing: audio, video; playlist, digital broadcaster
Connectivity	VSAT, 150 kbps
Radio	1 broadcast/production studio, portable minidisc recorders, portable cassette recorders
Transmitter	2000 watts, range 100+ km
Frequency	91.7 FM

Services

Broadcast	Daily 6-00h
Telecentre	Sunday-Friday 9-17h, Saturday 9-13h
ICT training	Basic computing; radio production

Other training	Functional adult literacy, leadership skills; diplomas and certificates in journalism, marketing; short courses on business programming, management skills
Other services	Photocopying, library, video shooting and editing

Radio programming

Overview	18 hours daily: 10% news, 55% community affairs, 30% local/international music, 5% announcements/advertisements
Bulletins	Weather (weekly), market prices (3 weekly); <i>Everyday Affairs</i> (4 daily in English and 4 daily in local languages)
Programmes	Health, agriculture, education, sports, women, people with disabilities
Languages	Runyakole, Rutoro, Rukiga, Runyoro, Kiswahili
Digital content	
Learning tools	CD-ROMs on literacy skills; archived radio programmes, encyclopaedias
Languages	French, English
Other content	
Library	Books on various subjects; cassette archive of radio programmes

Background and mission

Kagadi Kibaale Community Radio (KKRC) was started in 2000 through the Uganda Rural Development and Training (URDT) programme. URDT provides



Kagadi Kibaale CMC/UNESCO

vocational training, including agriculture and carpentry, and has a meeting hall and other community facilities. The radio opened its doors at the same time as a local cultural centre. The radio's slogan, clearly reflecting its mission to support the development of marginalised

communities in Kibaale District, is *radio for human development*. A telecentre was added to the radio in 2002 with support from UNESCO.

Location and context

The CMC is located at Kagadi town, 260 kilometres west of Kampala and forty kilometres from Kibaale town, headquarters for the district of the same name. Constituting part of the East African rift valley that passes through mid-Western Uganda, the area is hilly. The vegetation is thick, though the forest cover has been reduced by high population growth, largely due to immigration from other parts of Uganda. The majority of local residents are peasants, cultivating both cash and food crops.

KKCR is the only community radio in the area. Commercial radios as Radio Kitara, Radio Hoima, Bunyoro Broadcasting Service, Voice of Toro and Radio West are available in the area. There three daily newspapers available: *New Vision*, *Monitor* and *Red Pepper*, also Radio Uganda.

Partners

- ◆ Initial funding for the radio and for training was provided by the Swedish International Development Agency (SIDA).
- ◆ Additional training has also been funded by SIDA and provided by the East African Community Media Pilot Project, founded by four partners: URDT (Uganda), ECONews Africa (Nairobi), Orkonerei Institute for Pastoralists Advancement (Tanzania), and Mangelete Integrated Community Development Project (Kenya).

- ◆ UNESCO supported the addition of telecentre facilities, providing additional equipment and training as part of the establishment of the CMC, with funds from Belgium.
- ◆ The CMC also works with the National Association of Broadcasting and the National Association of Community Broadcasters.

Income

The most significant source of income is generated from radio announcements, fifty-five percent, followed by sponsored programmes, ten percent, and internet access and photocopying, five percent. Local governments in Kibaale, comprising nineteen sub-counties, give subventions, which constitute another five percent. The founder, Uganda Rural Development and Training (URDT) programme contributes about twenty-five percent of the CMC's budget.

Human resources

The CMC has eight full-time staff members: a station manager, programme manager, documentalist, news editor, librarian, assistant librarian, marketing manager and features editor. The staff are supported by twenty-four volunteers in both the radio and telecentre components. The number of visitors and guests coming every day at the CMC is around eighty-five.

Main focus of activities

The CMC's major goal is to meet the information needs of the population of Kibaale District, which is reflected in its activities: a daily eighteen hour community radio service, a library/resource centre, paid telecentre services, including photocopying, internet access, and other computer services. The CMC uses a generator and limited solar power to provide energy for the radio broadcast and to keep the computers as well as other equipment running each day.

Achievements

- ◆ The CMC has become an important local public service. Through regular announcements and the daily radio broadcast service, communities in Kibaale District are kept informed of public/community affairs and discussions.

- ◆ Both the telecentre and the radio station have been instrumental in reaching people with health information, the radio through programmes coordinated through the district hospital, 200 metres from the CMC; the telecentre makes information available on the local computer network. The hospital also makes regular announcements regarding the wellbeing of patients.
- ◆ The CMC's facilities have improved local residents' communications with other parts of the country and the world.
- ◆ The CMC's cultural centre has collected and continues to preserve unique documents and cultural artefacts.

Constraints and challenges

- ◆ The high cost of fuel for the generator poses problems for the station's limited budget and is a challenge in terms of overall sustainability.
- ◆ The lack of capital funds is a constraint: with rising demand for internet and telecommunication services, the CMC needs to increase the number of computers and expand its services.



Kagadi Kibaale CMC/UNESCO

“The telecentre has helped me to widen my scope of understanding and get informed. I cannot afford to buy a newspaper every day, but the telecentre helps me to get information. I'm grateful that information can be accessed cheaply.”

Kirungi Nkora Richard, local teacher, self-employed worker and a weekly visitor to the library and telecentre

Nabweru



Name Nabweru CMC
 Location Southern Uganda
 Address PO BOX 19005
 Kasangati, Uganda
 Telephone (256) 41 567 345
 Email nabweru@afsat.com

AREA AT A GLANCE

Population 153,000 in the sub-county; 2,000 each in Nabweru, Nanfana, Maganja, the main towns

Languages Luganda, English, Runyakitara

Distance from national capital 6 km to the outskirts of Kampala

Main economic activities Small scale business, labour, agriculture

Other internet access 2 telecentres at Bwaise Trading Centre, 1.5 km away, and 1 telecentre at Nansana Trading Centre, 2 km away

Organisation

Ownership Government municipality
 Start date Telecentre 1999, radio 2004
 Staff 5 full-time, 20 volunteers

Facilities

Media in use FM radio; computers, internet
 Set-up Radio co-located with telecentre
 Number of PCs 3 public access/training, 2 staff, 1 server
 Telecentre Still camera, video camera; scanner, printer, photocopier; generator
 Software Office applications; internet browsers, email; digital audio editing
 Connectivity VSAT, 64 kbps
 Radio 1 production/broadcast studio, *suitcase* radio, 4 portable cassette recorders
 Transmitter 100 watts with 30 watt relay, range 30+ km
 Frequency 102.5 FM

Services

Broadcast Daily 6-00h
 Telecentre Daily 8-18h, closed Sunday
 ICT training Basic computing: introduction to computer, operating systems, office applications, internet skills; radio production

Other training Adult literacy, entrepreneurship skills, resource mobilisation for CBOs

Other services Scanning, document binding, photocopying, videography, indigenous knowledge bank

Radio programming

Overview 18 hours daily, 10% news, 60% public and community affairs, 30% local and international music

Bulletins Weather, market prices, sports, market days, job slots (6 daily)

Programmes Health, agriculture, business, education, women and child issues

Languages 65% Luganda, 20% English, 15% Runyakitara

Digital content

Learning tools CD-ROMs: *Women and Business* (Luganda), *Agriculture and the Community* (Luganda, English), *Training in Business*; encyclopaedias

Languages English and Luganda

Other content

Library Documentation centre, video documentaries on local indigenous knowledge/traditional practices

Background and mission

The Nabweru CMC started as a pilot telecentre project in 1999, funded through the Canadian International Development Research Centre (IDRC) and implemented by the Uganda National Council for Science and Technology (UNCST). The CMC is now owned and run by the Nabweru community, which is represented by a local steering committee under the leadership of the Nabweru Sub-county. The main objective is to provide community access to communication tools and information resources using appropriate technologies in order to accelerate community development. In 2004, UNESCO supported the addition of a community radio along with additional computer equipment and training. The CMC was set up specifically to overcome some of the barriers to information access by local communities, such as limited literacy, language and ICT skills, especially among the poor.

Location and context

The CMC is housed at the sub-county headquarters about two kilometres from the Kampala-Bombo highway and about thirty minutes by road from Kampala City. Nabweru Sub-county has six parishes and a total of about 153,000 inhabitants. The CMC serves a community whose economy is characterised by small to medium scale businesses, farming, and agricultural employment. A large number of community members are employed in different governmental and non-governmental organisations. The area's literacy rate is average for the country as is the per capita income. There are local primary and secondary schools. Close to the capital, Nabweru has access to various media, including television, FM radios, newspapers in English and Luganda, and the national media services. The area is also well covered by all cellular and fixed telephone networks.

Partners

- ♦ The Nabweru Sub-county is the main organisational umbrella for the CMC.
- ♦ The Canadian International Development Research Centre (IDRC) funded the establishment of the telecentre.
- ♦ UNESCO supported the addition of community radio and the development of the CMC with funding from Belgium.

- ♦ National partners include Kawanda Agricultural Research Centre, Uganda Council for Science and Technology, the Uganda National Commission for UNESCO, the National Agricultural Research Organization, the National Farmers Association, the Council for Economic Empowerment of Women in Africa (CEEWA), the National Agricultural Advisory Services (NAADS), Makerere University Centre for Basic Adult Literacy Program, School Net Uganda, and the National Libraries Board.
- ♦ Local government offices are active users of the CMC as are the area's sixty-two CBOs. Local NGOs, Environmental Alert and Vedco, provide agricultural content and market information respectively.

Income

The CMC raises revenue from the following services: scanning, computer training, internet access, printing, photocopying, public telephone, and radio advertisements and programme sponsorships. Telecentre services comprise approximately thirty percent of revenues, the radio about twenty percent; the balance comes from development partners including local government, national partners like CEEWA and Vedco, and international agencies such as UNESCO, UNICEF and IDRC.

Human resources

The CMC has five paid staff: a manager who works full-time and takes care of most CMC operations, one full-time technical assistant, one part-time information officer, one security guard and one cleaner. There are fifteen radio and five telecentre volunteers. The CMC averages between thirty and forty CMC users per day.

Main focus of activities

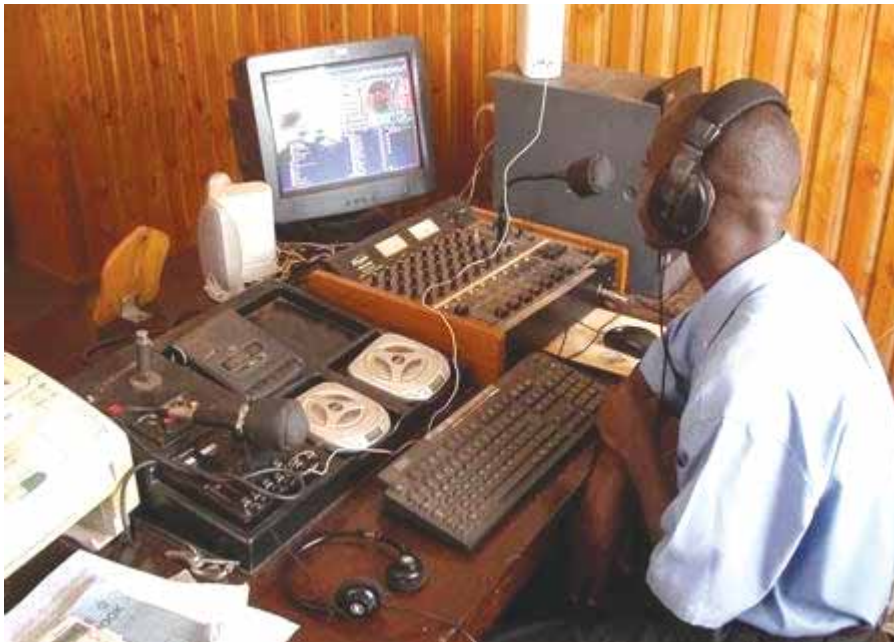
The CMC has become a popular gathering place for the community, especially young people who come to watch television, access the internet, work on computers using office applications and other software, and as the social functions of the centre continue to grow, just to meet. The CMC's main activities are computer training and radio broadcasting. Radio programmes focus on agriculture, small and medium enterprise development, human rights, and public service programmes such as immunisation awareness, literacy skills and other campaigns.

Achievements

- ◆ The CMC has essentially introduced Nabweru's residents to ICTs: over 400 people in the community have learned computing skills through the centre's training courses, a much larger number have access to communication facilities and information resources, and local content has been developed, especially in the fields of agriculture and health.
- ◆ The CMC provides the only radio service that concentrates on the local issues of the sub-county and broadcasts in the Luganda language; other FM stations are based in Kampala City.
- ◆ The CMC won prizes for participatory programming and for drama programming at the 2005 UNICEF Children's Broadcasting Day Awards.
- ◆ Local police have reported improved public awareness of human rights and security issues as a result of a radio programme on community security and policing.
- ◆ Local businesses and farmers have reported improvements due to training in ICT skills and access to facilities and appropriate content.

Constraints and challenges

- ◆ The CMC's ownership structure, with the centre managed by a committee chaired by the sub-county, leaves the organisation prone to interference from local political leaders.
- ◆ Financial sustainability is a challenge. The internet connection is expensive – about USD 400 per month at the time of publication; hence CMC prices are also quite high for the community. At the same time, despite its local niche, the radio faces stiff competition from commercial FM services from Kampala City, which puts pressure on the station to maintain listeners and generate revenue.
- ◆ Lack of space is a constraint: the CMC does not have extra room for the expansion of its services; for instance, there is no room for establishing a dedicated library.
- ◆ Maintaining the CMC's human resource capacity, especially critical skills in radio production and computer training and maintenance, is also a challenge in the face of high turnover of volunteers and limited resources.



Nabweru CMC/UNESCO

Nakaseke



Name	Nakaseke CMC
Location	Southern Uganda
Address	1051, Nakaseke, Uganda
Telephone	(256) 41 650 028 / 78 902 991
Email	nakasekecmc@hotmail.com, admin@unesco-uganda.org, balapet2001@yahoo.com

AREA AT A GLANCE

Population	40,000 in Nakaseke and Kasangombe areas
Languages	Luganda, English
Distance from national capital	65 km, 1 hour by road to Kampala
Distance from district capital	15 km, 30 minutes by road to Luwero
Main economic activities	Coffee, subsistence farming, trade
Other internet access	1.5 km and 15 km to nearest cybercafés

Organisation

Ownership	Municipality
Start date	Telecentre 1998, radio 2003
Staff	6 full-time, 20 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Radio co-located with community telecentre
Number of PCs	7 public access/training, 4 research/production
Other equipment	Still camera, video player/recorder, television; scanner, printers
Software	Office applications, digital audio editing, internet browsers, email
Connectivity	VSAT, 60 kbps
Radio	1 broadcast/production studio, <i>suitcase</i> radio, portable minidisc recorders, satellite radio
Transmitter	100 watt and 100 watt relay, range 25 km
Frequency	102.9 FM

Services

Broadcast	Daily 6-22h
Telecentre	Daily 6-22h
ICT training	Basic computing: operating systems, office applications; intermediate computing: web browsing, internet; mobile computer training in schools

Other training	Functional adult literacy, communication and presentation skills
Other services	Desktop publishing, scanning, photocopying; library, <i>book-box</i> library service; indigenous knowledge on agriculture; traditional birth attendants; drama programmes on HIV/AIDS and agriculture

Radio programming

Overview	16 hours daily: 10% news, 60% public and community affairs, 30% local and international music
Bulletins	Weather (daily), market prices (weekly)
Programmes	Health, agriculture, education, sports, women, children, youth, people with disabilities, culture, telecentre updates
Languages	Luganda, English

Digital content

Learning tools	CD-ROM on literacy skills; encyclopaedias; digitised video and radio programmes
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Languages	Luganda, English
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Other content

Library	Books, audio-visual tapes, radio cassette tapes
Languages	Luganda, English

Background and mission

The telecentre was established in 1998 with support from UNESCO, the International Telecommunications Union (ITU) and the Canadian International Development Research Centre (IDRC). The British Council supported the addition of a library service at the CMC. The mission of the Nakaseke CMC is to provide relevant information and communication facilities to the Nakaseke community in order to stimulate new development ideas. As an extension of its mandate, UNESCO supported the addition of radio in 2003 as part of its CMC programme.

Location and context

The Nakaseke CMC is located in Luwero District, about sixty-five kilometres north of Kampala, Uganda's capital. The CMC serves both the Nakaseke and Kasangombe local council areas, with a combined population of about 40,000. Local livelihoods are largely based around agriculture, mostly subsistence farming; coffee is an important local cash crop. The Nakaseke area was badly affected by the National Liberation War in the late 1970s and early 1980s. A large number of people fled the area; there were many killings, buildings and other infrastructure were vandalised and became dilapidated. Communication, transportation and other infrastructure remained poor for a long period of time. Today, Nakaseke receives information through the national radio and television services, private FM as well as newspapers and internet. The Nakaseke CMC also rebroadcasts programmes from satellite radio, which has become a popular service.

Partners

- ♦ The telecentre was established through the support of international partners including UNESCO, ITU and IDRC. Additional support was received from the British Council. IDRC's Acacia programme provided a solar power system.
- ♦ UNESCO supported the addition of radio facilities through its global CMC programme and then provided additional capacity-building through Belgian funds.
- ♦ CAB International has provided access to market information for the agriculture sector.

- ♦ The National Agricultural Advisory Service and National Agricultural Research Organization provide information on local market prices and other agricultural publications.
- ♦ The National Library of Uganda has provided books for the CMC library. The Nakaseke Hospital and the Nakaseke Teachers Training College have also provided information materials and contribute to radio programmes on public health and education respectively.

Income

The Nakaseke CMC earns revenue from a number of services including internet access, library subscriptions, mobile computer training and *book-box* library services to schools, a locally developed drama tool, radio advertisements, local councils' subventions, meeting hall and vehicle hire, video shows and video recordings of private events, photocopying, scanning and photography.

Human resources

The CMC has six paid staff members: one manager, two radio presenters, one librarian, one driver and one cleaner. The Administration Police Unit of Nakaseke Sub-county provides the security guard. There are twenty volunteers working in the CMC on a regular basis and this number increases during school holidays with the presence of additional students and teachers. The centre does not have computer and radio technicians and must contract these services from Kampala. The CMC welcomes between twenty and twenty-five users daily in the low season and between forty and fifty during school holidays (high season).

Main focus of activities

The CMC's core activities are training and information sharing. ICT training has been provided to farmers, business people, extension workers and school students. In addition to computer training at the telecentre facility, the Nakaseke CMC also provides mobile ICT training to schools.

The CMC is playing a major role in the dissemination of information to local communities, from market prices to indigenous knowledge. The radio broadcasts programmes on issues related to HIV/AIDS, agriculture, education, women and gender as well as

public health. Library services are open to the public and have also been extended to schools through the book-box service (in which a selection of books are provided to the schools in a box and regularly changed). The centre also provides a range of secretarial services to the public.

Achievements

- ◆ Over 500 people have been trained in ICT skills at the telecentre. Mobile ICT training has been done in six schools (five secondary and one primary).
- ◆ A Farmer's Knowledge Club has been established by the CMC to facilitate the training of the farmers in new technologies and dissemination of information; more and more farmers are using the CMC services, such as internet and photocopying. Trips have been organised by the CMC to visit model farms and learn new farming techniques.
- ◆ The CMC has become an important community resource. It is a popular meeting place for NGOs,

CBOs and the public. The centre also introduced a drama tool designed to reach more youth.

- ◆ The CMC's ability to provide reliable services to the community at competitive prices has improved since the establishment of a solar power system.

Constraints and challenges

- ◆ Maintenance of equipment, particularly the radio facilities, in the absence of an in-house technician has been a major challenge.
- ◆ The radio signal is weak in some areas within the CMC's broadcast range, limiting listenership.
- ◆ Local content development continues to be a challenge; hence a significant amount of content is obtained from foreign sources in English.
- ◆ The VSAT internet subscription is costly and presents a challenge to the CMC's prospects for financial self-reliance.



Nakaseke CMC/UNESCO

Multimedia Training Kit

A partnership initiative to build grassroots skills and capacity

Led by UNESCO and coordinated by the Association for Progressive Communications (APC), the Multimedia Training Kit is a multi-partner initiative to produce an expanding set of training materials on ICT-related topics. The materials are based on a standard set of templates, and are intended as building blocks from which trainers can build up face-to-face training workshops appropriate for their own needs and contexts.

Although the materials can be used in a wide range of training contexts, they were developed with the needs of grassroots communication and information service providers in mind – community multimedia centres, community radios and telecentres.

New materials are added to the MMTK web site as they are developed and the MMTK site is on its way to being a comprehensive suite of training materials covering technical, content, organisational and ethical topics.

The MMTK materials use a standard modular format for easy "mixing and matching". Each unit includes:

- ◆ A handout for workshop participants
- ◆ A list of additional resources
- ◆ A glossary of terms
- ◆ Notes for trainers on running the workshop
- ◆ Exercises
- ◆ Workshop and materials evaluation forms
- ◆ A copyright statement

Many units contain additional resources such as slide presentations, detailed manuals for trainers, and case studies of how the tools in question are being used in different contexts.

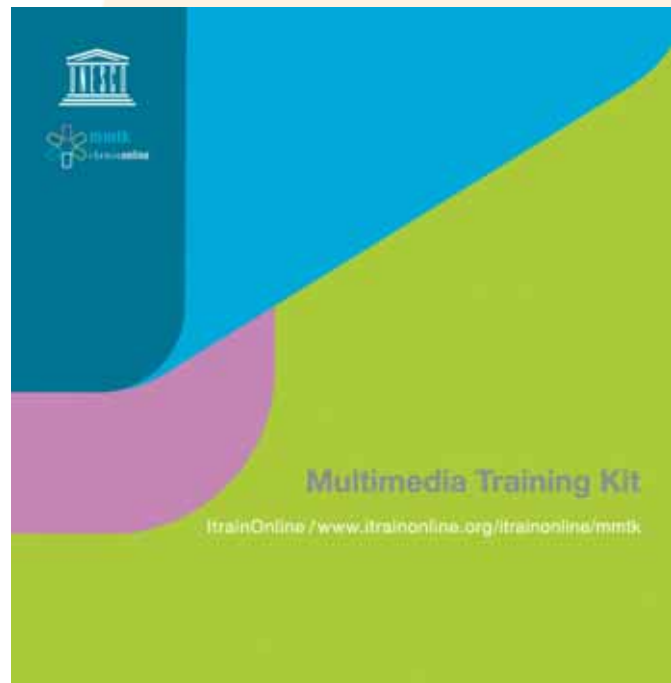
Components are presented as separate files so that trainers can combine them in whatever format they need. A trainer running a workshop on information skills for a women's organisation could choose components from the Searching the Internet unit and the Violence Against Women module, and combine them into a single workshop kit.

All MMTK materials are released under a Creative Commons license that allows their free use and distribution for non-commercial use; however, the exact provisions of the license vary from module to module – while most modules permit modification of the materials, a few do not. The copyright statement included with each unit sets out the specific provisions which apply to that unit.

