ANNEXES

Annex 1: Case Studies

Case 1:

Institute for Orkonerei Pastoralists Advancement (Ilaramatak Lorkonerei Institute)
"Orkonerei Pastoralists Community Broadcasting"

People met:

Mr. Martin – Executive Director
Mr. Gideon Sanago – Radio Station Manager
Mr. Roine Megirori ole Mbusuk – Food Security Programme Officer
Ms. Mary Labdak – Planning Officer
Mr. Jackson Muro – Planning Officer

Summary Information

Attribute	Notes
Budget for project	US$ 326,400 for 1993-2003 (see Table at end)
Donor	Swedish International Development Agency (SIDA)
Beneficiaries	Pastoralists communities and other residents of Kilimanjaro, Arusha, Manyara, Tanga
Staff/Volunteers	4 staff (Station Manger, Food Security Programme Officer, Planning Officers; 6 volunteers
Active users	Pastoralists, civil servants, community leaders
Income generated	Local income generation (amount not specified)
Community involvement	Donated land. Involved in determination of content through planning meetings, also involved in programme preparations
Survey results	None
Local content generation	Local news can only be broadcasted after 'exact translation' from source
References	End of Main Report
Lessons learned	Increased school enrolment; gender equality; increased participation of local communities in development programmes/health campaigns; better understanding of marketing economics

Introduction

"Institute for Orkonerei Pastoralists Advancement" (Ilaramatak Lorkonerei-Institute) is a membership Pastoralists development Institute established in 1990 whose purpose is to facilitate and promote the transformation of Pastoral Maasai peoples from subsistence economy to long-term sustainable and diverse economic production systems. It also promotes and uplifts the cultural and self-identity as well as determination of pastoral Indigenous peoples of eastern Africa. Ilaramatak Lorkonerei-Institute operates and functions in the northern Tanzania in the regions of Arusha, Kilimanjaro, Manyara and Tanga.

Ilaramatak-Lorkonerei Institute has established and work through 3 programmes of:
- o Local governance, Pastoral Economic improvement and Livelihoods security;
- o Leadership empowerment, Community Rights aid Management of Natural Resources as well as pastoral natural environment;
- o Information, Communication aid Community Broadcasting programme.

Ilaramatak-Lorkonerei Institute promotes and runs its Pastoral Community Broadcasting.

Orkonerei Pastoralists Community Broadcasting

Background

Orkonerei Pastoralists Community Broadcasting is part of the Terrat Community Multi-media Centre that is one of the three major programmes of the Ilaramatak-Lorkonerei Institute. Orkonerei Pastoralists Community Broadcasting established since September 1993 during the desertification convention of the United Nations. During that period possibilities were being identified on how to empower local Pastoral communities through Community-based information and communication structures in order for them to participate effectively and decisively on environmental conservation as well as land tenure systems and ownership, in order to contribute towards reducing deserts formation attributing factors as well as poverty facilitating and contributing factors.

Electronic media, especially Community Radio and Community Video projects, were identified as part of the powerful tools to facilitate empowerment of pastoral peoples and are formidable tools for the improvement of development and communication in pubic aid Community service. Electronic media are essential tools for pastoral community's development and participation in their cultural revitalization, environmental conservation and better needed for isolated rural pastoralists communities.

Orkonerei Pastoralists Community Broadcasting is made up of the following
- o Orkonerei FM Radio Service in Terrat Village;
- o Orkonerei Community Video Project;
- o Telecentres with 6 Radio calls communication networks as well as Wireless internet connectivity in Terrat;
- o World Space Digital Satellite broadcasting facility;
- o Six Community Libraries and Resource Training/Learning Centres in Terrat, Orkesumet,
- o Kisiwani, Osugat, Same town and Arusha- Kaloleni.

Orkonerei FM Radio Service

Orkonerei FM Radio Service, which is the largest of all the sections, went on air on 22 June 2002, with the purpose to empower local pastoral communities through provision and dissemination of quality, and relevant information to the Pastoralists communities' listeners and viewers at the shortest possible time and widest possible coverage. The Radio station is located at Terrat in Simanjiro, 96 Km from Arusha Municipality. But for effective communication, there is an office for IOPA in Arusha.

Vision:

Orkonerel Pastoralists Community Broadcasting envisions, well-informed and highly knowledgeable Pastoral communities, with diverse capacities to transforming their cultures on premises of respect of rights and equality.

Mission Statement

To provide quality educational, Religious and entertainment Radio/TV programmes on social, economic and cultures of dry lands pastoralists in Tanzania. Orkonerei Pastoralists Community Broadcasting will achieve this by promoting and enabling transformation in social and economic practices of pastoral peoples, through community sensitization, Community Organizing, advocacy for land rights, observance and protection of indigenous peoples basic Human rights.