The following is a list of MMTK units available as of September 30, 2005:

TECHNICAL SKILLS

- ◆ OpenOffice.org Writer and Impress
- ◆ Introduction to mailing lists
- ◆ Burning CDs with Nero Burning ROM
- ◆ Searching the Internet
- ◆ Introduction to databases and MS Access
- ◆ Digital audio production



CONTENT DEVELOPMENT SKILLS

- ◆ Producing content for radio
- ◆ Radio browsing
- ◆ Writing for the web

DEVELOPING THEMATIC CONTENT

- ◆ Preventing violence against women
- ◆ Reporting on HIV/AIDS

ORGANIZATIONAL DEVELOPMENT AND PLANNING

- ◆ Technology planning: open source software
- ◆ Technology planning: refurbished computers
- ◆ Cooperative problem solving

ICT POLICY, ADVOCACY AND THE DIGITAL DIVIDE

- ◆ Advocacy journalism
- ◆ ICT policy
- ◆ Digital divide

INFORMATION FOR DEVELOPERS

- ◆ Contributing to the MMTK
- ◆ Plans for development

TOOLS

- ◆ OpenOffice.org
- ◆ Adobe Acrobat Reader
- ◆ General ICTs glossary

New units on the following topics are also in development for release by the end of 2005:

- ◆ Ethnographic action research
- ◆ Educational content for community media
- ◆ Community radio for the blind and visually impaired
- ◆ TV browsing
- ◆ Promoting volunteerism in community media

UNESCO is also producing other language versions of MMTK, including French, Portuguese, Russian and Vietnamese. Select materials will also be available in additional languages.

Visit the MMTK website at www.itrainonline.org/itrainonline/mmtk or for further information please contact mmtk@apc.org

An evaluation of the MMTK, conducted in 2005 showed that "the MMTK project is meeting the needs and expectations of partners, and meeting the training needs of users; 87.5% of the online survey respondents say that MMTK is meeting a training/information need that was previously not met."

The evaluation furthermore confirmed that "the aim of resourcing trainers is being met, with MMTK units and components being used in a mix and match manner by trainers, for workshops and other trainings in a wide variety of contexts. It is supporting trainers by providing content that is then being localized. For example Chinyere Ijomah, founder of Youth Repositioning Foundation, Nigeria, is using MMTK to develop her own training manuals for seminars, talk shows and workshops. "The MMTK package was very useful to me in packaging my workshops and seminars and also evaluating the effectiveness of these programmes," she says."

UNESCO Publications

Sharing ideas, experience and strategies is central to UNESCO's mandate. Publications in the field of communication and information facilitate the transfer of knowledge and skills, and initiate and contribute to debate and dialogue. The following is a selection of UNESCO publications most relevant to community multimedia centres. Please note that UNESCO publications are increasingly available in translation and in online versions.

- ♦ *A Guide to Community Multimedia Centres: How to Get Started and Keep Going*, edited by Stella Hughes, Sucharita Eashwar, Venus Easwaran Jennings. UNESCO, Paris, 2004. A practical and comprehensive guide to establishing and running a CMC, including 'how to' chapters and resource materials, contributed by leading specialists in the field of ICT4D.
- ♦ *Community Radio Handbook*, by Colin Fraser and Sonia Restrepo Estrada. UNESCO, Paris, 2001. A comprehensive guide to community radio including 'how to' chapters, resource materials and case studies.
- ♦ *Configuration of Radio Stations and Media Centres*, by UNESCO in cooperation with DaniCom & Niels Worsoe. UNESCO 2004. A practical guide to procurement of technical equipment for community media initiatives.
- ♦ *Digital Opportunities for Africa CMCs*. UNESCO, 2003. A CD-ROM featuring materials from the Dakar Symposium, June 2005, on forging strategies for CMC development in Africa.
- ♦ *Ethnographic Action Research*, by Jo Tacchi, Don Slater, Greg Hearn. UNESCO, New Delhi, 2003. A user's handbook developed to innovate and research ICT applications for poverty reduction.
- ♦ *How To Do Community Radio: A Primer for Community Radio Operators*, by Louie Tabing. UNESCO, New Delhi, 2003. A step-by-step handbook for establishing and running a community radio station.
- ♦ *Profiles and Experiences in ICT Innovation for Poverty Reduction*, by Ian Pringle, Savithri Subramanian. UNESCO, New Delhi, 2004. Detailed profiles of grassroots initiatives, including three CMCs, from UNESCO's regional crosscutting theme initiative on ICT for poverty reduction.
- ♦ *Research on ICT Innovations for Poverty Reduction*, by Don Slater and Jo Tachhi. UNESCO, New Delhi, 2004. Presentation of research findings from UNESCO's crosscutting theme initiative on ICT for poverty reduction.
- ♦ *Step-by-Step: A Guide to Radio Browsing*. UNESCO, Paris, 2002. A 13-minute multimedia presentation describing the concept of radio browsing and the steps involved in putting a show on-air.

To access publications online visit <http://unesdoc.unesco.org> and search by name or visit one of the additional sites listed below.

Additional information, materials and resources on community multimedia centres and other UNESCO programmes are available at the following URLs:

- ♦ UNESCO Communication and Information Sector: WebWorld (includes news archives with a wide range of CMC stories) www.unesco.org/webworld
- ♦ UNESCO Community Multimedia Centres www.unesco.org/webworld/cmc
- ♦ UNESCO Office for the Caribbean: Multimedia Caribbean Communities www.mcclinks.com
- ♦ UNESCO New Delhi – Asia-Pacific Regional Bureau for Communication and Information: Research and Innovation Network www.ictpr.nic.in

Caribbean/ Latin America

Barbados

Cuba

Guyana

Jamaica

Suriname

Trinidad & Tobago



Saint Michael, Bridgetown



Name	Radio GED
Location	Southeastern Barbados
Address	Barbados Community College, "Eyre", Howeel and Cross Road, Saint Michael, Barbados
Telephone	(246) 429 2858 / 5609
Fax	(246) 429 5935
Email	c/o Cynthia Nelson nelwood@sunbeach.net
Webpage	www.mcclinks.com/radiogedmm.htm

AREA AT A GLANCE

Population	100,000 in the Bridgetown area
Languages	English
Distance from national capital	5 km, 10 minutes by road to Bridgetown
Main economic activities	Tourism, agriculture, limited manufacturing industries
Other internet access	Several private cyber cafés 10 minutes away in Bridgetown

Organisation

Ownership	Institutional
Start date	Radio 1995, computer facilities 2003
Staff	3 staff, student interns

Facilities

Media in use	FM radio; computers, internet; college newspapers
Set-up	Radio located within college communication programme
Number of PCs	7 training, 2 management, 1 radio production
Telecentre	Digital still camera, scanner, fax, printer
Software	Office applications, digital audio editing
Connectivity	Dial-up, 56 kbps
Radio	1 broadcast studio, 1 production studio, portable digital and cassette recorders
Transmitter	30 watts, range 10 km
Frequency	106.1 FM

Services

Broadcast	Monday-Friday 11-15h
ICT training	Introduction to computing, follow-up programmes in presentation and photo editing software
Other training	Various (through the college)

Radio programming

Overview	4 hours daily: 65% spoken word programmes, 30% music (70% international, 30% regional/local) 5% local and campus news
Bulletins	News (1 daily)
Programmes	Student productions relating to environment, health, education, public service announcements, family life, employment, etc.
Languages	English

Background and mission

Radio GED, an abbreviation of General Education, the department that houses the radio, was established in 1995 to facilitate practical training of students pursuing related courses in the Barbados Community College. Owned and operated by the college, the mission of the radio is to strengthen the communication skills of the students while providing information and communication services to the local campus and surrounding communities.



Choy Arnaldo/UNESCO

Location and context

Radio GED is located on the grounds of the Barbados Community College in Saint Michael on the outskirts of Bridgetown, the capital of Barbados. The college is situated on Two Mile Hill. College students are generally from Barbados and other Caribbean countries such as Guyana, Trinidad, St. Lucia, Dominica and Grenada. Radio participants are enrolled in the Associate Degree in Mass Communications. The campus population is approximately 2,000. The population of surrounding communities is about 700. On the outskirts of the capital, there is good local media coverage, including a variety of radio and television stations, newspapers and local websites.

Partners

- ◆ The Barbados Community College funded the initial construction of the radio building.
- ◆ Radio GED was established with the assistance of UNESCO as part of the 'Village of Hope' venue of the Small Islands Developing States conference, which was held in Barbados in 1995.
- ◆ From time-to-time the government makes funds available for partnership in workshops and seminars.

Income

The major sources of income are contributions from the college budget and government subvention. Small income is also generated from basic services to students such as fax, scanning, desktop publishing, photocopying etc.

Human resources

The college's mass communication programme, part of the General Education division, has three academic

staff members, a coordinator and two teaching staff, who are partly assigned to the CMC. There are about ten to fifteen students and teachers who participate in the production and broadcast of daily programmes. Community representatives are also invited to contribute to programming.

Main focus of activities

The main focus of activities at Radio GED is training students in the college who are pursuing journalism, broadcasting or other related communication courses. Each year, students decide on different programmes that form an element of their course work. For example, the class of 2005 produced *Health Factor*, a radio magazine on health issues, *First Year*, a five-part radio drama series, as well as a three-part series on the use of English, all of which bring valuable information to the campus and to some extent the surrounding community. Although the computer facilities were established as part of a combined multimedia centre, at the time of publication, the telecentre and radio facilities were running independently, at least temporarily, the former as part of the college's computer lab.

Achievements

- ◆ Radio GED is entirely managed and operated by students who make all decisions about programming and production.
- ◆ Each school year, twenty or so communication students receive unique training in radio and communication. They are responsible for daily radio programming as well as the production, storage, and distribution of three programme series on CD-ROM.

Constraints and challenges

- ◆ Given the inevitable link between activities at the radio and the calendar year there is evident inactivity at the centre during summer, Christmas and other local holidays. A greater effort in planning summer programmes is foreseen.
- ◆ The students need to make a greater effort to involve the community outside of the campus compound.

Cocodrilo



Name	Cocodrilo CMC
Location	Southern Cuba
Address	c/o National Commission for UNESCO (CNCU), Avenue Kohly No. 151, esq. 32 Nueva Vedado, La Habana, Cuba
Telephone	c/o CNCU (53) 7 532 103; c/o Arnaldo Coro 7 836 0852
Fax	c/o CNCU (53) 7 532 104; c/o Arnaldo Coro 7 532 103
Email	c/o Omar Leyva Ráfull omar@cncu.minrex.gov.cu (CNCU), c/o Arnaldo Coro coro@enet.cu, arnaldo.coro@gmail.com
Webpage	www.mcclinks.com/radiococomm.htm

AREA AT A GLANCE

Population	300 in Cocodrilo
Languages	Spanish
Distance from national capital	200 km, 40 minutes by air and 1.5 hours by road to Havana
Distance from area capital	80 km, 1.5 hours to Nueva Gerona
Main economic activities	Fishing, forestry, turtle preservation and other environmental pursuits
Other internet access	Youth Computer Club in Nueva Gerona, 80 km away

Organisation

Ownership	Community-based organisation
Start date	Radio 2002, telecentre 2003
Staff	4 volunteers

Facilities

Media in use	FM radio; computers, CD-ROMs
Set-up	Computer facilities co-located with radio and linked to primary school
Number of PCs	2 public access/training, 2 primary school, 1 radio production
Telecentre	Digital cameras: still, video; CD writer, printer
Software	Office applications, digital audio editing
Connectivity	None (VSAT being explored)
Radio	1 broadcast/production studio, portable digital recorder
Transmitter	25 watts, range 10-15 km
Frequency	93.7 FM

Services

Broadcast	Daily 7-12h and 17-00h
Telecentre	As needed

ICT training	Basic computing; community radio broadcasting
Other training	Environmental preservation
Other services	Desktop publishing, document services; community meetings; community database for development projects

Radio programming

Overview	12 hours daily: 20% social issues, 80% music; the station also relays programming from Radio Caribe
Bulletins	News and weather from Radio Caribe
Programmes	Environmental issues, health education and HIV/AIDS
Languages	Spanish
Digital content	
Learning tools	Literacy learning software; CD-ROMs with computer tutorials
Languages	Spanish

Background and mission

Owned and operated by the local community, the Cocodrilo CMC was established as way to connect this remote rural community, to the mainland of Cuba and



Cocodrilo CMC/UNESCO

beyond. The radio was set up in 2002 with support from UNESCO; telecentre facilities were added a year later. The main objective of the CMC is to enhance community development activities through information dissemination and the use of communication tools, and to provide

a local source of entertainment.

Location and context

The Cocodrilo CMC is located in a remote community of the same name on *Isla de la Juventud* (island of youth) in Cuba. Facing the Caribbean Sea, Cocodrilo is a small community of just over 300 people. It takes only five minutes to walk from one end of the community to the other. Cocodrilo is a sea coastal community and fishing, turtle preservation, forestry and other environmental pursuits are the main local occupations. Half the population is under the age of eighteen. Literacy rates are high. The main development impediments are the community's isolation and limited infrastructure; for example, there are only four telephones for 300 residents. The CMC provides the only form of local media available in the community. Radio Caribe, a government-run station operates from Nueva Gerona, the island's capital.

Partners

- ♦ The Government of Cuba funded the construction of the radio building and continues to provide essential support, including small technical upgrades and repairs.
- ♦ UNESCO supported the establishment of the community radio in 2002, the telecentre in 2003, and also provided training through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ♦ The National Network of Computer Clubs was instrumental in operationalising the CMC and

continues to provide materials, training support and technical expertise.

Income

The centre is supported through government channels and does not generate any income. The staff is entirely volunteer. The facilities and basic running costs are covered by the computer club network and the local government.

Human resources

The CMC is run by four volunteers: a full-time manager/announcer who is supported by the community electrician/local government representative, the principal and a teacher from the local school. There is a high degree of involvement from the local community. After a training programme in information and multimedia skills involving eight people, it is hoped that the number of regular volunteers will increase.

Main focus of activities

The CMC focuses primarily on social issues and produces radio programmes on general health, HIV/AIDS, and education. There is also a strong focus on the environment, including the Cocodrilo programme for turtle preservation, which rears and then releases turtles back into the ocean. The CMC has become an important local medium for community forums, discussion and debate. In general, the centre has been a major boost to participatory community organising and development. The computer facilities are used primarily for training and for computer-assisted learning in the local school.

Achievements

- ♦ Based on discussions facilitated through the CMC, Cocodrilo residents lobbied for an extension of electrical power, in part so that they could have greater access to the facilities and programming. The daily electricity supply went from three to six hours and at the time of publication the necessary work was almost completed to provide Cocodrilo with a constant, twenty-four hour supply.

- ◆ Before the establishment of the CMC, residents felt disconnected from the activities of Cuba and the region. Though a small community, forums were difficult to coordinate. The multimedia centre brought a greater sense of social inclusion and participation to the residents.

Constraints and challenges

- ◆ The CMC's remoteness is a major constraint. Inaccessibility was a problem during facility establishment and continues to present problems for various types of servicing and capacity building.
- ◆ The lack of internet connectivity is a also major constraint. To date, Cocodrilo has had no connection to the internet, which is an impediment to the community's full use of the CMC facility and regretable given the difference internet service could make to an isolated community. UNESCO is exploring the possibility of providing VSAT connectivity in conjunction with the government.
- ◆ Developing sufficient local technical expertise to service and maintain the CMC's equipment is a challenge that must be met in order to secure the CMC's technical sustainability. Repairs requiring outside servicing take a long time.



Cocodrilo CMC/UNESCO



Cocodrilo CMC/UNESCO

Annai



Name	Paiwomak CMC
Location	Southern Guyana
Address	Paiwomak, Annai, North Rupununi, Region #9, Guyana
Telephone	(592) 22 73549 / 72218
Email	c/o Virgil Harding virgilharding@yahoo.com, c/o Vanda Radzik vandaradzik@yahoo.com
Webpage	www.mcclinks.com/ radiopaiwomakmm.htm

AREA AT A GLANCE

Population	4,000 in the immediate area
Languages	Mukushi, English
Distance from national capital	600 km, 16+ hours by road to Georgetown
Main economic activities	Forestry, migrant labour
Other internet access	None

Organisation

Ownership	Community-based organisation
Start date	Radio 2000, telecentre 2005
Staff	4 core volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Telecentre co-located with community radio
Number of PCs	2 multipurpose: training, digital editing, administration
Telecentre	Printer, scanner, CD writer, generator
Software	Office applications; internet browsers, email; media players, CD/DVD writing, digital audio editing
Connectivity	VSAT, 10 kbps
Radio	1 broadcast/production studio, 2 portable digital recorders, 2 cassette recorders
Transmitter	25 watts, range 10 km
Frequency	97.1 FM

Services

Broadcast	Daily 17-20h; Monday/Wednesday/Friday/Sunday 6-8h
Telecentre	Daily 8-16h
ICT training	Basic computing; intermediate computing; accounting, multimedia production, digital audio editing

Other training	Makushi language instruction; environmental preservation, eco-tourism programme
Other services	Internet access, email; eco-tourism: bird watching, mountain climbing, horse riding, fishing, nature trails

Radio programming

Overview	3-5 hours daily: 60% general interest, 40% music, mostly local
Bulletins	Local news and community events (2-3 times daily)
Programmes	Makushi culture, children's programmes, music, poetry, storytelling, environment, health, education, public service announcements, interactive programmes
Languages	Makushi, English
Digital content	
Bulletins	News, weather; <i>Environment & You</i>
Learning tools	CD-ROMs on effects of pollution, exploring cultural diversity, learning about how to live in your environment; also local poetry, stories and environmental programmes
Languages	Makushi, English
Other content	
Library	Print and audio materials: environment, culture, etc.

Background and mission

The Paiwomak CMC takes its name from the three mountain ranges in the North Rupununi district: Pakaraima, Iwokrama and Makarapan. Radio Paiwomak was Guyana's first hinterland community radio station. The station was established in 2000 as a pilot project with support from UNESCO and the Iwokrama Foundation and International Centre for Conservation and Development. The foundation is named after the Iwokrama Mountains, a sacred spiritual site of the Makushi people, one of nine indigenous peoples in Guyana. Its mandate includes research, conservation and enterprise development. The CMC was established in 2005 with the addition of a telecentre, supported by UNESCO and implemented through the North Rupununi District Development Board (NRDDB), an autonomous community-based organisation established in 1996. The CMC reinforces the original environmental and development missions of the radio, with a focus on the preservation and sustainable development of the forest reserves.

Location and context

The area is part of the Iwokrama rainforest, which comprises one million acres of tropical rain forest in the heartland of Guyana. The Iwokrama Forest was legally established in 1996 through an Act of Parliament, Guyana's 'gift to the world', a living laboratory for sustainable development and forest conservation practices. The area is populated by indigenous groups, including the Makushi, who are the majority, the Wapishana and the Arawak people.

There are approximately 4,000 people in the North Rupununi area where the CMC is located. Social problems include alcoholism, lack of employment, poor medical facilities, poor communication and transportation. The CMC is located at the multipurpose community centre of the Bina Hill Institute of the NRDDB in Annai, a small town in the flatland savannahs. It serves an audience of approximately 4,000 inhabitants spread across some twenty-two villages that have remained largely outside of Iwokrama Forest development process. The main economic activities are small-scale farming, fishing, craft making, and small retail shops.

The BBC, Voice of America, Voice of America's Caribbean service and other international services can

be picked up on shortwave bands, but the local broadcast service has not been available for some years now. Brazilian and Venezuelan radio broadcasts are also available with very strong medium and shortwave signals. There are no local television stations in the district or the region. *Stabroek News*, the independent national newspaper and the government newspaper's supplement, *Hinterland Highlights*, are occasionally available.

Partners

- ◆ The CMC was established in partnership with the Iwokrama Foundation under the umbrella of North Rupununi District Development Board (NRDDB), a local community-based organisation, and Bina Hill Institute.
- ◆ UNESCO provided funds for radio, computer and solar power equipment as well as technical assistance and hands-on training through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ The radio operates under a license from and in partnership with the National Communication Network, Guyana's government broadcasting facility.
- ◆ Other partners include the AUDUBON Society, and the Canadian International Development Agency, both of which sponsor radio programmes.

Income

The CMC has a broad base of revenue and community support. Income is generated from an internet café as well as from sales of craft items and paid eco-tourism services. The Ministry of Amerindian Affairs and local businesses also sponsor occasional programmes and public interest messages on the radio. Fundraising activities such as bingos, t-shirts sales and a donation box also bring in some funds. NRDDB provides volunteers, who are integral to the sustainability of the CMC.

Human resources

The CMC's human resources are volunteer based. The CMC has four core volunteers who manage the CMC's activities with support from other, casual volunteers. Core volunteers are considered local heroes for their unpaid dedication to the CMC and its activities. Other support comes from staff of the Iwokrama Foundation. Most of the staff members are Amerindian.

Main focus of activities

Programmes and activities at the CMC relate mainly to sustainable development of the rainforest, discouraging indiscriminate logging and hunting, the conservation of the environment and the development and promotion of eco-tourism. There are radio programmes to preserve and promote the Makushi language and culture, as well as special initiatives including the Makushi Research Unit, which promotes teaching of the Makushi language and preserving and telling

Makushi stories, and the Junior Wildlife Club. One of the goals of the CMC is to foster pride among indigenous peoples; facilities and programmes are designed to encourage and facilitate people's expression and dialogue, not only among their peers but also with government officials. The radio is on air for six hours per day. The CMC has a strong educational support programme including a mathematics radio programme for primary school children run by the Ministry of Education as well as a programme of regular broadcasts to local schools that covers the current term's work.

Achievements

- ♦ Radio Paiwomak has been successful in its mandate to involve local communities and maximise their benefit from the programmes associated with the Iwokrama Rainforest.
- ♦ The CMC has been instrumental in supporting and extending the work of local development groups, in particular NRDDB, and especially in carrying out sensitisation programmes, for instance on HIV/AIDS,

and in publicising local organisations' news and announcements, e.g. events, vacancies, etc.

- ♦ The CMC, both the radio and the newer ICT facilities, are a unique asset in teaching and keeping alive the Makushi language.
- ♦ The CMC has facilitated the creation of local community organisations and initiatives, among them the Makushi Research Unit and Junior Wildlife Club, both geared towards conservation.
- ♦ Over eighty people have been trained in computing and multimedia skills.

Constraints and challenges

- ♦ The absence of electricity is a major constraint, limiting the hours the CMC operates and posing challenges for financial self-reliance due to the cost of fuel. At present, the CMC relies on a combination of solar and generator power to operate the centre.
- ♦ The remoteness of the CMC from major economic centres is also a constraint, having an impact in procurement, delivery and maintenance of equipment.
- ♦ Building sufficient local capacity to coordinate the CMC, produce quality content and technically maintain the facilities is also a challenge.
- ♦ The mountainous nature of the area poses problems for radio coverage. The CMC aims to raise the mast from twenty to sixty metres and install a solar powered relay on a strategic nearby hill.
- ♦ Guyana's current Broadcasting Act does not permit independent radio broadcasting. Revised legislation, pending in the National Assembly, would increase scope for private and community broadcasting.



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Choy Arnaldo/UNESCO

“We have to prepare our younger folk, the next generation for what's coming. We can't stop now, we're halfway, we and you, the donor partners. We're just asking: Can you walk the last mile with us?”

Sydney Allicock, Trustee,
Iwokrama Foundation, Guyana

Three Miles, Kingston



Name	Roots FM/Zinc Link
Location	Kingston, Jamaica
Address	1 Mahoe Drive, Kingston 11, Jamaica
Telephone	(876) 923 6488
Fax	(876) 923 6000
Email	c/o Rosamund Brown nefertiti@jamweb.net, c/o Hugh O'Reilly horjamaica@hotmail.com
Webpage	www.mustardseed.com/ community_voice.htm

AREA AT A GLANCE

Population	50,000 in the immediate area, 800,000 in Kingston
Languages	English, Patois
Main economic activities	Informal sector; trade, business, manufacturing
Other internet access	Several private cybercafés in the centre of Kingston, 5 km away

Organisation

Ownership	Non-governmental organisation
Start date	Radio 1998, telecentre 2002
Staff	5 staff, 15 volunteers

Facilities

Media in use	FM radio; computers, internet, video conferencing
Set-up	Community radio linked to internet café through community development agency
Number of PCs	9 public access/training, 1 server, 1 audio-video production
Telecentre	Digital camera: video, still; printers: 1 colour, 1 b/w, CD writer
Software	Office applications; internet browsers, email, chat, video conferencing; digital audio editing
Connectivity	ADSL, 512 kbps
Radio	1 broadcast studio, 1 production studio, portable digital recorders
Transmitter	350 watts, range 20-50 km
Frequency	96.1 FM

Services

Broadcast	Daily 24 hours
Telecentre	Monday-Saturday, 9h30-18h
ICT training	Basic computing: computer driver's license; intermediate computing: web

Other training	development, multimedia production, desktop publishing (including some distance training programmes) Caregivers training (distance learning); literacy training; vocational skills, parenting
Other services	Internet access, internet research support for general public, document services, desktop publishing, scanning
Radio programming	
Overview	24 hours daily: 50% local and national economic, political and social issues, 10% news, 40% music, some promoting local artists
Bulletins	News, public service announcements
Programmes	Music, health, youth, peace and justice, prisoner rehabilitation, programmes by NGOs, human rights, crime and violence, inner-city youth programmes, current affairs talk shows
Languages	English, Patois
Digital content	
Learning tools	Links to distance and online learning courses; educational CD-ROMs for children; CD-based computer training programmes
Languages	English

Background and mission

The Roots multimedia facilities are made up of two elements, Roots FM and the Zinc Link Internet Centre, which operate in the heart of inner-city Kingston communities. Both are part of Mustard Seed Communities, an organisation that focuses on providing services to marginalised inner-city groups: the homeless, disabled, abandoned children, teenage mothers and unsupervised youth. Mustard Seed's primary objective is *promoting the enrichment and empowerment of the spiritually, psychologically and financially poor that live in urban communities, to assist them in leaving the cycles of frustration and hopelessness that dominate their lives*. Zinc Link's mission is *to bring the power of the internet to the inner-city community through a series of low cost internet cafés*. The two facilities aim to empower inner-city citizens, particularly youth, by providing need-based content and relevant information and increasing people's access to ICT skills, services and facilities. The radio promotes a culture of peace, improvements of human and social capital and the building of self-esteem, all of them contributing to the development of local communities.

Location and context

Roots FM and the Zinc Link Internet Centre are situated in Three Miles, an inner-city area of Kingston characterised by high rates of gang-related violence and increasing incidence of HIV/AIDS. The communities in the immediate area, White Wing, Bellrock, Niggers Lane and Cockburn Gardens, are low income and the majority earn their livelihoods from the informal economy. There are high rates of early school dropout, especially among males, and a serious lack of opportunities. Young people in these communities are especially vulnerable as they are often drawn into violence and themselves become negative influences in their communities.

Partners

- ◆ Mustard Seed Communities was the main force in establishing the CMC, bringing its knowledge and experience of working with inner-city communities,

and continues to act as an umbrella organisation, providing essential programme inputs and financial support.

- ◆ UNESCO supported the establishment of the radio in 1998, supported the addition of computer and internet facilities in 2002 and continues to provide capacity building support as part of its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ Vision Consulting, a private company, is the principal donor and supporter of Zinc Link.
- ◆ Other partners include the Irish Company, Vision International, the Environmental Foundation of Jamaica, USAID, DfID, Multicare Foundation, and Cable & Wireless.

Income

The Roots CMC earns income from a range of sources, meeting eighty percent of its staffing and running costs; the balance is provided by Mustard Seed, its parent organisation. Zinc Link earns income from a range of paid services, including training. The radio has its own card, like commercial stations, and earns revenues from advertising. National and international development and other organisations such as DfID, UNAIDS, Multicare Foundation and Cable & Wireless also sponsor specific programmes. Fundraising events featuring music, dance, comedy and prizes are organised on a need basis.

Human resources

There are five paid staff who manage and coordinate the separate day-to-day activities of the radio station and the telecentre facility, which have also attracted a cadre of fifteen active and dynamic young Jamaicans, male and female, who collaborate on a regular basis in programme development, radio production and broadcasting and in the general operation of Roots and Zinc Link. Mustard Seed Communities advises the staff, provides technical assistance and is an important source of relevant community-related information and programme content. Multimedia initiatives, especially the radio, draw extensively on the human network and social capital developed during Mustard Seed



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Communities' two-plus decades of active work in inner-city communities.

Main focus of activities

Unique inner-city resources and media, Mustard Seed's multimedia initiatives focus their activities and programmes on the day-to-day concerns of people in local communities, particularly youth. Music and religious programmes, interviews and shows like *Youth Roots* and *Make We Talk*, spread the Roots vision of a culture of peace, raise awareness on important social issues such as HIV/AIDS prevention, children's learning and youth development, and mobilise residents to reclaim their community.

Zinc Link is a well-used community resource. The internet facilities are especially useful for children, who make up over sixty percent of users, students and unemployed adults, who constitute roughly thirty-five percent, as well as other learners. Community members are able to access certified online training courses, including the *computer driver's license*, and distance education programmes in childcare and parenting – urgent community needs – via video conferencing technologies. CMC staff and members of related community-based NGOs benefit from first-time training in ICT, multimedia, community development and management skills.

Both facilities have become important hubs of local activity and contribute to much needed social healing

among some of Kingston's inner-city communities. The radio broadcasts are perceived as an essential service among individuals and groups in the local community. Radio and internet are also a bridge to other parts of Kingston society, which are encouraged to participate in the community's healing and development, including the purchase of community-made pottery and craft items.

Achievements

- ◆ It is well recognised locally that Roots FM has made real contributions in terms of community solidarity and mobilisation, in mitigating violence and crime by promoting a sense of morality and ethics, and in supporting education, self-help and self-esteem.
- ◆ Each week, over 200 youth and preschoolers use the Zinc Link facilities for homework, research and other information and recreation activities.
- ◆ Zinc Link is also an important outlet for vocational training, both at the centre and through distance learning.

Constraints and challenges

- ◆ One of the principal challenges that Roots FM faces is to expand its activities and reach out to a wider audience without losing its inner-city focus and vision.

“People come in my taxi in the morning, and of course, it's tuned to Roots FM. *Is that a CD-ROM?* they ask, because the sound is so clear and the programmes are so well done. *No*, I say, *that's Roots FM*. Roots discusses all issues and all sides. When a discussion is very good, we even have a new term: *That's very rootical*.”

Junior, a local taxi driver

Guensi



Name Muye CMC
Location Central Suriname
Address Slangeshoustraat 36,
 Guensi, Suriname
Telephone c/o Nadia Raveles (597) 883 5116,
 c/o Ritha Linga (597) 883 5274
Email c/o Nadia Raveles
 nadiaraveles@hotmail.com

AREA AT A GLANCE

Population 200 in Guensi; 10,000 more spread over 60 small villages along the river
Languages Saramaccan
Distance from national capital 200 km, 4.5 hours by road and 1.5 hours by river to Paramaribo
Main economic activities Fishing, subsistence farming; handicraft production; mining
Other internet access 200 km away in Paramaribo

Organisation

Ownership Non-governmental organisation
Start date Radio 1997; multimedia centre 2005
Staff 3 core volunteers

Facilities

Media in use FM radio; computers
Set-up Telecentre co-located with community radio
Number of PCs 1 public access, 1 administration
Telecentre 2 CD writers, 1 printer, 1 wireless phone, solar and diesel power generators
Software Office applications; digital audio editing
Connectivity None (VSAT expected by the end of 2005)
Radio 1 broadcast/production studio; portable cassette and digital recorders
Transmitter 25 watts, range 10-25 km
Frequency 104.1 FM

Services

Broadcast Daily 18-00h
Telecentre Daily 12-00h
ICT training Basic computing; operating systems, office applications; content production: radio and digital
Other services Eco-tourism, craft sales

Radio programming

Overview 6 hours daily: 30% local and national socio-economic and political issues, 10% news, 60% music
Bulletins Local news, weather and community announcements
Programmes Women's issues, HIV/AIDS prevention, health and child care, craft work, community spirit and cooperation, music, indigenous stories
Languages Saramaccan

Digital content

Learning tools CD-ROMs: English language lessons, eco-tourism; DVDs; encyclopaedias
Languages English, Saramaccan

Background and mission

The community radio and multimedia centre both grew out of *Koni ku Libi*, 'a local women's association, whose name means *live wise to survive*'. Formed by community members in the early 1990s with the support of UNICEF, Koni ku Libi aims to improve local living standards by improving women's organising around health issues like HIV/AIDS and child care, strengthening positive cultural values and increasing community spirit and cooperation. UNESCO supported the group to establish a community radio station in 1997 and a multimedia centre in 2005 in order to reinforce their activities, expand services and extend them to neighbouring areas.

Location and context

Guensi is a small, remote village on the Saramacca River, some 200 kilometres south of Paramaribo, the capital of Suriname. The village is largely inhabited by descendants of Maroons who escaped from Dutch plantations in the 18th century. Villagers' African roots are still present in many facets of their culture: from language to facial scarification, designs used on rice-sifting plates to their methods of pounding rice and the styles of weaving their hair. The culture has a rich oral tradition of story telling and singing.

The village has approximately 200 residents; close to forty percent are children under age twelve. Literacy levels are very low, around forty percent. There is only one all-age school that services all sixty villages along the river. Secondary schooling is not available locally and there is minimal government support for attending school in the capital. Ninety percent of residents have only primary level education. Subsistence farming is the main economic activity. There is some small-scale craft production, like carving calabash (gourd) and textile embroidery. High rates of male urban migration exact a heavy toll on women. Although the area has significant natural resources, predominantly bauxite, gold and timber, there is very limited benefit for the local community. There has been some development of eco-tourism; a small number of tourists, mostly from the Netherlands, visit and stay in village cottages.

Partners

- ◆ UNESCO supported the establishment of radio and multimedia facilities as well as media training through its global CMC programme with funding from the Swiss Agency for Development and Cooperation.
- ◆ TELESUR, the National Telecommunication Agency, has assisted the development of the CMC through the National Programme for Integrated Rural Development, particularly with training for young telecentre users in basic computing skills.
- ◆ Assistance with training was also provided by Radio Toco, a community radio in Trinidad.



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Income

The most significant aspect of the CMC's sustainability is the voluntary participation of the local community in running and managing the CMC in conjunction with Koni ku Libi. With no paid staff, the operational costs are low. There has been continual support from TELESUR, the National Telecommunication Agency, which absorbs some of the operating costs. The CMC earns minimal income from tourists who use the facilities and purchase craft items.

Human resources

The CMC is run by members of Koni Ku Libi and individuals from the community entirely on a voluntary basis. The radio is staffed entirely by women. Three volunteer staff and handful of regular volunteers are responsible for different technical and maintenance tasks to manage the radio. TELESUR also provides technical support and general assistance when necessary.

Main focus of activities

The CMC's activities are focused on improving living standards and empowering women through the use of radio and new ICTs. The radio is clearly operated as a developmental tool, sharing information and ideas among neighbouring villages. Radio programming is focused primary on supporting education, raising awareness of social issues, and facilitating conflict resolution. The station broadcasts programmes to build bridges between children's formal and informal education. It has also played an effective role in

providing single and married youth with essential information about HIV/AIDS. With a strong presence in the community, Radio Muye has been able to bring disagreements and differences within and between communities into a shared community space, contributing to the successful resolution of conflict.

With the addition of computer and other digital tools, training community members in basic computing skills and multimedia content production are new priorities. The CMC recently hosted a workshop for twenty-three community members. Along with generating innovative ideas for the running of the CMC, the workshop also increased the community's sense of ownership, an important aspect of its sustainability. The CMC also provides services and entertainment for tourists, including playing local music, telling local stories and selling crafts, all of which help to support local tourism.

Achievements

- ♦ Radio Muye was the first community radio station to be established in the Caribbean and its survival and success has inspired other community radios in the region.

- ♦ Radio Muye is the only access Guensi and neighbouring communities have to electronic or local media. The station functions as a local information network for the villagers along the river, facilitating area-wide discussions and encouraging positive social change alongside sharing important messages and information.

Constraints and challenges

- ♦ The absence of an electricity supply is a major constraint for the regular and reliable use of technologies. It impacts the number of hours the CMC operates and poses a financial burden in terms of fuel costs for local power generation.
- ♦ Internet connectivity is a major challenge. Although TELESUR has expanded its infrastructure, it is not sufficient to provide internet. There are plans to have VSAT connectivity in place by the end of 2005.
- ♦ The lack of marketing capacity and the absence of any specialised programmes to support the development of eco-tourism has hampered the potential benefits of this activity, which has been identified as an important income generator for the CMC and local communities.

“Radio is our means of talking to each other. If we fight and the radio says fighting is bad, we think about that, at least we stop fighting long enough to think about it and discuss it. Then we don't fight anymore. Because everybody knows about it! Radio is also good for our kids – they listen and prepare their exams. Teachers also listen and prepare their lessons; together they both learn.”



Choy Amaldo/UNESCO

A Guensi villager

Toco



Name	Toco Multimedia Centre
Location	Northeast Trinidad
Address	Victoria Pritchard Resource Center, Galera Road, Toco, Trinidad
Telephone	(868) 670 0068
Fax	(868) 670 1369
Email	tfprojects@tsstt.net.tt, c/o Vera Edwards veraedwards62@hotmail.com, c/o Linda Hinds lindahinds@hotmail.com
Website	http://radiotoco.saintindustries.com

AREA AT A GLANCE

Population	4,000 in the immediate area; another 5,500 in the Toco region; broadcast area includes other parts of Trinidad as well as Tobago
Languages	English
Distance from national capital	100 km / 2.5 hours by road from Port-of-Spain
Main economic activities	Eco-tourism, agriculture, fishing
Other internet access	100 km away in Port-of-Spain

Organisation

Ownership	Non-profit foundation
Start date	Radio station 1997; telecentre 2002
Staff	5 full-time, 2 part-time, 8 volunteers

Facilities

Media in use	FM radio; computers, internet, CD-ROMs; website; video
Set-up	Telecentre and radio co-located with other projects of local development foundation
Number of PCs	8 public access/training, 2 radio production, 1 server
Telecentre	Digital camera, video recorder; modem, webcam; printer, photocopier; fax, telephone
Software	Office applications; internet browsers, email, chat; digital audio editing, multimedia production
Connectivity	Dial-up, 50 kbps
Radio	1 broadcast studio, 1 production studio, portable cassette and digital recorders
Transmitter	1000 watts, range 35-80 km
Frequency	106.7 FM

Services

Broadcast	Daily 24 hours
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Telecentre	Daily 9-17h
ICT training	Basic computing: operating systems, office applications, internet skills; intermediate computing: internet searching, web design
Other training	Distance learning, peer group skills
Other services	Internet/email access, scanning/printing, fax

Radio programming

Overview	24 hours daily: 50% local and national economic, political and social issues; 50% music, some promoting local artists
Bulletins	Community activities (3 daily), news (6 daily), weather (2 daily)
Programmes	Parenting, early childhood education, HIV/AIDS prevention, job motivation, youth issues, eco-tourism, music, cooking, sports
Languages	English
Digital content	
Learning tools	Indexed websites; CD-ROMs: literacy skills, general knowledge; encyclopaedias, dictionaries; archived radio programmes
Bulletins	News, weather
Languages	English

Background and mission

Radio Toco was established in 1997 through the efforts of the Trinidad and Tobago Citizen' Agenda Network and the Toco Foundation, with support from UNESCO's



Choy Arnaldo/UNESCO

Women Speaking to Women programme. The CMC operates under the umbrella of the Toco Foundation, set up in 1994 as a vehicle to alleviate poverty and social inequalities and to promote sustainable livelihoods and protect the area's biodiversity. The foundation runs a variety of services

and programmes in areas ranging from agriculture and tourism to parenting and youth sexuality. The main focus of the radio is on raising awareness and empowerment of the local community, particularly women. As an extension of the radio's mandate and building upon the foundation's work with computer training and distance learning, UNESCO supported the addition of telecentre facilities in 2002.

Location and context

Toco is located in the northeast corner of Trinidad, bounded by the Caribbean Sea to the north and the Atlantic Ocean to the east. The population of Toco village is about 4,000 people with another 5,500 living in surrounding rural areas. Covering northeast Trinidad and the nearby island of Tobago, Radio Toco has a total potential listenership of 100,000. Relatively isolated and distant from major economic areas of Trinidad, Toco's economic growth and social development lag behind other areas of the country. Rates of unemployment and illiteracy are well above the national average. The area's main economic activities are centred on agriculture, fishing and tourism. The lack of local job opportunities is contributing to growing migration to the cities, especially among Toco's youth. Some national radio and television services, as well as newspapers, are available from Port-of-Spain, the country's capital; Radio Tamarind, a station based in Tobago is also available. A local survey done in 2004 estimated that Radio Toco commands a high percentage of local listenership.

Partners

- ◆ As the umbrella for the CMC, the Toco Foundation is central to its stability and day-to-day operations. The radio studio and multimedia centre are

housed within foundation facilities, which now include an agricultural centre, conference rooms and accommodations.

- ◆ UNESCO supported the establishment of the radio through the Women Speaking to Women programme. Multimedia facilities and initial training were provided through the global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ Support has also been received from the JB Fernandes Memorial Trust, the Netherlands Embassy and UNDP for initial establishment and the acquisition of a new transmitter.

Income

The CMC's relationship with the Toco Foundation allows it to minimise costs, for example the space for both the radio and the telecentre is provided by the foundation and there is a strong crossover in terms of human resources, both paid and volunteer staff. The CMC earns revenue from computer training courses, internet access and telecentre services like fax, scanning, printing and photocopying as well as sales of radio advertising to companies and small community businesses. It also benefits from regular fundraising events.

Human resources

As in other areas of operations, the CMC enjoys a symbiotic relationship with the Toco Foundation in terms of human resources, particularly participation by community volunteers. The CMC employs five full-time and five part-time staff who are primarily responsible for day-to-day operations of the radio and multimedia centre. Women make up over seventy percent of the staff. There are eight volunteers who assist with the production of radio programmes and general operations. Staff and volunteers have benefited through ongoing training programmes in different media and computing skills.

Main focus of activities

There is strong programme linkage and a synergetic relationship between the CMC and Toco Foundation. Both the radio and the multimedia centre are essential tools in achieving the foundation's development goals.

The CMC is focused primarily on disseminating information in response to community needs. The radio has programmes on parenting and early childhood education, public health issues, including HIV/AIDS, as well as job motivation and entrepreneurship, aimed particularly at the area's youth. The multimedia centre provides access to distance learning materials and other digital content, from the internet as well as archived radio and video programmes and a library of CD-ROMs. Radio Toco provides local farmers with relevant market information and skills to increase the sales of their agricultural products and improve their living standards. The radio in particular plays a strong role in promoting women's visibility and rights and tackling gender issues, including the need for women, especially young women, to have a stronger say in their sexual relationships.

The CMC provides unique access to skills training in the Toco area, from radio and multimedia content production to basic and intermediate computing. A number of individuals trained at the CMC have gone on to find employment in commercial media. The CMC also provides essential access to important services for the community-at-large, including telephone, fax and internet.

Achievements

- ◆ The first and still a leading community radio station in Trinidad and Tobago, the station is seen as a model for community radio in other parts of the Caribbean.

- ◆ Radio Toco was awarded the IPDC-UNESCO Prize for Rural Communication for 2003. The station was recognised as *an outstanding medium for information sharing and exchange amongst the rural communities of northeast Trinidad and for its pivotal position in promoting sustainable local development in the Toco community.*
- ◆ The radio station is run primarily by women, who make up over seventy percent of the staff. Women's strong representation is evident in on-air programming, ongoing participation of women in the community and in terms of development impact, particularly the empowerment of women and with respect to social issues involved in parenting, health, gender roles, etc.
- ◆ Both the radio and the foundation are proactive in their promotion of HIV/AIDS awareness and it is worth noting that the Toco region has the lowest HIV/AIDS rates in Trinidad and Tobago.

Constraints and challenges

- ◆ Financial self-reliance and sustainability are major challenges in a poor community. The Toco region is a relatively small market to rely on for advertising and other forms of income are small and often unpredictable.



Choy Arnaldo/UNESCO

“ People here see IT as a way out of the woods: IT means jobs, IT means money, IT means people can move ahead – even out here in the rural zones. ”

Roger St. Hilaire, Co-manager,
Toco Multimedia Centre

eNRICH

Solutions for local content management and sharing

eNRICH is a simple, easily customisable content management software developed for use in local multimedia and ICT centres and networks.

eNRICH was conceived and designed as a ready-to-use solution to enable local groups to more easily authenticate, organise and share information content for members of their local communities and provide access to new communication tools.

The eNRICH concept is based directly on UNESCO's experience in grassroots ICT initiatives in South Asia and other parts of the world. Analysis points to the need not only for access to information, like market prices, health resources and educational materials, but also for tools that will help grassroots groups and individual users to create, organise and share relevant information content and knowledge resources.

eNRICH is intended to be a simple, customisable portal for communities to use in managing and sharing information content. The software enables local groups to organise and animate information resources and to share content with other points within a network of sites. Users browse content offline or, where connectivity allows, online. The software supports multiple languages and media.

eNRICH's information content is managed through a structure of subject categories - for example agriculture, health, etc - and content types - such as news, Q&A, knowledge, etc. The main portal window is divided into a series of smaller portlets that present specific information content and services. The structure is customisable according to the needs and interests of a given community. Content can be uploaded and made available as text, image, audio or video from a local computer or through links to the internet.