The radio is set so as to educate people in many development issues (natural resource management, education, community rights and obligations, gender, etc.) so they may improve their standards of living. Though its target audience is for the ethnic groups (maasai, chaga, rangi, pare and others) of the four regions covered by its frequency, i.e. Kilimanjaro, Manyara, Arusha, and some parts of Tanga regions, the radio station has not been licensed to broadcast in the local language of the dominant group of maasai. Instead, the Tanzania Communications Regulatory Authority (TCRA) obliges it to translate exactly what is broadcasted in Swahili into maasai for broadcasting.

The broadcasting time is between 15:00 and 22:00 because Simanjiro (where the station is located) is not on the national power grid and therefore the station is run by a generator which is expensive to run. It costs TShs. 40,000 to run the generator for 7 hours of broadcast. Otherwise, beneficiaries are asking for more broadcast time (06:00 – 10:00) in addition to what is available.

Consultations with the Ministry of Energy and Minerals and other local stakeholders in Simanjiro for extension of national power grid to Terrat - Simanjiro prompted a feasibility research study to be done. It would cost about TShs. 0.7bn for 46 Km extension. Further consultations are still going on between interested parties and the government for the possible extension.

Donor Support and Staff Strength

The seed money for funding the project was availed by the Swedish International Development Agency (SIDA) much of which was used to purchase the equipment. Actual costs are best to SIDA itself.

The SIDA still supports the programme but with focus in mind for making the Radio more sustainable. SIDA pays salaries for four employees, while the rest of staff volunteer their services to the community.

Table 1: Real Costs for Establishment of Orkonerei FM Radio Station 1993-2003

No.	Activity/Investment	Cost (US$)
1.	Community mobilization	12,000
2.	Staff training (4): Station Manager, Radio Journalist, Information Officer, Documentalist	30,000
3.	Land/ Ground	Community contribution
4.	On-Air Studio	46,000
5.	Production Studio Equipment	32,000
6.	Production Studio House	16,000

7.	On-Air Studio House	6,000
8.	On-Air Studio Container	14,000
9.	Power supply (Generator 40KVA)	9,200
10.	Power supply house	5,200
11.	Transmission equipment including mast	102,000
12.	Operational costs and licensing fees (2001-03)	54,000
	Total Costs	**326,400**

Programming:

Strategic Objective

-To develop, improve and sustain information and communication Technological systems and programming that are accessible for advocacy, educational and Pastoral community organizing.

-To develop and sustain strategic relationships to generate balanced local and international information and communication support for Orkonerei Pastoralists Community broadcasting work.

Functional Objective:

 - Develop and diversify the information aid communication technologies potentials and establish a wide programming scope to reach all pastoralists areas,

Specific Objectives and Activities:

1) Review and upgrade information and communication technological applications in use

-Broadcasting and facilitating learning on a daily basis to the
Pastoral Communities are as follows:

- Broadcast is for ten hours a day.
- It costs about 40 liters of fuel per day.
- It airs about 34 educational programmes a week, 33 cultural and entertainment and 3 religious programmes.
- The station runs from midday to 10:00 in the evening.
- Broadcast to a distance of around 60km — to 100Km in radius.

-Implementing a listener's surveys;
-Researching on availability as well as accessibility of receivers sets for the pastoralists' listener's especially indigenous pastoralists women and children.
-Acquiring a long term power supply for the broadcasting programmes through lobbying with Ministry of Energy and Mining to connecting Terrat Village with main electricity from Arusha, of course with our contribution (this is a long term solving problem for power requirements).
-Upgrading and organizing the Audio and Video Libraries necessary for adequate and reliable documentation.

2) Upgrading and strengthen Programmes production studios and Video production potentials for greater mobility of programmes production and distribution.

- Equipping all studios with computers and well advance production systems as well as broadcasting editing facilities (eg. Fast Cool edits, Nuendo software).
- Acquiring Digital still cameras and Video cameras.
- Acquiring Video editing facilities including Computers and its software.

3) Engage in and Establish a Broadcasting and Journalistic Training Programme in Terrat
- Establishing a broadcasting and journalistic training facility in Terrat with a capacity of broadcasting trainees of indigenous pastoralists; young women and men per year.
- Building capacities of staff and technical personnel on information and communication technologies and Maintenance workshop.

4) Lobby for reduction in broadcasting licensing fees and sustained free air-waves through the government of Tanzania for the benefits of all local community broadcasters.
- Establishing contacts and lobbying with TCRA, Minister of Communication and Transport and forming/establishing other possible advocacy alliances.

5) Establish and develop community broadcasting development concepts:
- Establishing and facilitating a community service broadcasting systems
- Encouraging principles of an independent Community Radio/TV distanced from all vested interest, that provide quality, true and relevant information, educational and entertainment programmes.

6) Launch radio and video campaign against Indigenous women battenng and other indigenous pastoralists customs that undermine their basic rights. Preparing and airing on twice-weekly special programmes related to gender relations, equity, and equality as well as gender mainstreaming into pastoralists lifestyle.