The eNRICH database and interface can be hosted online, on a local area network or in a standalone computer environment. eNRICH's facilities include content folders, bulletin boards, photo galleries as well as messaging between users and opinion polls. Content generated at one site can be shared with other sites within a larger network.

Commissioned and conceptualised by UNESCO, the eNRICH software was developed by the National Informatics Centre (NIC) of the Government of India. Open eNRICH version 4, a collaboration between UNESCO, the Open Knowledge Network (OKN) of OneWorld and NIC, is designed using open source technologies and is scheduled for release as an open source project in 2005.

For more information please visit <http://enrich.nic.in> or contact Ian Pringle i.pringle@unesco.org



Ian Pringle/UNESCO

Ethnographic Action Research

An integrated approach to applied research and participatory evaluation

Monitoring and evaluation are essential ingredients of any undertaking; they are most effective when they are integrated right from the start into a dynamic process of design, implementation and ongoing programme development.

Understanding the roles and relevance of information and communication technologies and media in different communities requires an in-depth understanding of communities themselves and their respective 'communicative ecologies'.

Within any environment there are different people, groups, media and other tools, activities and relationships involved in the day-to-day communication and information life of a community. None of these elements work in isolation; instead they form part of a system of communication: the 'communicative ecology'.

What kinds of communication and information activities do or would people like to carry out? What communications resources are available to them – media content, technologies, and skills? How do they understand the way these resources can be used? Who do they communicate with, and why? By researching these and other questions and gradually building an understanding of the local communicative ecologies we work in, it is easier to assess the impacts and possibilities of a particular medium, and how information and communications fit into the other things that people are doing.



Maartje Op de Coul

To build this understanding of local environments and how ICTs and media can play positive roles in fighting poverty, UNESCO worked with a series of partners to develop an integrated and applied research approach: ethnographic action research (EAR). The methodology was developed by anthropologists and sociologists from the Queensland University of Technology and London School of Economics alongside programme specialists from UNESCO and its partners, local researchers and members of the communities in which the network's initiatives operate.

The EAR methodology combines two research approaches: ethnography and action research. Ethnography is a research approach that has traditionally been used to understand different cultures. Action research is used in interventions to bring about new activities through new and better understandings of situations.

Instead of focusing on individual ICTs and their 'impacts', an ethnographic research approach looks at the whole structure of communication and information in peoples' way of life. Action research helps media workers to integrate insights and findings into ongoing planning and programme development.

In South Asia, where EAR was first piloted, the main drivers of the approach are trained local researchers, who live and work on-site in communities using local media and ICTs. Local researchers are supported by a regional research team, online and through site visits. More than researchers, these individuals are intimately and integrally involved in day-to-day activities of their local media/ICT initiatives and more just broadly in their communities, exploring and understanding dynamics, relationships, problems and potential solutions in relation to the community's needs and aspirations.

Through the four stages of the research process: planning, doing, observing and reflecting, researchers develop a sound knowledge of circumstances, needs and capacities of the community and through cooperative processes use this knowledge to further develop local ICT programmes and activities, continuously changing, adapting and responding to local circumstances, needs and interests.

Field experiences, research findings and analyses are archived and shared across the entire network of media/ICT interventions and researchers through an interactive research website, email, electronic forums, reports, publications, seminars and workshops.

The EAR approach uses a range of tools and methods for regular and integrated research and analysis. Among the key tools are the following:

- ◆ Participant observation and research field-notes
- ◆ Diaries and journals kept by staff, volunteers, community members
- ◆ Individual and group interviews: structured and informal, brief and in-depth
- ◆ Participatory rural appraisals and other evaluation techniques
- ◆ Resource, organisational and conceptual mapping
- ◆ Questionnaires and survey tools
- ◆ Feedback forms and mechanisms

Research is an open-ended and on-going process. Researchers constantly innovate different means of exploring and analysing social networks and norms, information needs, economic aspirations, etc, of the community and develop a larger understanding of if and how ICTs are useful tools for the poor and for intermediary agencies working to reduce poverty.

Developed in South Asia, the EAR approach is now being used by UNESCO in Mali, in partnership with the Open Knowledge Network and the Jamana Multimedia Cooperative; in Indonesia by the United Nations Development Programme and in a new network in Nepal in cooperation with Equal Access. English and French language training modules are in development as part of the Multimedia Training Kit.

For more information, please contact Jo Tacchi j.tacchi@qut.edu.au or Ian Pringle i.pringle@unesco.org

South Asia

Bangladesh

Bhutan

India

Nepal

Sri Lanka



Sitakund



Name	Youth CMC
Location	Southeast Bangladesh
Address	YPSA programme office, College Road, Sitakund-4310, Chittagong District, Bangladesh
Telephone	(880) 30 285 6279; (880) 176 842 745 (mobile)
Email	ict4d@ypsa.org

AREA AT A GLANCE

Population	350,000 in the sub-district
Languages	Bangla
Distance from national capital	200 km, 6+ hours by road to Dhaka
Distance from district headquarters	37 km, 1.5 hours by road to Chittagong
Main economic activities	Subsistence agriculture (vegetables), agricultural labour, fishing; jute cultivation; industry: ship-breaking, steel rolling
Other internet access	37 km away in Chittagong

Organisation

Ownership	Non-governmental organisation
Start date	Telecentre 2003, media production facility 2005
Staff	2 full-time, 1 part-time, 25 volunteers

Facilities

Media in use	Computers, internet; video production, cable TV; audio production; narrowcasting
Set-up	Telecentre co-located with media production facility
Number of PCs	5 public access/training, 1 audio-video production; 1 server
Telecentre	Printer/scanner/fax unit; 2 portable USB drives, 2 webcams; 1 DVD writer, 2 CD writers
Software	Office applications, Bangla fonts; internet browsers, email, chat; desktop publishing, graphic design; digital editing: video, audio, image
Connectivity	Dedicated cable, 64 kbps
Video/radio	1 audio-video production studio (in construction at time of publication); digital cameras: 2 video, 1 still; 2 portable audio recorders

Services

Telecentre	Daily 9-18h
Cablecast	Occasional
Narrowcast	Weekly, 2 sessions
ICT training	Basic computing: office applications, internet skills; basic multimedia: digital editing, design applications; participatory video production; community media skills (for volunteers)
Other services	Internet access, scanning/printing, copying, desktop publishing, videography

Media production

Programmes	Local features: adolescent rights, local culture, disabilities
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Languages	Bangla
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Digital content

Materials	Health related CD-ROMs, archived video features, downloaded websites; locally produced/packaged multimedia on health, education, micro-enterprise
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Languages	Bangla, English
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Other content

Library	Bangla and English books
Posters/flyers	Wide range of developmental texts and graphics, especially health; also micro-enterprise, education, etc.

Background and mission

The Youth CMC in Sitakund is run by Young Power in Social Action (YPSA), a NGO established in 1985, International Youth Year. The telecentre was established by YPSA in 2003



Sitakund CMC/UNESCO

through a special UNESCO crosscutting theme initiative on ICT innovations for poverty reduction; the facility was transformed into a CMC in 2005, with the addition of multimedia facilities funded by UNESCO.

YPSA's mission is to support the sustainable socio-economic development of the communities it works with, particularly poor and vulnerable segments of the local population, and especially youth and women. Through its ongoing development programmes and the organisation's recent experience with a community telecentre, YPSA identified community media as tool to support awareness raising and information sharing, formal and non-formal education, and strengthening grassroots organisations and their linkages to relevant local and external resources.

Location and context

The CMC is located in the municipal centre of Sitakund Sub-district of the Chittagong district of Bangladesh. The town is thirty-seven kilometres from Chittagong municipality, an important port and the second largest city of the country. The Sitakund sub-district is bordered by hills to the east and the Bay of Bengal to the west. It is home to one of the largest ship-breaking industries in Asia, a large ecological park and sacred Hindu pilgrimage sites.

The total population of the sub-district is about 350,000. It is a multi-religious and multicultural region, with indigenous people living in the hills and fisher communities by the sea. In the plains in-between, majority Muslim and minority Hindu and Buddhist communities co-exist. Agriculture is a central source of livelihood, however many, including the majority of indigenous people do not have land of their own. Sitakund has limited infrastructure in areas like communication, primary education and health. Eighty-five percent of total villages and sixty-five percent of total households of Sitakund have access to the electricity grid. The overall literacy rate is forty-one percent. Only fifty-

five percent of children have access to education. Very few children from the indigenous community go to school. This deprivation has led to higher than average rates of illiteracy and unemployment.

Partners

- ◆ YPSA established the original telecentre and continues provide an organisational umbrella and continuity for the CMC.
- ◆ UNESCO supported the establishment of the telecentre in 2003 and media production facilities and capacity building beginning in 2005, the latter through the global CMC programme, funded by the Swiss Agency for Development and Cooperation, as well as UNESCO's International Programme for the Development of Communication.
- ◆ The CMC benefits from YPSA's strong local network and collaborates with a range of YPSA projects and programmes as well as local schools and community-based organisations.

Income

The CMC earns around twenty percent of its current operating cost from the following services: computer training, video shooting and editing, CD writing, printing and document services. The remaining eighty percent is provided by YPSA, largely through projects and support from UNESCO during the establishment phase. With regularised and expanding programmes, the CMC is aiming to achieve one hundred percent self-reliance in 2006.

Human resources

The CMC has two full-time, paid community resource persons who coordinate most of the CMC operations, including a considerable amount of content production and all of the media training and maintenance. There is also one part-time computer trainer who is paid from training revenues. There are about twenty-five regular volunteers, all youths and adolescents of Sitakund; about sixty-five percent are girls/women.

The CMC benefits greatly through the support and contributions of YPSA staff, in areas including video training and production and community mobilisation, particularly marginalised groups like people with disabilities, and religious and ethnic minorities. The CMC

also benefits through the contributions of international volunteers, especially in the training of staff and volunteers in content development. An average of twenty people visit the CMC everyday to participate in media programming, use computers, internet and attend training.

Main focus of activities

Still relatively new at the time of publication, the CMC's main focus has been on establishment: building infrastructure and production systems, developing the necessary human resources and evolving a sustainable organisational model. The CMC has been working to develop the capacity of a group of local youth and adolescents to lead the day-to-day management and administration of the CMC, as well as to drive major areas of content production. Some twenty-five volunteers have participated in trainings related to community media, radio and video production, programme coordination and management. The CMC continues to run regular computer training programmes through the telecentre facility. Over 300 people were trained in 2004 and 2005, about seventy-five percent in basic computing and the remainder in the advanced curriculum.

In addition to training and support to YPSA's development programmes, the CMC has initiated regular video and audio production and started pilot cablecasting. Locally created content is also narrowcast, a format in which video and audio programmes are played back during small group meetings in the community and then used as the basis of discussions; feedback is solicited, recorded and incorporated into future programmes.

The CMC is working to integrate technologies and social strategies that will benefit marginalised groups from the local area, for example the Digital Accessible Information System (DAISY) and JAWS software for people with disabilities, and grassroots 'reflect circles' for the rural poor. Strategies to generate income and move towards increased independence and self-reliance are priorities.

Achievements

- ◆ The CMC is one of the first local media facilities of its kind in Bangladesh. Though still in its early days at the time of publication, the centre has begun regular

media production for local distribution on cable networks and through narrowcasting in small groups.

- ◆ The telecentre that preceded the CMC was a significant opportunity for the area's youth: to learn new and marketable skills and to access new types of knowledge resources, all in a relatively open community space, free of gender or other biases.
- ◆ Over 325 local youth have been trained in computer and multimedia skills in the context of YPSA's local community development network.
- ◆ The introduction of ICTs, starting with computers and now comprising internet, CD-ROMs, other types of digital content, and audio-video production has increased YPSA capacity to use communication as tool in their local development efforts. In late 2004, YPSA established an ICT4D unit to further develop its use of media and new information and communication technologies within all aspects its development work.

Constraints and challenges

- ◆ The absence of policy or regulatory frameworks concerning community radio in Bangladesh is a major constraint. At present, community organisations are ineligible for broadcast licenses.
- ◆ The poverty of the area is a major constraint to developing a self-reliant, sustainable operation.
- ◆ Power outages, load shedding and low voltage are a serious problem that limits the scope and reliability of services.
- ◆ The general conservativeness of the local community is another challenge, evident in the reluctance to try new ideas and allow participation, especially of girls.



Sitakund CMC/UNESCO

Jakar



Name	Jakar CMC
Location	Central Bhutan
Address	BBS Regional Bureau, Jakar, Bumthang District, Bhutan
Phone/fax	(975) 3 631 449
Email	c/o Phurba Tshering relingbept@yahoo.com, c/o Kinley Bidha kinley_bidha@yahoo.com

AREA AT A GLANCE

Population	2,000 in Jakar town, another 10,000 in surrounding areas
Languages	Dzongkha, English
Distance from national capital	260 km, 10 hours by road to Thimphu
Main economic activities	Subsistence farming: cereals, dairy; fruit, bee keeping, animal husbandry
Other internet access	2 internet cafés in Jakar town

Organisation

Ownership	Government broadcaster
Start date	Telecentre 1996, multimedia facilities 2003
Staff	7 full-time

Facilities

Media in use	Computers, internet; TV, radio production
Set-up	Telecentre co-located with media production facility/regional bureau of national broadcaster
Number of PCs	5 public access/training, 1 audio-video production
Telecentre	Printer, scanner, fax, photocopier, TV, VHS deck, generator
Software	Office applications, internet browsers, email, chat; desktop publishing; digital editing: video, audio, image
Connectivity	Lease-line, 64 kbps
Video/radio	1 audio-video production studio, 1 digital video editing suite; 1 digital video camera, 3 portable digital audio recorders

Services

Telecentre	Daily 9-18h
Radio/TV	Daily news items; 2 weekly television programmes, 2 weekly radio programmes to Thimphu/BBS national service
National radio	7-22h daily
National TV	18-22h daily; rebroadcast 6-10h the following morning
ICT training	Basic computing; office applications, internet skills; basic multimedia:

Other services	digital editing, content generation; radio and ICT skills (for local schools)
Other services	Internet access, scanning/printing, photocopy, desktop publishing

Media production

Programmes	Local features: news, cultural events, development stories National: news, culture; <i>Internet on the Radio</i>
Languages	Dzongkha (programmes and news), English (news)

Digital content

Materials	Health related CD-ROMs; encyclopaedias; indexes of websites, downloaded websites; archived video features, radio programme archives
Languages	English, Dzongkha

National radio/television

Radio	15 hours daily: 30% news; 55% developmental programming; 15% music
Bulletins	News, weather
Programmes	Farming, health, business, education; religious; folk songs
Languages	Dzongkha, Lhotsam, Sharchhop, English
Television	4 hours daily: 33% news, 35% developmental programs, 32% music/advertisements/ announcements
Bulletins	News, weather
Programmes	News, farming, health, education, folk songs
Languages	Dzongkha, English

Background and mission

A multipurpose community telecentre was established in Jakar in 1996 with support from the International Telecommunications Union (ITU). The project had a slow start-up and low usage due to various problems in implementation and integration in the local area. In 2002, UNESCO agreed to support the Bhutan Broadcasting Service (BBS) to assume ownership of the centre as part of a new regional multimedia production centre. The CMC was fully established in 2003 with the addition of digital audio-video facilities. The mission is to provide rural populations with access to new skills and facilities, from computers and internet to printers, scanners and copiers, and to a range of information resources. The multimedia centre was established to expand the variety of content on the national radio and television services by creating a localised production bureau. The CMC also provides the local Bumthang community with a facility in which to record music and other cultural forms and to produce multimedia.

Location and context

Rich in arts, culture and history, Jakar today is the headquarters of Bumthang District. Near to the geographic centre of Bhutan, Bumthang encompasses four major valleys. Located at an altitude of 2,760 metres and situated on the country's only east-west highway, Jakar is the largest town between Thimphu in the west and Trashigang in the east.

The main sources of livelihood in the valleys are subsistence agriculture and yak and sheep rearing in higher altitudes. The area is also famous for honey production, cheese, apples and apricots as well as *yathra* wool. While Bhutan's economic indicators are among the lowest in the world, the vast majority of rural farmers own their land, housing is of generally good quality and while there is certainly malnutrition, there is no famine.

Bhutanese electronic media are limited to the BBS national radio service, available on shortwave and FM in many of the twenty district headquarters, and a daily television service, which is broadcast in Thimphu and distributed to local cable operators in other parts of the country. Satellite and cable operations are increasing in number and penetration, but mostly in larger towns. There is one national newspaper published in Thimphu.

Partners

- ◆ The Bhutan Broadcasting System Corporation is the main vehicle for the CMC, providing staff and maintaining the facilities.
- ◆ The International Telecommunications Union supported the establishment of the telecentre in partnership with Bhutan Telecom.
- ◆ UNESCO supported the establishment of multimedia production facilities and capacity building through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ Bhutan Telecom provides the Jakar CMC with its dedicated lease-line.



Ian Pringle/UNESCO

Income

The CMC generates some limited income from telecentre services, primarily internet access and photocopying. There has been discussion about paid computer training, however to date training has been provided free of cost. The staff and overhead costs are borne by BBS and the lease-line is provided directly by Bhutan Telecom.

Human resources

The CMC has seven full-time staff: a technician, two producers, a cameraperson, an office assistant, driver and a security guard. The office assistant is largely responsible for the operations of the telecentre facilities. The technician and producer both assist with training, but are primarily focused on producing materials for the national radio and TV services. There are a handful of volunteers from the local community and a small network of school radio clubs; however for the most part programming is done exclusively by BBS staff. There is a steady stream of users to the CMC. Email and online chat are popular among the area's youth.

Main focus of activities

The multimedia facilities are in daily use as an audio-video production studio, creating content and programmes for BBS in Thimphu and providing basic ICT service to the local community. Computer training has been taken mostly by youth in the area, some who live at a considerable distance from Jakar itself. Likewise

the majority of computer and internet users are young people, among whom chat, email and browsing are increasingly popular. Located just off Jakar's main road and the country's largest and longest highway, the CMC is situated at a major crossroads and national transport hub and therefore draws residents and a small number of tourists passing through the market. As a regional bureau for all of Central Bhutan, the Jakar CMC staff cover a large area, gathering news and producing stories for a range of BBS programmes.

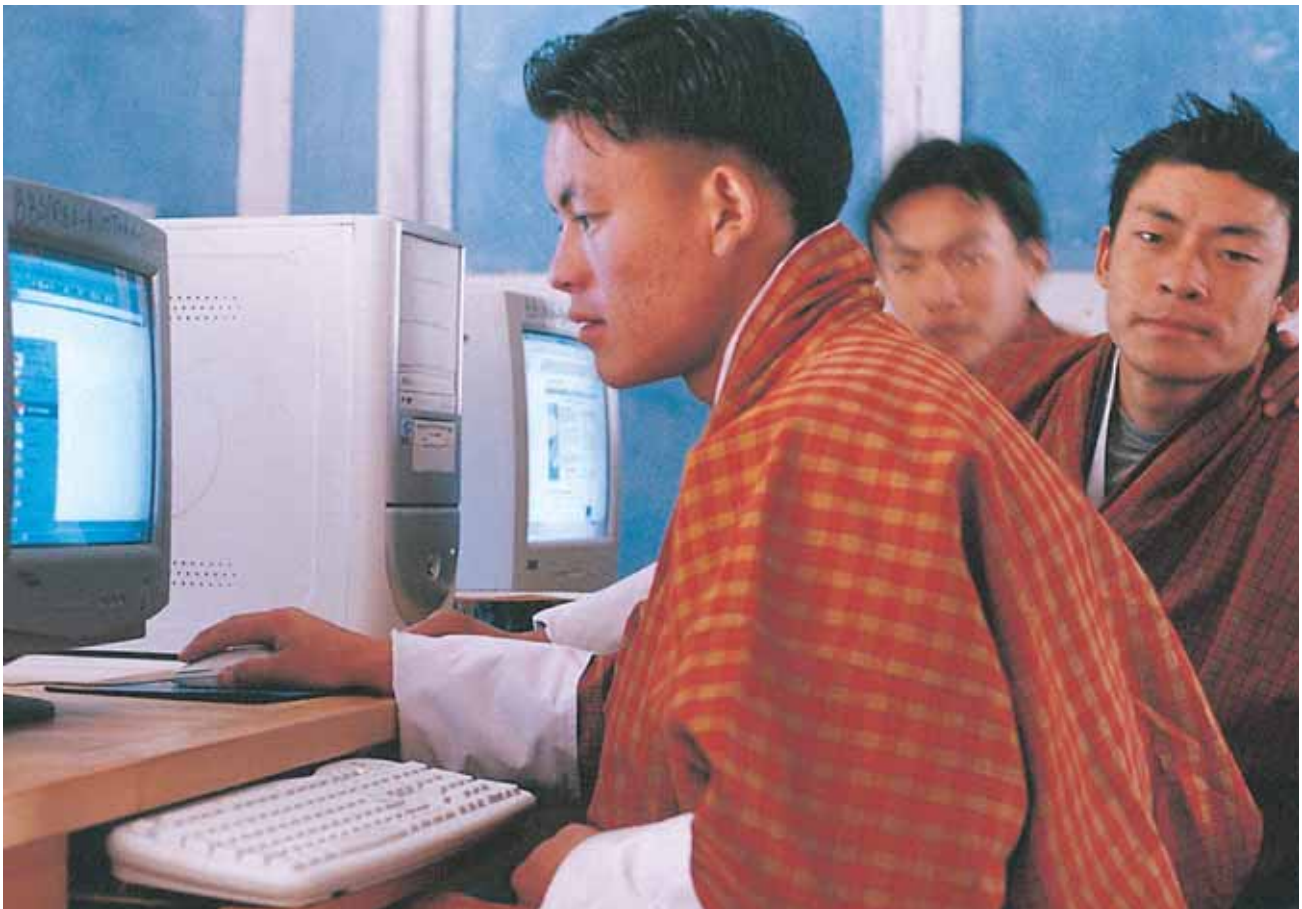
Achievements

- ◆ The CMC's productions have dramatically changed Bhutan's national radio and television services by introducing locally produced content from the country's districts and significantly expanding the scope of coverage, both geographically and culturally.
- ◆ The CMC is the only facility of its kind in Jakar, providing a unique opportunity for the local community and for people passing through Jakar to

learn new skills, get exposure to new technologies and access ICTs at low or even no cost.

Constraints and challenges

- ◆ Bhutan has yet to allow for any non-government or any local broadcast media, which has meant that the CMC's productions are limited to the national service. A media law, which was being drafted at the time of publication, promises to consider a greater role for independent media.
- ◆ The distance of the CMC from Thimphu or other major markets poses considerable problems in terms of equipment acquisition and maintenance.
- ◆ Bhutan is relatively isolated, sparsely populated and rural areas are tradition bound. The introduction of new ICTs has been a slow process; the general community's awareness of the potential benefits of ICTs in terms of livelihoods or day-to-day life events is growing, but still very limited.



Ian Pringle/UNESCO

Kanglung



Name	Kanglung CMC
Location	Eastern Bhutan
Address	c/o BBS Regional Bureau, Kanglung, Trashigang District, Bhutan
Phone/fax	(975) 4 535 138
Email	c/o Dorji Tshewang deltatsha2001@yahoo.com

AREA AT A GLANCE

Population	5,000 in Kanglung sub-district, including Sherubtse College, and surrounding areas
Languages	Dzongkha, English
Distance from national capital	580 km, 20+ hours by road to Thimphu
Distance from district headquarters	25 km, 1 hour by road to Trashigang
Main economic activities	Subsistence agriculture, animal husbandry, college employment, small business, forestry
Other internet access	1 private internet café in Kanglung

Organisation

Ownership	Government broadcaster
Start date	2005
Staff	5 full-time, 1 part-time

Facilities

Media in use	Computers, internet, CD-ROMs; TV/radio production
Set-up	Telecentre co-located with media production facility/regional bureau of national broadcaster
Number of PCs	5 public access/training, 1 audio-video production
Telecentre	Printer, scanner, fax, photocopier, TV, VHS deck
Software	Office applications; desktop publishing; media players, digital editing: video, audio, image
Connectivity	None on site (access available through the college)
Video/radio	1 audio-video production studio, 1 digital video editing suite; 1 digital video camera, 1 portable digital audio recorder

Services

Telecentre	Daily 9-18h
Radio/TV	Daily news items, 2 weekly television programmes, 2 weekly radio programmes to Thimphu/BBS national service
National radio	7-22h daily
National TV	18-22h daily; rebroadcast 6-10h the following morning
ICT training	Basic computing: office applications; basic multimedia: digital editing,

Other services	multimedia content creation; radio skills (for campus students and teachers) Scanning/printing, photocopying, desktop publishing
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Media production

Programmes	Local features: news, cultural events, development stories National: news, culture; <i>Internet on the Radio</i>
Languages	Dzongkha (programmes and news), English (news)

Digital content

Materials	Health related CD-ROMs; encyclopaedias; downloaded websites; archived video features, radio programme archives
Languages	English, Dzongkha

National radio/television

Radio	15 hours daily: 30% news; 55% developmental programming; 15% music
Bulletins	News, weather
Programmes	Farming, health, business, education; religious; folk songs
Languages	Dzongkha, Lhotsam, Sharchhop, English
Television	4 hours daily: 33% news, 35% developmental programs, 32% music/advertisements/announcements
Bulletins	News, weather
Programmes	News, farming, health, education, folk songs
Languages	Dzongkha, English

Background and mission

The community multimedia centre was established in Kanglung in 2005 as part of the Bhutan Broadcast Service in cooperation with Sherubtse College and with the support of UNESCO. The mission of the CMC is to



Ian Pringle/UNESCO

provide university students and rural communities with access to new skills and facilities – computers, internet, printers, scanners and copiers – and to information. The CMC was set up in Kanglung to tap the potential of the college students for multimedia

production and to meet the needs of the college community. The main objective of the multimedia production centre is to expand the variety of programming and information available on Bhutan's national radio and television services by producing localised content from the eastern region of the country.

Location and context

Kanglung is home to Sherubtse College, Royal University of Bhutan, and over 850 students of the arts, commerce and sciences. The campus is situated on a ridge and plateau at an altitude of 2500 metres. Kanglung is twenty-five kilometres from Trashigang, the district headquarters and not far from the zone headquarters at Yonphula. Trashigang, home to the country's second largest urban centre, is also the most densely populated district in Bhutan.

Kanglung sub-district consists of seven villages of just over 500 households and covers an area of some sixty-three square kilometers. The area has two junior high schools and one community primary school with over 1,500 students. Around 400 households have electricity supply and over seventy percent of the population has access to piped drinking water supply. There are 120 telephone connections, mostly in Kanglung town. Kanglung's main livelihood activities are animal husbandry and agriculture: maize, wheat and paddy are the main cereals and potato is grown for cash income. The college is an integral part of the local economy, providing jobs and a unique market for local produce and businesses.

Bhutanese electronic media are limited to the BBS national radio service, available on short wave and FM

in an expanding number of locations, although not in Trashigang, and a daily television service, which is broadcast in Thimphu and distributed to local cable operators in other parts of the country. Satellite and cable operations are increasing in number and penetration, but mostly in larger towns. There is one national newspaper published in Thimphu.

Partners

- ♦ The Kanglung CMC was established by the Bhutan Broadcasting Service Corporation in cooperation with Sherubtse College of the University of Bhutan, which provided the building and allows the CMC access to its internet connection for sending materials to Thimphu.
- ♦ UNESCO supported the establishment of the telecentre and multimedia production facilities as well as training of CMC staff through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.

Income

The CMC generates some limited income from photocopying, computer access and providing multimedia services to students and the local community. The staff and overhead costs are borne by BBS and the internet connection is provided by Sherubtse College. Sherubtse College provides the building at a low rent and encourages voluntary inputs from students and teachers.

Human resources

The CMC has five full-time staff: a technician, two producers, a driver and a security officer. There is also a part-time office assistant, who is largely responsible for the running of the telecentre facilities. The technician and producer both assist with training, but are primarily focused on producing materials for the national radio and TV services. The CMC benefits by its location on the Sherubtse campus – with over 850 students, there is a steady flow of students who use the telecentre to access the computer facilities and for multimedia production. A number of teachers and students have become involved with radio and television production on a voluntary basis.

Main focus of activities

The multimedia facilities are in daily use as an audio-video production studio, creating content and programmes for BBS in Thimphu and providing basic ICT service to the local community. As a regional bureau for all of Eastern Bhutan, the Kanglung CMC covers a large area, gathering news and producing stories for a range of BBS programmes. Learning new skills and contributing to multimedia productions, the students have become extremely interested in radio and television.

Achievements

- ◆ The CMC's productions have dramatically changed Bhutan's national radio and television services by introducing locally produced content from the country's districts and significantly expanding the scope of coverage, both geographically and culturally.
- ◆ The CMC is the only facility of its kind, not only in Kanglung but also in Trashigang district, providing a unique opportunity for local

communities to learn ICT skills and access facilities at low cost.

Constraints and challenges

- ◆ Bhutan has yet to allow for non-governmental or local broadcast media, which has meant that the CMC's media productions are limited to the national service in terms of dissemination. A media law, which was being drafted at the time of publication, promises to consider a greater role for independent media.
- ◆ The distance of the CMC from Thimphu or other major markets poses considerable problems in terms of equipment acquisition and maintenance as well as capacity building.
- ◆ Bhutan is relatively isolated, sparsely populated and rural areas are tradition bound. The introduction of new ICTs has been a slow process; the general community's awareness of potential benefits of ICTs in terms of livelihoods and day-to-day life events is growing, but still very limited.



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Budikote



Name	Namma Dhvani
Location	Southern India
Address	Jagruthi Resource Centre building, Budikote, Kolar District, Karnataka State, India
Telephone	(91) 81 5325 8917
Email	nammadhvani@vsnl.net

AREA AT A GLANCE

Population	6,000 in Budikote; 15,000 in surrounding villages and other target areas
Languages	Kannada, Telegu, Tamil, Urdu
Distance from state capital	85 km, 2.5 hours by road from Bangalore
Distance from district headquarters	30 km, 45 minutes by road to Kolar
Main economic activities	Subsistence farming; agriculture (vegetables) and agricultural labour; sericulture
Other internet access	Private cybercafés in sub-district headquarters, 13 km away

Organisation

Ownership	Non-profit society
Start date	Audio production centre 2001, cable radio/telecentre facility 2003
Staff	4 full-time, 15 volunteers

Facilities

Media in use	Cable FM radio; cable TV, cassette/loudspeaker narrowcasting, computers, internet, CD-ROMs
Set-up	Cable FM radio and telecentre co-located with development resource centre
Number of PCs	Main CMC: 8 public access/training; 1 audio-video production; 1 server Satellite centres: 3 public access/training
Telecentre	Digital camera: 1 video, 1 still; printer/scanner unit; 12 KVA generator
Software	Office applications, accounting, paint/drawing, Kannada Unicode fonts; internet browsers; C++/C++ programming; digital editing; audio, video, image; content management
Connectivity	Dial-up (wireless-in-local-loop), 100 kbps (inconsistent)
Radio	1 production/broadcast studio, 3 cassette and 5 digital portable recorders, cable FM modulator

Services

Cablecast	Daily 19-20h30
Telecentre	Daily 8-21h
ICT training	Basic computing: office applications, internet, content management systems; radio production

Other training	(for volunteers); community radio training (for other organisations)
Other training	Wide range of training for community groups
Other services	Audio programme production (for distribution on cassette); scanning/printing, photocopying; photo printing

Radio programming

Overview	1.5 hours daily: 10% bulletins, 60% music, 25% local affairs, 5% PSAs and promotion
Bulletins	Bus/rail timings, market prices
Programmes	Health, education, awareness, agriculture, local news, self-affinity groups; letters; devotional, cinema music
Languages	Kannada, Telegu, Tamil, Urdu

Digital content

Bulletins	Bus timings, market prices
Formats	Downloaded websites; educational CD-ROMs; locally generated content
Topics	Government schemes and information; science, health (AIDS, diarrhoea, malaria, etc), local medicines, indigenous knowledge, general knowledge
Languages	English, Kannada

Other content

Resource centre	Development information, government schemes, local events, local contact information
Library	Newspapers; books: novels, text books, reference materials
Languages	English, Kannada, Telegu, Tamil, Hindi

Background and mission

Namma Dhwani developed in response to the lack of awareness and information media in the Budikote area and through the collaboration of two facilitating organisations: VOICES, a social change communications group, and MYRADA, an organisation specialising in community-based approaches to development with a strong focus on grassroots groups. *Namma Dhwani* means 'our voice' in the local Kannada language. The Namma Dhwani audio production facility was established in 2001, with support from UNESCO, following discussions with community stakeholders and initial capacity building. UNESCO also supported the establishment of cable FM and telecentre facilities in 2003. Combining radio and ICT applications, community multimedia has been identified as a means for the community to raise awareness, share information, and strengthen grassroots organisations and their linkages to important institutions (banks, government departments, etc).

Location and context

Budikote is a large village about eighty-five kilometres east of Bangalore, India's IT capital. It is located in Kolar District of Karnataka State in South India, bordering the neighbouring states of Andhra Pradesh and Tamil Nadu. The Kolar district headquarters are thirty kilometers away. The nearest municipality is in Bangarpet, the sub-district headquarters, thirteen kilometers away. Budikote is the largest village in the immediate area and is the *panchayat* (local government) headquarters for the surrounding eight villages. The area has been suffering from a long-standing drought, which has exacerbated poverty. The overall literacy rate is approximately forty-five percent, comprising an eighty percent literacy rate for males and a twenty percent rate for females. Forty percent of households in Budikote have televisions; fifty-six percent have radios, sixty-four percent of which were purchased through Namma Dhwani after the cable FM service began. In smaller, more remote villages, there are fewer televisions and radios.

Partners

- ◆ MYRADA and its local development programmes have been instrumental in the development of

Namma Dhwani. MYRADA paid for the construction of the Namma Dhwani premises in 2001 and continues to provide space free of cost. MYRADA has also purchased computer and loudspeaker equipment for the expansion of the network.

- ◆ VOICES has been supporting Namma Dhwani since its inception in 2000, particularly in the areas of capacity building, research, programme and technical guidance and building bridges to civil society.
- ◆ UNESCO supported the establishment of the audio production facility in 2001 through the International Programme for the Development of Communication and telecentre facilities in early 2003 through a special crosscutting theme initiative on ICT innovations for poverty reduction. Ongoing capacity building and facility upgrades have been supported by the global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ The Canadian Centre for International Studies and Cooperation (CECI) assisted Namma Dhwani with training, programme development and small equipment purchases between 2001 and 2004. Action Aid supported the purchase of additional loud speakers systems for two neighbouring villages.
- ◆ Namma Dhwani collaborates with a wide range of local government agencies and other development offices, civil society and community-based organisations. Women's self-affinity groups and community watershed management groups are at the centre of Namma Dhwani's governance and operational structures.

Income

The CMC earns sixty-five percent of its current operating costs from the following services: computer training – forty-five percent, community radio training – thirty-five percent, audio programme sales – fifteen percent, advertising – five percent. The remaining thirty-five percent is contributed from MYRADA and VOICES, in part through research and project-based support from

UNESCO and other agencies. The contributions of volunteers are a significant aspect of the CMC's operations, totalling at least sixty person-hours per week.

Human resources

The CMC has four full-time, paid community resource persons, who coordinate most of the CMC operations including a considerable amount of programme production and all of the computer training. There are about fifteen regular volunteers, mostly youth from Budikote; about forty percent are women/girls. The CMC benefits greatly through the support and contributions of a VOICES-appointed action researcher (part of a parallel UNESCO project) and two staff persons of the Jagruthi Resource Centre (located in the same building). The CMC is managed by a committee of representatives of local self-affinity groups, an important source of community ownership. An average of forty people visit the CMC everyday to participate in media programming, use computers, internet and other telecentre services and to simply spend time and socialise.

Main focus of activities

The CMC's activities are focused around its main objective: to share information as a stimulator for development. The facilities are in use daily for radio programme and digital content production. Both radio and digital content are based on ongoing assessment of local needs and interests through dedicated ethnographic action research and through a high degree of interactivity with the local community, in large part through the network of self-affinity groups, which is explicitly linked to the CMC in terms of management, volunteerism and listenership. The CMC cablecasts a live programme every evening to listeners in Budikote and three nearby villages. By networking content among satellite centres and making creative use of cassette narrowcasting and the use of loud speakers, Namma Dhwani reaches a relatively large audience, including villages that have traditionally been highly marginalised, in socio-economic and geographic terms, as well as in their access to media and information. The integration of new ICTs has been gradual. Alongside computer training, Namma Dhwani, working closely with the

Jagruthi Resource Centre, has now created a significant amount of digital content, which, like audio programming, is shared among resource centres in different villages and organised using the eNRICH content management system.

Achievements

- ♦ Although it does not have a license to broadcast, with a live daily programme service, a regular listening audience and a tangible base of ownership in the local community, Namma Dhwani is effectively one of the first community radios in India.
- ♦ Namma Dhwani has succeeded in its goal of raising community awareness through local content production and the use of localised, adapted media. The CMC has produced content for radio, cassette and loudspeaker narrowcasting, online digital media and for print. In 2005, Namma Dhwani won the Keith Yeoman Award for its work with local content.
- ♦ Namma Dhwani played an effective role in recent local government elections, both in terms of covering issues prior to voting and the counting and notification process. Namma Dhwani's election programming increased local interest and participation as well as making the voting process significantly more transparent. The CMC now plans to increase its focus on local governance.
- ♦ Prior to the use of cable FM, in 2002, Namma Dhwani created an innovative radio programme in conjunction with the local government school. The studio was linked to the grade ten classroom using cable and speaker boxes. Students worked with Namma Dhwani staff and volunteers to identify topics and programme a weekly time slot in which students effectively took their class through the radio.

Constraints and challenges

- ♦ Namma Dhwani's greatest constraint is the absence of policy or regulatory frameworks concerning community radio in India. Although a community radio policy has been on successive governments'



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agenda for nearly ten years, community organisations are still ineligible for broadcast licenses.

- ◆ Power outages, load shedding and low voltage are serious problems, especially given Namma Dhwani's use of cable FM (which requires power for transmission).
- ◆ The absence of reliable internet connectivity has been a major constraint, particularly as an absent source of revenue. Though only eighty-five

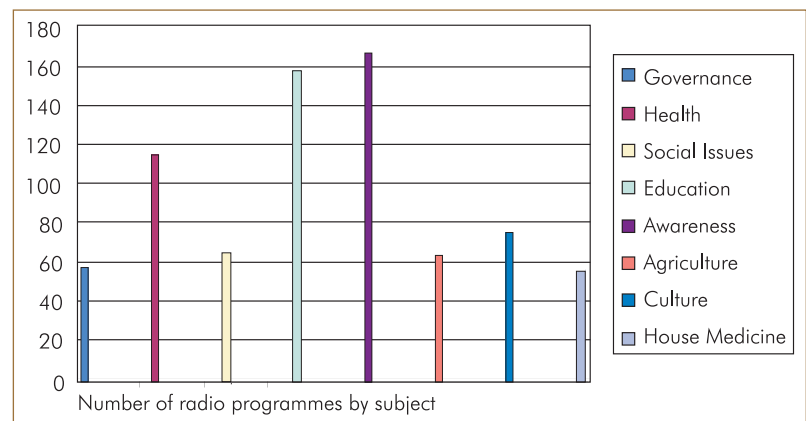
kilometres from India's IT capital and only thirteen kilometres from the sub-district headquarters, Budikote's telecom infrastructure does not support reliable connectivity. Recent success using a wireless-in-local-loop connection is an improvement, but service is still inconsistent.

- ◆ Sustainability and self-reliance are ongoing challenges. Namma Dhwani struggles to cover its operating costs and to maintain its cadre of volunteers.

Local media, local content

One of Namma Dhwani's most significant accomplishments has been in the production of local content that directly meets community needs. The small scale of the CMC allows a direct link between listeners, users and producers, community members and their local radio and telecentre. The chart illustrates the importance of awareness and education in the work of the CMC.

Managed and programmed by the representatives of grassroots organisations, especially women's self-affinity groups and community volunteers, Namma Dhwani has so far produced more than 1000 radio programmes on locally relevant topics. Every evening, listeners tune into a ninety-minute 'radio cablecast' available on cable FM through the local cable TV network. Working closely with its sister organisation, the Jagruthi Resource Centre (RC), a facility co-located with the CMC that focuses on local



development, Namma Dhwani has also created an impressive amount of digital content that is accessed by local users through the centre's local computer network using eNRICH, a computer-based content management system.

One example of Namma Dhwani's local content is a description of how a locally available plant could control insects. While Bhavani, a worker at the resource centre and Namma Dhwani volunteer, was at a women's group meeting, an elder member shared some indigenous knowledge with her: if an aloe vera plant is hung upside down from the ceiling, its flowing sap attracts and traps the insects and flies that flood the area during the summer. Bhavani tested it in the Jagruthi building and that summer the RC was free from all troublesome insects. Recognising the value of this type of locally originating and appropriate information, Namma Dhwani documented the solution, including it as a short radio feature in the daily cablecast and storing the audio clip alongside a multimedia feature on the local database section of eNRICH. Namma Dhwani's experience with the aloe vera plant demonstrates how a local community can solve local problems using local knowledge and also how technologies like radio, cable and computers can combine to make an effective local information network.

Madanpokhara



Name	Madanpokhara CMC
Location	Western Nepal
Address	Madanpokhara 9, Palpa District, Nepal
Telephone	(977) 75 520 655 / 521 405
Email	madanpokharafm@ntc.net.np
Website	www.community-radio- madanpokhara.org

AREA AT A GLANCE

Population	8,000 in Madanpokhara village, 300,000 in Palpa District
Languages	Nepali, Magari and Newari
Distance from national capital	290 km, 8+ hours by road to Kathmandu
Distance from district headquarters	9 km, 20 minutes by road to Tansen
Main economic activities	Subsistence farming; agriculture: rice, vegetables, coffee; bee keeping, animal husbandry: poultry, livestock; some local industry, educational institutions
Other internet access	Private cybercafé and CMC in Tansen, 9 km away

Organisation

Ownership	Local government
Start date	Radio 2000, telecentre 2004
Staff	10 full-time, 3 part-time, 80+ volunteers

Facilities

Media in use	FM radio; computers, internet, website
Set-up	Telecentre co-located with community radio
Number of PCs	6 public access/training, 1 server, 1 radio production
Telecentre	Digital cameras: video, still; printer, scanner, fax, portable USB drives, CD writers
Software	Office applications, Nepali Unicode, paint/drawing; internet browsers, email, chat; digital audio editing
Connectivity	Dial-up, 33 kbps
Radio	1 broadcast studio, 1 production studio, telephone hybrid, 8 portable digital recorders
Transmitter	100 watts, range 20-50 km
Frequency	106.9 FM

Services

Broadcast	Daily 5h30-10h, 12-15h, 17-21h30
Telecentre	Daily 9-17h
ICT training	Basic computing: operating systems, office applications, internet skills; basic multimedia: audio recording and production
Other training	Regular training to community youths in social mobilisation
Other services	Internet access, scanning/printing

Radio programming

Overview	12 hours daily: 45% community/public affairs, 55% music and entertainment programmes
Bulletins	Community activities, <i>Sangiko Awaj</i> (voice of friends)
Programmes	Local activities, farmers, women, children's features, health, educational, folk songs and current affairs
Languages	Nepali, Magari and Newari
Digital content	
Learning tools	Archived audio programmes, indexed websites
Languages	Nepali, English
Website	Information about the radio

Background and mission

Community Radio Madanpokhara (CRM) was licensed in 1999 and went on air in April 2000, the first village radio in hills region of Nepal. Madanpokhara Village Development Committee (VDC) established the station with support from UNESCO, Palpa District Development Committee (DDC), and individuals and groups from the local community. The main goal of the station is to contribute to local development by promoting public awareness and dialogue, knowledge sharing, community participation and local culture and positive entertainment. Telecentre facilities, added in late 2004 with support from UNESCO, aim to expand the community's access to information resources and communication tools, both directly through public access and training, and indirectly through integration with the radio.

Location and context

The CMC is located in Madanpokhara, a village area of some 8,000 people in Palpa District in the hills of Western Nepal. The CMC facilities are situated on the hillside of the large, fertile Madi Valley, one and a half kilometres from the main highway that joins Palpa to adjacent districts, and the western plains to the central hill region. With relatively high literacy rates, above average development indicators, strong educational institutions and a history of innovation in fields like agriculture and forestry, Madanpokhara is often referred to as 'a model rural village'. Madanpokhara and surrounding villages, while more developed than many other parts of Nepal, are still poor and rely primarily on subsistence agriculture for livelihood. The area is home to rich folk culture and a diverse ethnic make-up. Agriculture forms the backbone of the economy, though the district is also well known for education. Migration of labour, especially to India, is common.

The national television service is available through terrestrial broadcast from Tansen, the district headquarters. Radio Nepal is available on medium wave, however reception is poor. Though close to the district headquarters, telecom services in villages are poor and cable television networks are small and few in number. In 2004, two commercial FM stations and another community radio in Tansen began broadcasting. National and regional newspapers are available. Networked news programmes were available through satellite from

Kathmandu, however most news broadcasting was suspended in early 2005 due to political developments.

Partners

- ◆ The main local drivers of the radio have been the Madanpokhara VDC and Palpa DDC along with local groups, especially forest user groups and women's associations.
- ◆ UNESCO's International Programme for the Development of Communication supported the establishment phase of the radio in 2000 with equipment and training, as well as additional equipment in 2003. UNESCO also supported the establishment of telecentre and multimedia facilities in 2004 and capacity building through 2005 through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ The Nepal Forum for Environmental Journalists assisted CRM with essential training in audio and programme production during the station's establishment period. Media Services International assisted CRM with its license application and continues to assist with strategic planning.
- ◆ In early 2003, DANIDA (Denmark) provided additional audio equipment. MS Nepal (Denmark) and Helvetas (Switzerland) support organisational development and strengthening the network of listeners' clubs. PANOS South Asia has supported the station with training, equipment and exposure visits.
- ◆ The radio receives syndicated programmes and other support through Kathmandu-based production houses Equal Access, Radio Sagarmatha, Communication Corner and Antenna Foundation. Save the Children, Norway, and Centre for Victims of Torture (CVICT) have supported related programmes.



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contributed from the radio, in part through its own resources and in part through establishment support from UNESCO. The CMC's sustainability plan aims to achieve one hundred self-financing for expanded CMC operations by the end of 2006.

Human resources

In addition to management, the radio has a well-established production and programme team: five paid producers, twenty-eight community reporters, ten community volunteers and over forty programme volunteers. The telecentre has two full-time paid coordinators who are responsible for establishing and operationalising the different components of the CMC, from training to the digital library. Media and ICT training is done by one part-time instructor who is paid from training revenues. Eight former computer trainees were selected to support the operation and running of the telecentre as volunteers. There are four teachers from different schools volunteering and supporting the CMC's educational programme, established in August 2005.

Main focus of activities

The radio is on air daily with twelve hours of programming, from local community affairs to folk music shows to syndicated programmes from Kathmandu. There is a strong focus on local livelihood concerns, from forestry and agriculture to micro-enterprise. The establishment of the CMC has increased the station's digital production and use of internet as a source of information. In addition to community participation as guests and listeners, the radio has a well developed network of listeners' groups throughout the valley, each with a community reporter. The telcentre trains approximately fifty youths from Madanpokhara and adjoining villages every few months. A digital library comprised of archived radio programmes, video features and other digital content is in ongoing development. With new skills and facilities in place, the CMC plans to combine media in the introduction of an ePostal service, linking remote areas of the district to email at the CMC, as well as for radio browsing. In August 2005, the CMC launched a new educational programme using both the radio and new media tools. With the majority of young people failing their school-leaving exams, the programme aims to improve local students' performance over the next three years. The

CMC also plans to begin special services for the blind and visually impaired in conjunction with a local school for the blind.

Achievements

- ◆ Community Radio Madanpokhara was one of the first radio services of its kind in South Asia: the station is not only based in a rural village area, but relies primarily on volunteers and community and civil society support for its ongoing programming and operations. The station has secured its own space, expanded its programme service to twelve hours per day and now operates one of the country's first village telecentres.
- ◆ The station has a wide network of listeners' groups and other vehicles of community involvement and support. Community cultural events have been instrumental in building local ownership, participation and raising funds.
- ◆ The CMC has already trained over one hundred local youths, and has begun integrating ICTs into programme production and distribution with educational materials archived into the computer networks. The CMC has also started to plan new ICT-based services, like ePost.

Constraints and challenges

- ◆ In addition to a general feeling of insecurity and limits on freedom of movement (curfews, strikes, etc), the conflict between the government and Maoist insurgents has slowed potential developments with respect to reform of broadcasting policy and regulation, including recognition of community radio as a distinctive sector. In February 2005, media freedom was further restricted requiring the radio to suspend 'news' broadcasts for some time.
- ◆ Financial self-reliance is an ongoing challenge for the CMC, especially given the current political situation and the increasing number of local radio services.
- ◆ The combination of a lack of technical expertise and an expanding facility is a challenge in terms of maintaining reliable services and introducing new initiatives.

Rupandehi



Name	Lumbini CMC
Location	Western Nepal
Address	Manigram, Anandavan VDC, Rupandehi District, Nepal
Telephone	(977) 71 561 003 / 562 012
Fax	(977) 71 561 545
Email	lumbinifm@mos.com.np
Website	www.radiolumbini.org

AREA AT A GLANCE

Population	700,000 in Rupandehi District; approximately 300,000 more in adjacent districts within the listening area
Languages	Nepali, Bhojpuri, Tharu, Newari, Magari
Distance from national capital	250 km, 6+ hours by road to Kathmandu
Distance from zone/district headquarters	15 km, 15 minutes by road to Butwal and Bhairahawa
Main economic activities	Subsistence farming; agriculture (rice, vegetables), animal husbandry (poultry, livestock); some local industry; educational/training institutions
Other internet access	Private cybercafés in zone and district headquarters as well as in some village market areas (including Manigram and Buddhanagar)

Organisation

Ownership	Cooperative
Start date	Radio 2000, telecentre 2004
Staff	3 full-time, 2 part-time, 10+ volunteers; 20+ radio staff

Facilities

Media in use	FM radio; computers, internet; website
Set-up	One main telecentre facility, co-located with community radio station; one satellite facility
Number of PCs	Main CMC: 7 public access/training, 1 server, 1 in-studio Satellite facility: 5 public access/training
Telecentre	Main CMC: digital cameras: 1 video, 1 still; printer, scanner, fax, 2 portable USB drives Satellite facility: printer, scanner, fax, portable USB drive; telephone
Software	Office applications, paint/drawing; Nepali Unicode; internet browsers, email, chat; text-to-speech; digital editing: audio, image
Connectivity	Main CMC: dedicated wireless, 64 kbps Satellite facility: dial-up, 33 kbps
Radio	1 broadcast studio, 1 production studio, telephone hybrid; 6 portable digital and cassette audio recorders
Transmitter Frequency	500 watts, range 50-80 km 96.8 FM

Services

Broadcast	Daily 5-22h
Telecentre	Daily 6-18h, Saturday 10-18h
ICT training	Basic computing: operating systems, office applications, internet skills; specialised computing for sight and hearing impaired; basic multimedia: audio recording and production, radio programming and production (for volunteers)
Other services	Internet access, scanning/printing
Radio programming	
Overview	17 hours daily: 40% community activities, 25% youth features, 30% music entertainment programmes, 5% advertising
Bulletins	Community activities
Programmes	Youth features, community-based news, health, sports; <i>Radio Browsing the Internet</i>
Languages	Nepali, Bhojpuri, Magari, Gurung, Newari
Digital content	
Materials	Index of websites; archived audio programmes; encyclopaedias
Languages	English, Nepali
Website	Information on media services and the cooperative; audio programmes, including radio browsing

Background and mission

Radio Lumbini went on air in 2000 as an initiative of the Lumbini Information and Communication Cooperative with locally raised funds. UNESCO supported the establishment of the CMC in 2004 by adding a telecentre facility. The cooperative is made up of some 150 shareholders from a range of socio-economic and occupational backgrounds and aims to be representative of the local community.



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The cooperative identified community multimedia - the combination of an existing radio and new ICT applications - as a way to expand local access to information resources, to mediate global knowledge networks for local listeners, and lay the foundations of ICT skills among local youth. The cooperative's central goal is to contribute to the development of the local area by promoting equality, human rights and local culture, creating awareness, sharing knowledge and offering non-commercial entertainment.

Location and context

The Lumbini CMC is located in Manigram, a small market area under the Anandavan village development committee (VDC), the local government administrative body. The CMC facilities are situated on a main highway, thirty-five kilometres from Lumbini, the historical birthplace of Buddha, and approximately fifteen kilometres from both Butwal, the headquarters of Lumbini Zone, and Bhairahawa, Rupandehi District headquarters, which in turn is about two kilometres from the Indian border. There are approximately 130,000 households in Rupandehi district and 2,000 households in Anandavan VDC. Just over half of residents in Rupandehi district are literate, against more than two thirds in Anandavan VDC.

The area is home to a rich culture and history and has a diverse ethnic make-up. The CMC's first satellite facility (one of several planned) is located in Buddhanagar, a small hamlet of inexpensive tourist hotels adjacent to the Lumbini historical site, the birthplace of Buddha. In spite of major developments to do with the location's designation as a world heritage site, the surrounding area is extremely poor and residents rely largely on agricultural labour for subsistence.

Rupandehi is an agricultural area in the fertile Gangetic plain at the base of the Himalayan foothills. With a key border crossing to India, an airport and highways leading east, west and northwards into the mountains, Rupandehi's main cities are situated at well connected crossroads that have brought a relatively high degree of mobility, migration and industry to the area and with them, commerce and educational facilities.

Though Radio Lumbini was the first to go on air (2000), the local radio scene has since expanded. There are now two commercial FM stations in Butwal and another community radio in Bhairawaha. The district's more urbanised areas are well connected in terms of telecom, internet and cable TV networks (for example, Manigram has a cybercafé and three computer institutes); however the vast majority of rural villages in Rupandehi and adjacent districts, as in most of Nepal, have no reliable telephone service and most are without electricity. National radio and television services as well as national and local newspapers are available.

Partners

- ♦ Lumbini Information and Communication Cooperative is the main organisational vehicle for the radio and the telecentre facilities. Radio Lumbini went on air in 2000 on the strength of local funds and capacity.
- ♦ The Community Radio Support Centre (CRSC) of the Nepal Forum for Environmental Journalists assisted Lumbini with its license application and with essential training in audio and programme production during the station's establishment. Supported by the Communication Assistance Foundation (Netherlands), CRSC also assisted Lumbini to purchase property.
- ♦ In early 2001, DANIDA provided basic audio equipment: portable minidisc recorders/microphones; cassette/CD studio components; generator, and air conditioner. The World Association of Christian Communication assisted Radio Lumbini with training on radio production and digital audio.
- ♦ MS Nepal (Denmark) supports the station in organisational development and strengthening the network of listeners' clubs.

- ◆ UNESCO's International Programme for the Development of Communication (IPDC) provided audio equipment in 2002 and a new transmitter in 2003. The organisation also supported the establishment of the multimedia facility in early 2004 through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.

Income

The CMC earns roughly fifty percent of its current operating cost from training (seventy percent) and internet access (thirty percent). The remaining fifty percent is contributed from Lumbini Information and Communication Cooperative, in part through its own resources and in part through establishment support from UNESCO. In a remote area without any community telecentre services, the Buddhanagar satellite CMC facility managed to nearly meet its operating expenses in its three-month start-up period, entirely from training and document services. The CMC's sustainability plan aims to achieve one hundred percent self-reliance for expanded CMC operations by the end of 2006.

Human resources

The CMC has a paid coordinator who is primarily responsible for establishing and operationalising the different components of the CMC. Each of the two CMC facilities has a full-time, paid action researcher, who coordinates most of the CMC operations and conducts ethnographic action research as part of a parallel UNESCO initiative. Media and ICT training is done by part-time instructors who are paid from training revenues. The CMC provides a small honorarium to six former trainees, essentially volunteers whose travel expenses and mid-day meal costs are covered.

Main focus of activities

Alongside well established radio broadcasting, the CMC's main activities are providing access to computers and internet. Between April 2004 and May 2005, over 220 youths learned computer and internet skills. Making the CMC work for traditionally marginalised and underrepresented groups is a high priority and specialised programmes are developed to meet the needs of marginalised groups like the blind and visually impaired. A major aim is to link ICTs with radio

programming and network of local listeners' groups. ICT skills of the radio staff and use of digital production and internet-based research have increased substantially since the introduction of CMC facilities. The radio browsing format is used to link radio to the internet in an innovative way: presenters browse the world wide web live on the radio with guest experts, describing and visualising the internet for listeners, much like a sports telecast. In mid-2005, the CMC conducted training in Unicode and Nepali language computing as a lead into the use of a local-language version of Open eNRICH, a content management/sharing solution.

Achievements

- ◆ Radio Lumbini was one of the first independent radios to go on air in South Asia in a rural area. The station was set up entirely with local funds raised through the establishment of the cooperative. Lumbini was one of the first radios in Nepal to integrate new ICTs, adding telecentre facilities to create a CMC in 2004.
- ◆ The Lumbini CMC was among the first radio services in Nepal to broadcast school examination results using internet to search information and then broadcasting the results on the radio.
- ◆ As part of a regional UNESCO competition, the CMC organised a local photo competition in which forty-six participants, most first-time photographers, captured images of world heritage at the Lumbini historical site, the birthplace of Buddha. All the participants were awarded UNESCO certificates.
- ◆ A satellite ICT centre was established at the Lumbini World Heritage site in April 2005. The centre provides access and training to the local community, including youth tour guides, as part of a programme to promote sustainable tourism in World Heritage zones.
- ◆ In May 2005, fifteen speech and hearing impaired trainees began a three-month course on basic computing and internet training and once appropriate keyboards are in place, the CMC plans to launch a three-month basic computing and internet training for the blind and visually impaired.

Constraints and challenges

- ◆ One major constraint on the growth of the CMC is the political situation in Nepal, where general feelings of insecurity, curfews and strikes limit freedom of movement. The conflict between the government and Maoist insurgents has slowed potential developments with respect to reform of broadcasting policy and regulation, including recognition of community radio as a distinctive sector. In February 2005, the government imposed limits on freedom of expression and assembly, news broadcasting and mobile telephony.
- ◆ Finding a balance between its social mission and the need to generate income to ensure sustainability is a major challenge. For example, the CMC has identified people with disabilities as a target group, however as they are amongst the poorest in the local community, their ability to pay for services is minimal. The CMC's plan is to use paid services to subsidise inclusion of the extreme poor.
- ◆ Building awareness of ICTs and their potential to contribute to positive development among the rural poor is a prerequisite to building community usage and marketing paid services.



Mukunda Bogati/UNESCO

Tansen



Name	Tansen CMC
Location	Western Nepal
Address	Mini-Market, Tansen, Palpa District, Nepal
Telephone	(977) 75 521 621
Fax	(977) 75 520 996
Email	cdp@tansenpalpa.net
Website	www.tansenpalpa.net

AREA AT A GLANCE

Population	20,000 in 4,000 households in Tansen municipality; approximately 6,000 in adjacent villages
Languages	Nepali, Newari, Magari
Distance from national capital	300 km, 8+ hours by road to Kathmandu
Distance from zone capital	35 km, 1 hour by road to Butwal
Main economic activities	Small retail trade, education; subsistence farming; agriculture: rice, vegetables, coffee
Other internet access	1 internet café in Tansen

Organisation

Ownership	Non-profit society
Start date	TV production 1992, telecentre 2003
Staff	2 full-time, 11 part-time, 25 volunteers

Facilities

Media in use	Cable TV; video, radio production; computers, internet; website, including online version of local newspaper
Set-up	Telecentre co-located with community cable TV
Number of PCs	10 public access/training, 5 audio-video production, 1 server
Telecentre	Printer/scanner unit, 2 portable USB drives, 1 webcam, CD/DVD writer, 2 televisions
Software	Office applications, Nepali Unicode, paint/drawing; internet browsers, email; media players, digital editing: video, still, image
Connectivity	Dial-up, 33 kbps
Video/TV/radio	1 audio-video production studio; digital cameras: 4 video, 1 still; 2 portable digital audio recorders
Cable coverage	2500 households on dedicated channel

Services

Broadcast	Daily 7-20h30
Telecentre	Daily 7-18h, closed Sunday
ICT training	Basic computing: operating systems, office applications, internet skills;

Other services	basic multimedia: video recording/production, script writing, audio recording/production; intermediate multimedia: TV feature production Internet access, scanning/printing, desktop publishing; videography and VCD production (especially weddings), TV advertising production
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TV programming

Overview	13.5 hours daily: 5% magazine, 20% local cultural, 20% folk music, 55% pop music
Bulletins	Community activities (twice weekly)
Programmes	<i>The Local Programme</i> : magazine format featuring youth socio-cultural features), <i>TV Browsing the Internet</i>
Languages	95% Nepali, 3% Hindi, 2% English

Digital content

Materials	Locally produced video features; archived radio programmes; miscellaneous websites/CD-ROMs
Website	Online version of local weekly newspaper <i>Gaule Deurali</i> Historical and tourism information, including photo gallery; profiles of local media
Languages	English, Nepali

Other content

Videos	Archived local features and programmes
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Background and mission

Cable TV started in Tansen in the early 1990s with the emergence of satellite and cable technology in South Asia. In Tansen, video production and cable distribution grew in response to the absence of either Nepali language or local content programming available via satellite. UNESCO supported the addition of a telecentre in 2003. Communication for Development Palpa, the NGO that established the cable TV and runs the CMC, promotes the use of local media for cultural, social and economic development. The CMC's specific objective is to fight poverty by empowering local youth, especially from poor and marginalised families, by imparting new media and ICT skills and providing opportunities for expression and initiative. As it has grown, the CMC has taken on the more general role of a local community TV station and telecentre with involvement of local housewives, campus students, teachers and local government officers.

Location and context

Tansen is a hill town some 300 kilometres by road west of Kathmandu. Perched on the rim of a fertile valley, Tansen is about thirty kilometres into the Himalayan foothills and sixty kilometres from Nepal's border with India. The headquarters of Palpa District in Western Nepal, Tansen is five kilometres from a major highway and is the gateway to several adjacent districts.

Palpa District is well known for its traditional textiles and brasswork, agricultural innovations, including coffee farming, and like the rest of Nepal's Western Region, folk music. Like many hill towns in the Himalayan belt, Tansen is increasingly isolated from the plains where growth, trade and mobility are higher. Palpa also faces the pressures of migrating labour and instability due to ongoing conflict between Nepal's government and Maoist insurgents. There are few local job or business opportunities through which young people can hope to make a decent living and the situation is worse for the poor, women and people from marginalised castes.

Tansen has an unusually wide range of local media for a relatively small and isolated hill town. Tansen's media mix includes three local FM radios in the town itself (all established in mid-2004), one more from nearby Madanpokhara village, as well as a weekly community-

oriented paper, two cable networks, a local television producer and the CMC. In 2004, an internet café was established by the local arm of a national ISP.

Partners

- ◆ The CMC is a local initiative that has developed out of existing community media. Communication for Development Palpa has been the main vehicle for the CMC, providing facilities, skilled staff and mentors as well as an organisational umbrella.
- ◆ In the mid-1990s, the Asia Foundation provided basic video editing equipment.
- ◆ The Canadian Centre for International Studies and Cooperation (CECI) assisted CDP with training, website development and small funds for equipment between 1999 and 2001, including the purchase of the organisation's first computer.
- ◆ UNESCO supported the establishment of a multimedia facility (computer network and basic digital production facilities) in early 2003 through a special crosscutting theme initiative on ICT innovations for poverty reduction and continues to provide support to new initiatives and research through its global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ Rural Development Palpa, another local media group, partnered with the CMC in 2004 to create an online version of their weekly newspaper, *Gaule Deurali*.

Income

The CMC earns eighty-five percent of its current operating cost from the following services: training – forty percent, videography – thirty percent, internet access – ten percent, video programme sales – five percent and advertising – five percent. The remaining fifteen percent is contributed from Communication for Development Palpa, largely through support from UNESCO. The most significant inputs to the CMC are the contributions of volunteers.

Human resources

The CMC has two full-time paid staff who coordinate most of the CMC operations, conduct training as

well as ethnographic action research (part of a parallel UNESCO project). Media and ICT training and mentoring is done by four part-time staff. The CMC provides a small honourarium to seven former students who function as part-time programmers. There are about twenty-five regular youth volunteers, all former students – about sixty percent are women/girls. At any given time there are forty people participating in training programmes; another ten visit the telecentre everyday to use the internet and other services.

Main focus of activities

The CMC's main activities are training and production. In 2003-4, over 200 youth learned computer and video production skills at the CMC, and some twelve percent continued as volunteers. Since 2004, the CMC has been running paid computer courses for housewives and for teachers and government officers. Mentored by the CMC's trainers, youth volunteers produce two hours of original weekly programming cablecast by one of two local cable operators to some 1200 households as part of a dedicated local channel with a thirteen and half hour daily service. A handful of volunteers are also involved in offering paid video services (mostly shooting and editing wedding footage) for which they split the fees with the CMC. The CMC manages a website with general interest and tourist information about Tansen, an extensive photo gallery as well as an online edition of a local community-oriented weekly newspaper. Inspired by its sister format for radio, the CMC started an innovative *TV Browsing* programme in 2004. The programme aims to take the internet into people's homes in order to stimulate interest and raise awareness of new ICTs while simultaneously sharing, interpreting and contextualising information and content.

Achievements

- ◆ In June 2005, CDP's director was recognised by the Royal Nepal Academy of Science and Technology for the CMC's innovations in cost-effective, local information and communications programmes.
- ◆ With a dedicated channel, daily programming and high level of local participation, the Tansen CMC

is arguably one of Nepal's first community television stations.

- ◆ Locally maintained and focused, with an online version of a local news weekly, the tansenpalpa.net website is among the first of its kind in the country.
- ◆ The CMC emphasises the participation of girls, achieving a roughly 65:35 ratio with boys, and has proactively recruited youth from poor families and marginalised caste groups. Approximately fifteen percent of youth trained in the first year were from so-called *low* and *untouchable* caste groups.
- ◆ The CMC's mixture of ICT and media skills in its training curriculum has been successful not only in enabling local youth, many with limited educational backgrounds, to produce features for television, but a number of participants have found employment and been able to generate income based on their new skills.



Mukunda Bogati/UNESCO

Constraints and challenges

- ◆ In addition to a general feeling of insecurity and limits on freedom of movement (curfews, strikes, etc), the conflict between the government and Maoist insurgents in Nepal has slowed potential developments with respect to reform of broadcasting policy and regulation, including recognition of community radio as a distinctive sector and licensing of terrestrial television broadcasters. In February 2005, media freedom was further restricted. The CMC suspended broadcasts for some time, however at the time of publication had actually expanded its services.
- ◆ Although connectivity has been improving gradually, with speed increasing, reliability improving and costs coming down, access to the internet in Tansen is still slow and expensive compared to the capital and towns in the plains, limiting the CMC's ability to generate income and function as an information bridge.

Profile: Som and Manoj Hitanga

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Mukunda Bogati/UNESCO

Som and Manoj Hitanga are cousins from a trade-based caste of shoemakers, which because of its association with feet and animal hides has traditionally been considered as *untouchable*. Born and raised in Tansen, Som is twenty-two years old; Manoj twenty-one. Recruited in the first batch of CMC trainees in 2003, Som and Manoj are two of the CMC's most promising members. They quickly mastered the computing and video production skills taught in the CMC's introductory curriculum and have gone on to learn advanced digital video and multimedia production applications. Manoj specialises in editing, while Som excels with the video camera. They are regular contributors to the weekly features and other segments of *The Local Programme* and since Som took over the community activities bulletin, townspeople regularly come to knock on the door of his home to inform him of local happenings and request him to cover their events. About a year after they got involved with the CMC, the owner of the Taj City Cable Network in India recruited and offered both Som and Manoj jobs to help start up a local cable programme in Gorakhpur in Uttar Pradesh, a North Indian state bordering Western Nepal. Although they went to Gorakhpur, they returned back to Tansen after less than

a week because they didn't like being in a big Indian city in the plains. Both Som and Manoj now receive a small stipend to help them devote more time to the CMC and they earn extra income by shooting and editing wedding videos. Although the CMC staff were initially worried that people's perceptions of their caste status might present problems for them, especially in the context of religious wedding ceremonies, it has so far not been an issue.



Mukunda Bogati/UNESCO

Anuradhapura



Name Rajarata CMC
Location North Central Sri Lanka
Address c/o Rajarata Sevaya, SLBC,
 Anuradhapura, North Central
 Province, Sri Lanka
Telephone (94) 25 222 4806 / 0387,
 (94) 776 625 195
Fax (94) 25 222 2787
Email rictstaff@yahoo.com

AREA AT A GLANCE

Population 56,000 in Anuradhapura city;
 over 1 million in the province
Languages Tamil, Sinhala
Distance from national capital 200 km, 6 hours by road
 to Colombo
Main economic activities Small-scale farming, retail trades,
 tourism, fresh water fishing
Other internet access 3 internet cafés in
 Anuradhapura, dial-up access in
 the post office

Organisation

Ownership Government broadcaster/
 community-based organisation
Start date Radio 1979, telecentre 2004
Staff 5 volunteers; 18+ radio
 production staff

Facilities

Media in use FM radio; computers,
 internet, CD-ROMs
Set-up Telecentre co-located with
 regional radio station
Number of PCs 7 public access/training,
 2 production, 1 server
Telecentre Printer/scanner
Software Office applications, paint/drawing;
 database; web design,
 technical design
Connectivity None
Radio 1 production studio; 1 broadcast
 studio, 5+ portable cassette
 recorders
Transmitter 5000 watts, range 100 km
Frequency 102.4 FM

Services

Broadcast Daily 6h30-21h30
Telecentre Daily 9-18h

ICT training Basic computing: operating systems,
 office applications; intermediate
 computing: internet and email, web
 design, technical design; computing
 for kids; computer hardware
Other services Desktop publishing, scanning,
 printing, CD writing

Radio programming

Overview 15 hours daily: 10% news,
 42% public/community affairs,
 18% music, 15% entertainment,
 15% advertising/messages; one hour
 from SLBC national service
Bulletins News (3 local bulletins per day)
Programmes Agriculture, peace, poverty
 alleviation and development-related
 issues; entertainment programs;
 sponsored programmes on gender,
 child rights, peace and
 governance-related issues
Languages Sinhala
Digital content
Learning tools CD-ROMs; encyclopaedias;
 downloaded websites
Languages English, Sinhala

Background and mission

Rajarata Sevaya was established in 1979, the first of three regional services of the Sri Lanka Broadcasting Corporation (SLBC). The service grew to be one of the most popular in the country. SLBC's mandate is public service broadcasting and providing information and educational and entertainment programmes to a broad spectrum of listeners in the country. Although the corporation's regional and community services enjoy a degree of editorial autonomy, SLBC is generally considered to be a state broadcaster, in part due its direct control by the government's media ministry. Reaching a predominantly rural broadcast area, Rajarata has a strong focus on agricultural programming. UNESCO supported the addition of the telecentre facility in 2004 in order to increase the information resources at the disposal of Rajarata staff and programmers, to boost community participation in the station and to offer low-cost access to the local public sector and poor and marginalised segments of the population.

Location and context

The CMC is located in the centre of Anuradhapura town in the North Central Province. The station's powerful transmission system covers a large territory across much of north central Sri Lanka. The population of the North Central province is predominantly Sinhala speaking, but there is a sizeable Muslim and a small Tamil population as well. The population of Anuradhapura city is about 56,000 with another roughly 580,000 in the district. The literacy rate is slightly over ninety percent and over seventy-six percent in the five to nineteen age group attend school. Agriculture is the area's main source of livelihood. A historically rich area, Anuradhapura is home to ancient cities and temples, unique stupas and huge rock sculptures, especially significant for Sinhalese Buddhists, making it a popular and important national tourist destination. The Anuradhapura area also borders the conflict zone in the country's north and east, and is therefore of strategic importance.

Aside from Rajarata and a small community radio service in nearby Mahailuppalama, there are no other local media available in this part of the country. There are no local newspapers or other electronic media. National newspapers and commercial and state radio

and television services are widely available. There are numerous private internet access points as well as an innovative community-oriented ICT initiative called Horizon Lanka.

Partners

- ♦ The radio service is owned and operated by SLBC. Facility improvements have been supported by UNESCO, among other agencies.
- ♦ The CMC was established through UNESCO with major funds provided by Belgium and with crossover support from the global CMC programme funded by the Swiss Agency for Development and Cooperation.
- ♦ The CMC is operated by the Rajarata Information and Communication Technology (RICT) society, a registered community-based organisation, which maintains its own bank accounts, executive and volunteer coordinators.
- ♦ Rajarata has collaborated with a wide range of national and local governmental and civil society organisations, including the National Peace Council, the Prabodhini Network, Sri Lanka Nature Forum and others.

Income

The CMC generates limited funds through training and basic services: desktop publishing, scanning, printing, and CD writing. With little direct overhead, this income, largely from training, covers seventy-five percent of the CMC's basic operating costs, including a stipend paid to core volunteers (about USD 15/month), publicity, stationary and telephone costs as well as investment in furniture for the facility. SLBC bears the majority of the running costs. Rajarata Sevaya, the regional service, earns income from advertising sales, which are remitted to the corporation in Colombo.

Human resources

The CMC operates on the basis of voluntary inputs from a small group of dedicated and talented volunteers. They run the centre, provide training and conduct research as part of a parallel UNESCO programme. The RICT society consists of thirty active members and

more than 150 associate members. The CMC is connected with all layers of the community consisting of professionals, teachers, students, and school leavers. Their assistance and volunteer service is tapped whenever it is required by the CMC. Rajarata Sevaya is run by a staff of forty-five, including eighteen radio producers and technicians.

Main focus of activities

The main day-to-day activities are radio production, broadcasting, training and basic ICT services. As a regional service, Rajarata has a degree of autonomy and runs a wide variety of programmes. Alongside news and entertainment, Rajarata runs public affairs and development programmes; the station has a long history of agricultural broadcasting. With a potential listenership of several million the station has been involved in a range of activities, including a peace exhibition in Anuradhapura in 2003 and radio programmes to raise awareness of issues from small arms to bio-diversity and culture. The station is also well known for music recording and programming.

The CMC offers a wide range of training programmes, including hardware, web and technical design, introductory computer programming, email and internet (for which the CMC staff take students to internet cafés) as well as courses designed for children. Alongside regular training in a variety of computer skills, the CMC

has been active in researching local poverty and the potential applications of ICTs and media in the Anuradhapura area.

Achievements

- ♦ At one time, as a result of high quality and creative programming, from farm radio to music recording and broadcasting, Rajarata was known as one of the most popular regional radio services in the country.
- ♦ The CMC volunteers have undertaken an in-depth study with the 250 inhabitants of Paladikulama, a very poor village close to Anuradhapura, which suffers from lack of irrigated water supply. Their goal is to apply ICTs to contribute to reducing Paladikulama's social problems and poverty.

Constraints and challenges

- ♦ Sri Lanka's many years of conflict have had wide reaching effects on media and tourism, one of the mainstays of the local economy.
- ♦ Lack of clarity concerning the ownership and mission of the CMC continues to hamper strategic planning, ultimately limiting the CMC's potential. To date, the CMC has no connectivity, largely a result of limited local decision-making authority (rather than lack of funds).

“Due to its strong focus on local issues, the Rajarata service has been quite popular among the listeners from all over the country. With the introduction of private FM channels, listenership seems to have decreased, however with a relatively high standard of programmes and good broadcast quality, if the station continues to address current, local issues it will keep its loyal community of listeners.”

Deepal Sooriyaarachchi, CMC member

Girandurukotte



Name Girandurukotte CMC
Location South Central Sri Lanka
Address Girandurukotte Community
 Radio-SLBC, Badulla District,
 Uva Province,
 Sri Lanka
Telephone (94) 27 225 4491
Email cmcgrc@hotmail.com

AREA AT A GLANCE

Population 30,000 in Girandurukotte,
 another 37,000 in
 surrounding areas
Languages Sinhala, Tamil
Distance from national capital 210 km, 6.5 hours by road
 to Colombo
Distance from provincial capital 50 km, 1 hour by road to Badulla
Main economic activities Agriculture: rice, vegetables
Other internet access Badulla 50 km away

Organisation

Ownership Government/community-based
 organisation
Start date Radio 1985, telecentre 2003
Staff 5 full-time, 2 part-time,
 15 volunteers

Facilities

Media in use FM radio; computers, internet,
 CD-ROMs
Set-up Telecentre co-located with
 local radio
Number of PCs 8 public access/training,
 2 production, 1 server
Telecentre Scanner, printers, CD writers
Software Office applications; internet
 browsing, email; digital audio editing
Connectivity Lease-line, 64 kbps
Radio 1 production studio, 1 broadcast
 studio, portable cassette recorders
Transmitter 300 watts (not at capacity),
 range 10 km
Frequency 95.8 FM

Services

Broadcast Daily 17-20h
Telecentre Monday-Friday 9-17h, Saturday
 9-19h, Sunday closed

ICT training Basic computing; office applications,
 desktop publishing; intermediate
 computing; design applications,
 internet searching; digital audio
 editing and radio production
 (for staff and volunteers)
Other services Printing, scanning; secretarial
 services and desktop publishing

Radio programming

Overview 3 hours daily: 30% agriculture,
 15% education, 40%
 music/entertainment,
 10% children's programming,
 5% news
Bulletins Local news (daily)
Programmes Local agriculture, general education,
 music, children's programming
Languages 95% Sinhala, 5% Tamil

Digital content

Learning tools CD-ROMs: health, general
 knowledge; encyclopaedias; indexed
 websites; digitised print materials:
 health, local agriculture
Languages English, Sinhala

Background and mission

As with other Mahaweli community radios, Girandurakotte was initially established as an information and resettlement service for communities affected by the damming and development of the Mahaweli River for power generation and irrigation works. A massive project involving a series of dams along one of the country's largest rivers, many households were relocated to agricultural areas in neighbouring provinces and the Mahaweli Community Radio initiative was developed to support their resettlement and reintegration.

The first of the Mahaweli community radios, Girandurakotte went on air in 1985 with the objective to support Mahaweli settlers through a range of agricultural and community development programming. The radio station is located within the premises of Girandurakotte Agriculture Training Centre, which serves to strengthen the station's focus on farming. Supported by UNESCO, the telecentre was added in 2003 in order to provide local access to new information and communication technologies.

Location and context

The CMC is located in the town of Girandurakotte, in Uva Province. Situated in the 'low country dry zone' sector, it is a rural, agricultural area made up of small landholdings with farmers mostly cultivating rice and vegetables. Considered the least developed among Sri Lanka's provinces, farmers in Uva are generally poor, often with limited education.

Aside from Girandurakotte and Uva community radio services, there are no other local media available in this part of the country. There are no local newspapers or other electronic media. National newspapers and commercial and state radio and television services are widely available.

Partners

- ♦ The Mahaweli Authority and Sri Lanka Broadcasting Corporation developed the production and later broadcasting infrastructure with support from DANIDA and UNESCO; the radio service is owned and operated by SLBC. The space is provided through the agricultural training facility, which is part of the Mahaweli Authority.

- ♦ The CMC was established with support from UNESCO with funds for equipment and training provided by Belgium. UNESCO's global CMC programme, funded by the Swiss Agency for Development and Cooperation, is supporting a small sustainability project.
- ♦ The CMC is operated by the Girandurakotte Information Technology Club, a registered community-based organisation, which maintains its own bank accounts, executive and volunteer staff.
- ♦ The CMC collaborates with a wide range of local organisations, especially the agricultural training centre, local government officers and departments.

Income

The telecentre earns income through training courses in basic computing skills and through desktop publishing, scanning and printing services as well as through internet access. Revenues are sufficient to cover operating costs, including printer cartridges, CDs and stipends to trainers and core volunteers, as well as local expenses associated with the radio that are not covered by SLBC. The radio runs advertising and, as with other SLBC stations, remits it to the corporation, which in turn provides for staff and basic running costs.

Human resources

The CMC has seven paid staff: a station controller, who oversees the entire operation, one producer, one technician and a driver; the radio also has three 'relief' announcers, who produce programmes in cooperation with community participants and some twenty-five regular volunteers. The telecentre has ten regular volunteers who essentially run the centre in cooperation with SLBC staff. The CMC's two computer trainers are paid a small wage from the training revenues. Girandurakotte CMC's IT club has some sixty members from the local community.

Main focus of activities

The radio is on air daily for three hours featuring a range of programmes, largely to do with agriculture, but also including general interest, music and other cultural programmes. Children's programming is also an important element of the broadcast schedule. There is a

daily ten-minute local news bulletin. In addition to access by members of the local community to both new ICT facilities and skills, the addition of the telecentre has also had a significant impact on radio programming with more and more productions being edited digitally and more use of computers for programme research. The radio introduced 'radio browsing' programmes in 2004. The public access computers are in use everyday for training courses.

Achievements

- ♦ Girandurukotte was the first community radio service in Sri Lanka. Although the radio's facilities are past their prime, like its sister station in Mahailuppalama, the addition of the CMC has facilitated a rejuvenation of the radio in terms of community participation and activity.

- ♦ In its first two years of operation, the CMC provided training in computing skills to over 120 local people, many from poor families and isolated communities.

Constraints and challenges

- ♦ The radio equipment, especially the transmission system, needs to be upgraded. At present the radio runs at fifty percent of its capacity at most, which limits its reach, impact and revenues.
- ♦ The CMC needs to expand its facilities with digital cameras and a photocopier.
- ♦ Lack of clarity concerning the future of the radio and limited local decision-making authority concerning infrastructure and services limits the ability of the CMC to make decisions and plan new activities.



Ian Pringle/UNESCO

Kandy



Name	Kandurata CMC
Location	Central Sri Lanka
Address	c/o Kandurata Sevaya, SLBC, Kandy, Central Province, Sri Lanka
Telephone	(94) 81 223 4871
Phone/fax	(94) 81 223 4312
Email	c/o Muthiah Duraisamy muthiah_duraisamy@hotmail.com

AREA AT A GLANCE

Population	75,000 in Kandy city, 25,000 in surrounding areas and over 1 million in the district
Languages	Sinhala, Tamil
Distance from national capital	115 km, 3 hours by road to Colombo
Main economic activities	Tourism, tea, small industry, small farming
Other internet access	Many internet cafés in Kandy

Organisation

Ownership	Government broadcaster/community-based organisation
Start date	Radio 1982, telecentre 2004
Staff	3 volunteer staff; 18+ radio production staff

Facilities

Media in use	FM radio; computers, CD-ROMs
Set-up	Telecentre co-located with regional radio
Number of PCs	4 public access/training, 1 radio production, 2 administration
Telecentre	Printer/scanner
Software	Office applications, paint/drawing; media players, digital audio editing
Connectivity	None
Radio	1 production studio, 1 broadcast studio, 5+ portable cassette recorders
Transmitter	1000 watts, 50-80 km range
Frequency	89.7 FM, 89.3 FM

Services

Broadcast	Daily 6h30-20h
Telecentre	Tuesdays and Fridays 8-18h
ICT training	Basic computing
Other services	Desktop publishing, scanning, printing

Radio programming

Overview	13.5 hours daily: 35% entertainment; 15% news; 45% community/public affairs; 5% advertising; 18-20h is in Tamil; 1 hour a week is from SLBC national service in Colombo
Bulletins	3 news bulletins (morning, noon, afternoon)
Programmes	Public service: health, agriculture, entertainment
Languages	Sinhala, Tamil
Digital content	
Learning tools	Encyclopaedias, dictionaries
Languages	English

Background and mission

Kandurata Sevaya, the Kandy regional service of the Sri Lanka Broadcasting Corporation (SLBC) started in 1982, the last of the three regional services to go on air. Like the other regional services, Kandurata's mission is to provide locally originating public service programming – in

Kandurata's case, to Kandy and the surrounding districts of Nuwara Eliya and Matale and to feed regional news to the national service. UNESCO supported the addition of the telecentre facility in 2004 in order to increase the information resources at the disposal of Kandurata staff and programmers, to boost community participation in the

station and to offer low-cost access to the local public sector and poor and marginalised segments of the population.

Location and context

An historic centre and contemporary provincial capital, Kandy is one of the country's larger cities and a hub for tourism and tea cultivation and processing in the central highlands. The city lies just below the geographic centre of the country, about 115 kilometres east of Colombo, Sri Lanka's capital. The city surrounds a picturesque lake amidst small hills. Livelihoods are centred on agriculture in rural areas and tourism and retail business in urban areas of Kandy. The city is also a centre for tea processing and a market for the area's other key cash crops: cultivated spices and cocoa.

The CMC is located in the centre of Kandy, 200 metres from the main market area. There are many commercial internet cafés and one reputed, twice-weekly local newspaper, *Kandy News*. Six commercial radio channels and a range of national newspapers are also available from Colombo.

Partners

- ◆ SLBC provides the main organisational umbrella for the CMC through the regional radio service. SLBC also provides the facility, the basic utilities and continuity in terms of basic staff support.
- ◆ The provincial government provided the radio with two computers in 2003, one of which is used for administration and one for news writing, editing and broadcast continuity.
- ◆ UNESCO supported the introduction of the CMC with funds from Belgium and the Swiss Agency for Development and Cooperation as part of the global CMC programme, providing additional computer equipment and providing training as well as helping to establish the Kandy Information Technology Society, a community-based CMC club to run the facility in cooperation with SLBC radio staff.
- ◆ Kandurata Seveya and the CMC cooperate and collaborate with a wide range of government and civil society groups.

Income

The radio is fully funded by SLBC; however the station does earn notable income through advertising sales, which are remitted to SLBC. The CMC generates some

income, primarily from training, and with no real overhead, this is sufficient to cover the centre's operational costs.

Human resources

The telecentre is staffed entirely by volunteers, including its computer trainers. The radio has a staff of forty-five, with eighteen radio producers. A handful of the radio producers use the CMC facilities for digital editing. With more than twenty members, the Kandurata Information Communication Society is run by an elected executive comprising a president, secretary and treasurer. Volunteers staff the computer facility and conduct training for city residents and officers from government and public institutions like the provincial library.

Main focus of activities

Alongside the regional radio service, the main focus of the CMC has been on training. Local youth can take a basic course free of cost and the centre charges a small fee for civil servants and library staff for basic computing skills. The regional radio service is on air for thirteen and a half hours a day. Following the introduction of the telecentre facilities, there has been a significant increase in the use of digital editing. With the help of a CMC volunteer, the station also runs 'radio browsing' programmes using popular encyclopaedia CD-ROMs and presents basic information about computers, internet and email.

Achievements

- ◆ The Kandy CMC has been run entirely on volunteer power, from its secretary and president to the trainers.
- ◆ To date, the CMC has trained more than fifty local youth and a dozen public employees in basic computer skills.

Constraints and challenges

- ◆ The ownership status of the CMC and the extent of decision-making authority of the CMC club are unclear, which has hampered the further development of the centre. The CMC has been unable to secure internet connectivity or launch any major programmes, in spite of efforts by the CMC club. Immediately prior to publication, the telecentre facility was closed, although SLBC staff, both locally and in Colombo, have committed to reopening and revitalising the facility.

Kothmale



Name	Kothmale CMC
Location	Central Sri Lanka
Address	Riverside, Mawathura, Central Province, Sri Lanka
Telephone	(94) 81 235 0422 / 235 0421
Email	info@kothmale.org
Website	www.kothmale.org

AREA AT A GLANCE

Population	4,000 in the immediate vicinity, 200,000 in surrounding areas
Languages	Sinhala, Tamil
Distance from national capital	150 km, 4 hours by road to Colombo
Distance from provincial capital	45 km, 1 hour by road to Kandy
Main economic activities	Tea, small industry, small farming, tourism
Other internet access	Private internet cafés in nearby towns and in Kandy

Organisation

Ownership	Government broadcaster/community-based organisation
Start date	Radio 1989, telecentre 1999
Staff	8 full-time, 9 part-time, 15+ volunteer
Facilities	
Media in use	FM radio; computers, CD-ROMs
Set-up	Telecentre co-located with local FM radio
Number of PCs	5 public access/training, 2 administration/radio production, 1 server
Telecentre	Digital still camera; photocopier, printer, scanner
Software	Office applications; content management system; graphic and multimedia design; digital editing: audio, image
Connectivity	None (planned for late 2005)
Radio	1 broadcast studio, 1 production studio, remote broadcasting unit, 2 portable minidisc recorders
Transmitter	300 watts, range 50-100 km
Frequency	98.4 FM
Services	
Broadcast	Monday-Friday 4h55-11h, 16h30-20h; Saturday/Sunday 4h55- 13h, 16h30-20h
Telecentre	Daily 8h-17h

ICT training	Basic computing: operating systems, office applications; intermediate computing: graphic design, web design, audio editing; radio programming and production
Other training	Conversational English
Other services	CD/DVD writing and cassette recording; photocopying, printing, scanning

Radio programming

Overview	9.5 hours daily: 60% commercial: 55% music, 15% talkback, 10% advertising, 10% news, 10% religious; 40% community: 70% community affairs, 15% music, 15% news
Bulletins	Weather, local and international news, current affairs, obituaries, local market prices
Programmes	Health, agriculture, education, religion, environment, human rights, women's issues, children, culture, literature
Languages	90% Sinhala, 10% Tamil

Digital content

Bulletins	Weather, market prices, e- government, digital stories, <i>podcasting</i>
Learning tools	Large library of e-books and e- learning software
Languages	Sinhala, Tamil, English
Other content	
Newspapers	

Background and mission

Kothmale Community Radio was initially established, in 1989, as an information and resettlement service for communities affected by the damming and development of the Mahaweli River for power generation and irrigation works. Many households were relocated to agricultural areas in neighbouring provinces and the Mahaweli Community Radio initiative was intended to support their resettlement and reintegration. Initially weekly broadcasts on regional Sri Lanka Broadcasting Corporation (SLBC) stations, the Mahaweli services eventually became radio stations in their own right and now make up SLBC's community service. Kothmale has grown to incorporate not only daily radio broadcasts, but also telecentre and training facilities. The aim of CMC, established with the support of UNESCO and other partners in 1999, is to meet the information needs of local communities and to provide a forum for discussion of local issues. The multimedia centre provides access to computer facilities, digital resources and training. The aim is to provide affordable access to a range of new technologies and information, while offering subsidised services to the most disadvantaged within the community-at-large.



Tanya Nolley

Location and context

Kothmale is located in the central hill region of Sri Lanka. The surrounding countryside is green and mountainous, scattered with small farms, rice paddies and tea plantations. Vegetable farming, jaggery (palm sugar) cultivation, yogurt production, tea plantations and the textile industry provide the majority of the area's income. Historically home to some of Sri Lanka's rulers, many relics and buildings remain. The area is well known today for the dam and hydroelectric power station, which provides over ten percent of Sri Lanka's electricity supply. The CMC serves a population of roughly 200,000 people in some sixty villages (average population 400) and three rural towns: Nawalapitiya (population 64,000), Gampola (56,000) and Hatton (54,000). There are no other local media, however the area is served well by national commercial and state radio, television and newspapers.

Partners

- ♦ The Mahaweli Authority and Sri Lanka Broadcasting Corporation developed the production and later broadcasting infrastructure with support from

DANIDA and UNESCO; the station continues to function as part of SLBC.

- ♦ A variety of local community groups, temples and schools provide assistance, feedback and input to the CMC's activities.
- ♦ UNESCO financed equipment during the late 1980s and again in the late 1990s, the latter as part of adding telecentre and multimedia facilities.
- ♦ The pilot CMC was initially a collaboration between the Ministry of Posts, Telecommunications and Media, Sri Lanka Broadcasting Corporation, Telecommunication Regulatory Commission and the University of Colombo; however most of partners did not stay involved past the pilot phase. UNESCO provided funds for the CMC pilot and some subsequent support for equipment upgrades.
- ♦ The Kothmale Internet Listeners Club was established in 2005 to run the CMC in conjunction with SLBC. The club received small support from UNESCO's global CMC programme funded by the Swiss Agency for Development and Cooperation.
- ♦ In 2005, PanAsia ICT Research and Development Scheme began support for a 'wireless network' pilot.

Income

The radio exists under the umbrella of SLBC, which provides the building, utilities, transport and salaries. Revenue generated from radio advertising and other radio-related activities goes to SLBC. The CMC has largely been funded by international organisations and money collected from its activities is managed by the Kothmale Community Internet Listeners Club on a not-for-profit basis.

Human resources

The radio is staffed through SLBC: a station controller oversees the various activities of the centre and is assisted by two technicians, a technical operator, a part-time secretary, an accountant and four helpers. SLBC also provides a part-time salary to nine 'relief' announcers and producers. There are some fifteen regular community volunteers.

Main focus of activities

Radio broadcasting has been the main focus of the centre since its inception and this is still the case today. Some sixty percent of the station's programming is 'commercial', in that it is intended to generate income. Under community programming, the station broadcasts a variety of programmes covering topics from human rights and women and children's issues to a show entitled *International Cultural Belief Systems* and others called *World Leaders and Social Movements* and *Law and Change*. After a period of neglect following the pilot, the CMC's computer and multimedia facilities along with the website are being updated. The CMC continues to offer training programmes, mostly to young people, and access to a range of digital content on the local network and CD-ROM. Given the cost of connectivity and the CMC's limited independence, access to internet has been 'on again, off again'. Though likely to be restored soon, at the time of publishing the connection was off. With a sizeable space, the centre has been the focal point and meeting place for various community groups. Though it is somewhat 'off the beaten track', the facilities have been used for art exhibitions, seminars and special training. Internships are also offered to students and visiting researchers.

Achievements

- ◆ Kothmale originated 'radio browsing', a format that brings the internet to radio listeners through an innovative combination of technologies; the format has since been replicated by other radio broadcasters and media outlets.
- ◆ Driven by local staff and community volunteers, the CMC has produced a wide range of content for a variety of media: print, online and radio.

- ◆ Over 600 students have graduated from computer-training programmes; thousands more have learned about new technologies and picked up internet-sourced information through the radio.
- ◆ The CMC has significantly expanded the local community's access to information. Among the many by-products of this expanded access to knowledge resources is Green Lanka, a local environmental group, whose establishment was realised through the information and networking facilities made possible through the facilities of the CMC.

Constraints and challenges

- ◆ Located in a rural area, the centre has irregular power and water supply and telephone connection. The telecom infrastructure does not support dial-up connectivity.
- ◆ The centre itself is geographically isolated, which poses problems for staff and users, who must spend significant time and or money in travel.
- ◆ Lack of autonomy, especially in areas not directly related to the radio, is an ongoing challenge; the centre struggles to finance internet access, equipment maintenance and hosting costs for the website, and to provide inclusive community-based management for the CMC in cooperation with a government broadcaster.
- ◆ Managing human resources, with a combination of paid, part-time and volunteer staff also presents challenges, specifically issues of continuity and retention of volunteers.



Tanya Nolley



Kothmale CMC/UNESCO

Interview with T.B. Abeykoon

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Ben Grubb

Would you please introduce yourself

I am a rural person who started life as a teacher doing chemistry in a rural area. I have tried to apply these same teaching methodologies to my radio broadcasting. After my teaching career I studied Sinhalese and Anthropology at a

Bachelors degree level and got myself qualified in Law. I am now a practicing lawyer. My free time is devoted to gathering rural information, visiting historical sites, collecting stories and readily thinking out loud.

What was the inspiration for the original format of the radio browsing programme?

At its inception nobody knew how to grasp, arrange and present internet information, although we had had some experience in radio broadcasting. Thus we had been extracting information from other media sources such as newspapers, magazines and books for our normal radio programmes.

I was always trying to present information with a cultural tinge as ours is a community radio geared towards rural folk in our area. We would broadcast stories, local history and folk idioms. My experience was that in order to grasp the listeners' attention and make the information more digestible we would often have to sweet coat it somehow. The internet and its connotations of new and exciting technologies was an appropriate enticement.

These short broadcasts were later woven into a coherent radio browsing program with the able assistance of Mr. Wijesinghe and my colleague Martin Telkarage.

What impact do you think the 'radio browsing' programme has had on your community?

Well it's like opening a large window to an open valley where you can look at the panorama of things up to the horizon. The internet radio browsing has not only bridged the so called digital divide but it has also narrowed the beliefs, attitudes and traditions between ethnic and religious groups in our community. The English language skills attained by operators are also notable.

Where would you like to see the future of community radio and the community multimedia centres?

I think the internet will eventually become common in every household just like the radio. With the development of two-way communication the community radio stations will become more like intimate friends to their listeners. Visiting their homes and exchanging ideas, information and pleasantries as their friend and relatives do in their day-to-day lives.

With this increased accessibility and the improvements of digital broadcasting the community centres will be able to present diverse ways of teaching their listeners and subscribers. The community radio centres will become a hub of information in the near future.

The whole country and the world outside will be interconnected, bridging the present information gap between the developed and developing sectors throughout the world.

What do you think communities such as Kothmale can offer to the global internet community?

Well Kothmale is the pioneer in this field. With pioneers like Sunil Wijesinghe, Bradman Jayaweera and Palitha Kaluarachichi and also with the able Mr. Telkarage we have been able to capture the minds of the listener in our area. Furthermore we have been the inspiration for other community radio centres to venture into radio browsing.

Do you have any advice for people planning to embark on a similar programme?

Rural folks are simple at heart and more or less unpolluted in their minds. Please cater to their needs with care. Always peruse, sift, digest and contextualise information before you give it out.

Have you considered reintroducing your radio browsing programme when Kothmale receives internet connectivity later this year?

Yes of course! I have collected so much background material and am very keen to resume my endeavours.

You must draw immense satisfaction that this pilot programme has now expanded to many nations and countries around the globe.

Yes indeed. We never thought that our small excursion into the internet and airing over the radio would go this far and capture so much attention.

Mahailuppalama



Name	Mahailuppalama CMC
Location	North Central Sri Lanka
Address	Mahailuppalama Community Radio-SLBC, Mahailuppalama, North Central Province, Sri Lanka - 50270
Telephone	(94) 25 224 9188 / 9371

AREA AT A GLANCE

Population	35,000 families in the Mahailuppalama area
Languages	Sinhala, Tamil
Distance from national capital	230 km, 6.5 hours by road to Colombo
Distance from provincial capital	50 km, 1+ hour by road to Anuradhapura
Main economic activities	Agriculture: paddy (rice), maize, onions, chilli
Other internet access	50 km away in Anuradhapura

Organisation

Ownership	Government broadcaster/community-based organisation
Start date	Radio 1987, telecentre 2005
Staff	3 full-time, 6+ volunteers
Facilities	
Media in use	Computers, CD-ROMs; FM radio (off-air at time of publication)
Set-up	Telecentre and local radio co-located with development centre
Number of PCs	3 public access/training, 1 production/broadcasting
Telecentre	Scanner, printer
Software	Office applications, paint/drawing; design, desktop publishing; media players, digital editing: audio, image
Connectivity	None
Radio	1 production/broadcast studio, 3 portable cassette recorders
Transmitter	300 watts FM, range 30 km
Frequency	98.4 FM

Services

Broadcast	Daily 17-20h (off-air at time of publication)
Telecentre	Monday-Friday 9-17h, Saturday 9-19h, Sunday closed
ICT training	Basic computing: operating systems, office applications; intermediate computing: design applications, photography applications, desktop publishing; digital audio editing; radio production
Other services	Printing, scanning

Radio programming

Overview	3 hours daily: 40% agriculture, 5% education, 40% music/entertainment, 10% children's programming, 5% news
Bulletins	Local news
Programmes	Agriculture, culture, traditional music, children's programmes
Languages	95% Sinhala, 5% Tamil
Digital content	
Learning tools	CD-ROMs; encyclopaedias; downloaded websites
Languages	English

Background and mission

As with other Mahaweli community radios, Mahailuppalama was initially established as an information and resettlement service for communities affected by the damming and development of the Mahaweli River for power generation and irrigation works. A massive project involving a series of dams along one of the country's largest rivers, many households were relocated to agricultural areas in neighbouring provinces and the Mahaweli Community Radio initiative was developed to support their resettlement and reintegration. Initially weekly broadcasts on the Rajarata regional service of Sri Lanka Broadcasting Corporation (SLBC), the Mahaweli broadcasts eventually became radio stations in their own right and now make up SLBC's community service.

Mahailuppalama radio went on air in 1987 with the objective to support Mahaweli settlers through a range of agricultural and community development programming. The radio station is located within the premises of Mahailuppalama Agriculture Training Centre, which serves to strengthen the station's focus on farming. The telecentre was added in 2004 (operationalised in 2005) in order to provide local access to new information and communication technologies. In mid-2005, the radio station went off air due to technical problems with the transmitter. Although it is expected to return to regular service, SLBC is on record as saying it wants to make major changes to its community radio services and at the time of publication the Mahailuppalama community radio service was not broadcasting.

Location and context

The CMC is located in the village of Mahailuppalama, approximately fifty kilometres from Anuradhapura, the capital of the North Central Province. Situated in the country's 'dry zone', it is a rural, agricultural area made up of small landholdings with farmers mostly cultivating rice, maize, onions and chilli. Farmers are generally poor, mostly literate, but frequently with limited education. Alongside the Agricultural Training Centre, there is also an integrated Agricultural Research Station as well as the Mahailuppalama Field Crops Research and Development Institute.

Aside from Mahailuppalama and Rajarata Sevaya, the regional SLBC service in nearby Anuradhapura, there are no other local media available in this part of the country. There are no local newspapers or other electronic media. National newspapers and commercial and state radio and television services are widely available.

Partners

- ◆ The Mahaweli Authority and Sri Lanka Broadcasting Corporation developed the production and later broadcasting infrastructure with support from DANIDA and UNESCO; the radio service is owned and operated by SLBC. The CMC facility's space is provided through the agricultural complex, which is part of the Mahaweli Authority.
- ◆ The CMC was established through UNESCO with funds for equipment and training provided by Belgium and the Swiss Agency for Development and Cooperation, through UNESCO's global CMC programme, which was also supporting a small sustainability project at the time of publication.
- ◆ The CMC is operated by the Mahailuppalama CMC Club, a registered community-based organisation, which maintains its own bank accounts, executive and volunteer coordinators.
- ◆ Mahailuppalama collaborates with a wide range of local organisations, especially the agricultural training centre, the research station and the field crops institute.

Income

The CMC earns some income through training courses in basic computing skills and through desktop publishing, scanning and printing services. When it is on air, the radio runs advertising and, as with other SLBC stations, remits revenue to the corporation, which in turn provides for staff and running costs.

Human resources

The CMC has four staff: a station controller, who oversees the radio and telecentre operations, two 'relief' announcers, who produce programmes in cooperation

with community participants and volunteers, and a technician. The telecentre has six volunteers, four girls and two boys, all in their early twenties, who are handling the training courses. Mahailuppalama has a CMC club with 120 members from the local community.

Main focus of activities

When the transmitter is functioning, the radio is on air daily for three hours featuring a range of programmes, largely to do with agriculture, but also including general interest, music and other cultural programmes. There is a daily ten-minute local news bulletin, with stories fed by volunteer reporters. There is one weekly fifteen-minute programme produced in the Tamil language, also by a volunteer. The coming of computers has also had a significant impact on radio programming with more and more productions being edited digitally. The public access computers are in use everyday for training courses; one course is in Tamil, the rest in Sinhala.

Achievements

- ◆ Despite its current status, Mahailuppalama was considered one of the more successful community radios due to the local focus of its programming and a high degree of local participation in the running of the radio and now the CMC.
- ◆ The existence of the radio and even more so the addition of the multimedia facilities is a major accomplishment for the Mahailuppalama

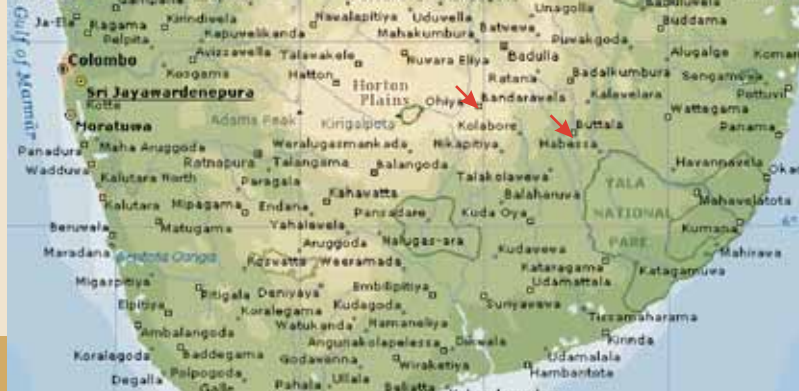
community since information or communication facilities of any type are a rarity in rural areas of Sri Lanka.

- ◆ The CMC is perceived as an exceptionally useful tool in an area without any computer training or other new technology facilities. Local families are particularly grateful to have the opportunity to send their children for computer training.

Constraints and challenges

- ◆ The radio transmission equipment needs to be upgraded in order for the station to run a reliable service. At the time of publication, the radio was not broadcasting due to problems with the equipment and questions pending about the future of community-level broadcasting at SLBC; resulting uncertainty about the ownership of the CMC is a significant constraint that limits the ability of the CMC to make decisions and plan new activities.
- ◆ The CMC needs more computers in order to meet the community's training demands, particularly among young people from poor families.
- ◆ To date, the CMC has no connectivity, due in part to lack of funds, but also as a result of limited local decision-making authority concerning infrastructure and services with financial implications.

Uva



Name	Bandarawela/Buttala CMC
Location	Southern Sri Lanka
Address	Uva Community Radio, Kebillewela North, Bandarawela, Uva Province, Sri Lanka
Telephone	(94) 57 223 2484
Phone/fax	(94) 57 222 3793
Email	c/o Ajith Wasantha ajiepa@yahoo.com

AREA AT A GLANCE

Population	47,000 in Buttala district; 7,300 in Bandarawela town another 44,000 in surrounding rural areas and 8,800 on tea estates; over 1 million in Uva Province
Languages	Sinhala, Tamil
Distance from national capital	200/250 km, 6/8 hours by road to Colombo
Distance from provincial capital	50/70 km, 1.5/2 hours by road to Badulla
Main economic activities	Small-scale farming: rice, vegetables; small business, tea and tourism in Bandarawela
Other internet access	Internet cafés in Bandarawela, none in Buttala

Organisation

Ownership	Provincial government/government broadcaster/community-based organisations
Start date	Radio 2002, telecentres 2003
Staff	2 full-time, 13+ radio producers, 40 volunteers

Facilities

Media in use	FM radio; computers, internet
Set-up	Two telecentre facilities, one co-located with FM radio station
Number of PCs	Bandarawela centre: 8 public access, 1 server, 6 radio, 2 broadcasting; Buttala centre: 8 public access, 1 server
Telecentre	Bandarawela centre: 2 printer/scanners, 6 CD writers Buttala centre: 2 printer/scanners, 2 CD writers
Software	Office applications, paint/drawing; internet browsers, email, chat; digital audio editing
Connectivity	Lease-line, 64 kbps
Radio	1 broadcast studio, 1 production studio, 12 portable digital recorders; 2 mobile broadcasting units
Transmitter	1000 watts, range 100 km
Frequency	87.6 FM

Services

Broadcast	Monday-Friday 5h30-11h, 15-19h (Sinhala) 19-00h (Tamil); Saturday 5h30-00h (Tamil); Sunday 5h30-00h (Sinhala)
Telecentres	Daily 8-18h
ICT training	Basic computing: operating systems, office applications, internet skills; intermediate computing: desktop publishing, internet searching
Other services	Desktop publishing, scanning, printing; CD burning; internet access

Radio programming

Overview	18.5 hours daily: 40% community/public affairs, 20% education, 15% news, 20% entertainment; 5% advertising
Programmes	Daily news magazine, local knowledge societies, good governance
Languages	Sinhala, Tamil
Digital content	
Learning tools	Lists of internet websites, including links to government departments; CD-ROMs and PDFs on basic science, Uva specific agriculture
Languages	English, Sinhala, Tamil

Background and mission

Uva Community Radio was established through the initiative of UNDP in cooperation with the Uva Provincial Council (UPC) in order to facilitate increased community involvement in planning, implementing and evaluating its poverty reduction programmes, especially agricultural development. UPC runs the station in conjunction with the Sri Lanka Broadcasting Corporation, which holds the license. Telecentre facilities were added to expand use of information and communication technologies by both radio staff on behalf of listeners and directly by members of the local community. With the provincial council as a partner and a province-wide network, the CMCs were designed to improve public services and facilitate information flows, particularly in regards to development and governance. The telecentre facilities are operated in collaboration with local Information Technology Societies.

Location and context

The CMC has two main facilities: a telecentre co-located with radio studios in Bandarawela, and a satellite telecentre located in Buttala, about fifty kilometres away by road. Approximately 200 km from Colombo, Sri Lanka's capital, Bandarawela is situated at the southern end of the country's central hills. At an altitude of 1200 metres, Bandarawela is ideal location for FM broadcasting and the station's signal reaches parts of adjacent provinces and a diverse listenership of over one million.

Uva Province is one of the poorest and least developed areas of Sri Lanka. It is geographically diverse, from hilly areas like Bandarawela, known for tea cultivation and both domestic and international tourism, to 'dry zone' flatland areas like Buttala, where small-scale agriculture, especially paddy (rice), is the predominant source of livelihood. Both Buttala and Bandarawela are relatively large towns and the CMCs have become increasingly important facilities for local government officers, teachers and health professionals.

Uva is served by state radio and television services, commercial radios whose programming originates in Colombo and by national newspapers. The Uva and Girandurukotte Community Radio services are the province's only local media.

Partners

- ◆ Uva Community Radio was established through UNDP's Area Based Growth and Equity Programme with technical assistance from UNESCO and in partnership the Uva Provincial Council, which also provides the space for both of the CMC facilities. As the only licensable entity, SLBC holds the broadcast license and provides the station with a controller (manager) and a technician.
- ◆ UNESCO established the CMC facilities in Bandarawela and Buttala and provided training and internet connectivity with support from Belgium. Additional ICT equipment to be linked to the main facilities were provided through UNESCO's global CMC programme, funded by the Swiss Agency for Development and Cooperation.
- ◆ The telecentre facilities are run by local community-based Information Technology Societies, which maintain their own bank accounts, membership and executives, and recruit, train and coordinate volunteers.
- ◆ A wide range of local government departments, NGOs and community groups collaborate with the CMC.

Income

The telecentre facilities generate income primarily by offering training in basic computer skills and internet access to local community groups and individuals. These revenues are enough to cover the day-to-day operations and stipends for the trainers, with more substantial overhead – space, electricity costs, etc - borne by UPC. The radio station generates income from programme sponsorships and advertising sales, which are remitted to UPC, which covers local staff salaries and running costs. SLBC provides one management/editorial staff and one technician.

Human resources

The radio is overseen jointly by a station controller, appointed by SLBC, and an executive director, appointed by UPC. Technical matters are attended to by an SLBC technician. Radio programming is done by a team of fifteen to eighteen radio producers, generally young people recruited from Uva Province itself, with roughly equal numbers of men and women, and Tamil and Sinhala speakers. The Buttala telecentre facility is largely run by local volunteers, several of whom receive

a small stipend for training and for taking charge of the facility in the absence of any full-time paid staff.

Main focus of activities



Ian Pringle/UNESCO

The main focus of activities is on radio production and basic computer training. The radio offers a remarkable range of programmes in both Sinhala and Tamil languages, including live 'remote' broadcasts from different areas of the province. The addition of new facilities through the CMC has dramatically

increased the radio's information resources, including new online databases established by the government and parallel civil society groups, and engaged new segments of local communities, especially youth. Although long delayed, the CMC aims to establish a network of mini-ICT centres in the province, which will facilitate content sharing and local production. The telecentre facilities are busy throughout the day, alternating between internet access and training courses.

Achievements

- ◆ Uva Community Radio's establishment was a breakthrough in Sri Lanka in that the ownership of the station was foreseen to rest with the community itself through the network of grassroots 'knowledge societies'. In its first year of broadcasting, the station set new standards of critical, people- and development-oriented journalism, with challenging and even controversial programmes, an impressive percentage of Tamil language broadcasting and a high degree of community involvement. Though faced by numerous challenges, the CMC continues to offer a unique service and has enormous potential.

- ◆ From its digital production facilities to its networked telecentre facilities, the Uva CMC is among the most technologically advanced radio stations in the country.
- ◆ The CMC has been a major asset to local businesses and civil society organisations, particularly in Buttala and other remote areas; the groups have not only increased their computing capacity, but now have access to low-cost ICT facilities, which saves time and money.
- ◆ The telecentre facilities, which are managed by community-based organisations, have evolved transparent and accountable structures with local decision-making and strategic planning that has sustained the centres to date.

Constraints and challenges

- ◆ The greatest constraint faced by the Uva CMC is the complex partnership structure of the radio and the predominant roles played by state and political institutions.
- ◆ Building and maintaining the trust of local communities, achieving social, organisational and financial sustainability, are all significant challenges.
- ◆ Internet connectivity in rural areas is expensive. Until the time of publication, internet connectivity costs had been borne by UNESCO, however by late 2005, the CMC will need to face the challenge of continuing internet services while still providing affordable access.

“Jointly run by the SLBC and the Uva Provincial Council, the Uva community radio station is the most independent and influential community station in the country thus far. While carrying their own news bulletins in addition to linking up with the SLBC morning news, the station also broadcasts programmes on issues deemed sensitive, such as questioning actions of both government as well as opposition politicians and trade unionists.”

A Study of Media in Sri Lanka: A Report by the Centre for Policy Alternatives and International Media Support (April 2005)



Community Multimedia Centres
www.unesco.org/webworld/cmc



United Nations
Educational, Scientific and
Cultural Organization

Communication and Information Sector
www.unesco.org/webworld