7) Exchange information with other communication outlets to expand scope of audiences reached.
- Establishing contact and relationships with Swedish Radio and Television; BBC in order to gain and learn from their experiences of a long time in public service broadcasting work; AMARC AFRICMNTERNATIONAL NETWORKS: Kagadi Kibaale Community Radio in Uganda; Mang'elete Community Radio in Kenya; South Africa Community Radio Forum; Tanzania Broadcasting Corporation; East Africa Community Media Project and the SMMI Council,

8) Establish wireless Internet technology website and other new media technologies development to broaden and modernize media capacities of Orkonerei Pastoralists Community Broadcasting.
- Acquiring and installing a tower and establishing Orkonerei FM Radio Service wireless Internet technology website in Terrat
- Establishing digital broadcasting facilities by the end of year 2005.

C) Stakeholders and Target Group:

The main target group for the Orkonerei pastoralists community broadcasting and particularly the Orkonerel FM Radio Service is:

- Staff and the Board of Directors of Orkonerei FM Radio Service.
- Pastoralists' communities and pastoral clusters within the northern regions of Tanzania of Arusha, Kilimanjaro, Manyara and Tanga.
- Elders, Opinion leaders and pastoral traditional leaders;
- Central and local governments of the above regions;
- Donors and other development partners;
- NGOs, CBOs, arid people's/civil society;
- Media Organizations in Tanzania;
- Tanzania Communication and Regulatory Authority;
- Religious Organizations.

D) Information and Communication Problem in Pastoral Community: The Maasai pastoralists have been left behind in terms of provision of social services i.e. education, health, water, livestock services as well as marketing and livestock economic.

Maasai pastoralists are now facing an alarming loss of their lands, and are being evicted from their lands to pave way for the establishment of national parks, game reserves, hunting blocks, and mining activities as well as establishment of large-scale farming for wheat, barley to be sold to Europe.

Maasai pastoralists now are ending up in big cities and towns seeking jobs of low quality because of lack of required education and qualification, worse enough they are selling up their traditional knowledge of herbs and other traditional medicinal plants at very low prices.

The Maasai pastoralists are running away from their homes, not because they like to be in cities and towns but because of the loss of their lands, a situation which exacerbate an absolute poverty, destitution and insecurities. Because the Maasai Pastoralists lack the necessary knowledge and education they cannot fight back, neither negotiate strongly and often they make poor and uninformed decisions.

From experience of many years working with pastoralists and as pastoralists social transformation —the institute found that, the illiteracy rates is above 88% of the pastoral persons. And these persons are not informed with current national as well as international affairs in relation to policies and development issues (e.g. emergencies, Livestock Marketing, Trades and Marketing in general). Pastoralists lack relevant information necessary for their daily lives. Information will help pastoralists to understand situations as well as help them make well informed decisions and address poverty creating attributing factors. Orkonerei Pastoralists Community Broadcasting is strongly embarking on an intensive broadcasting programme for empowering local pastoral communities through establishment and improvement of information and communication services that is:

- The Community Radio Station in Terrat;
- The Community Libraries and Resource centre;
- The Community Video/TV project in Terrat;

- Wireless Internet Technology connectivity and Tele-Centres with Radio calls Communication; and

-An establishment of an information and community broadcasting training center in Terrat in order to be able to collect, assess, package, documents and disseminate quality, true, relevant and required information to pastoral communities for empowerment on social and economic transformation of Pastoral peoples.

E) Success Stories:

A number of major significance changes and issues can be directly related to the presence and work of the community Radio Station in the Pastoralists Maasailand and other community
Broadcasting facilities:

- o Education in Maasai land has improved greatly in the last three years. Enrolment of children of school going age has increased two folds (36% to 48%).
- o Gender equality has improved that now men and women can participate together in community meetings and pastoral women are being voted into different leadership positions.
- o The Maasai pastoral people are now agreeing to sell their livestock and engaging in marketing and businesses due to the radio programmes on food and nutritional security.
- o The pastoralists participated fully and effectively in the last 2002 national census due to the Orkonerei Radio facilitative encouragement and public awareness considering that the Maasai peoples do not want to be counted and we are sure that now we have almost correct figures of the Maasai numbers in Northern Tanzania.
- o Breakout of human and livestock's diseases are now reported early enough to enable quicker attendance from responsible parties. e.g. Cholera breakout in Orkesumet village etc.
- o Pastoralists participated effectively in the second poverty reduction strategy review which took place in the early months of 2004.

F) Challenges:

The challenges that are facing us are as follows:-

- o The use of local languages e.g. Maa, which is not allowed by the Tanzania government. The government of Tanzania couldn't allow local languages to be used in broadcasting because it believes that it may create tribalism among the society. To us this is a great barrier because our peoples do not understand and speak Kiswahili fully (illiteracy is 88%).

- o The community believes that there is richness in diversity of cultures and their languages. The only way of passing on information faster and clearly to be understood is by the use of local languages as a major tool for communication to the Maasai pastoral peoples It is estimated that Maasai listeners, only benefited about 5% of total broadcasting time and that is in translating news bulletin, special educational radio programmes and in playing Maasai music and songs.

- **Higher licensing** fees is one of the major critical issues to our Community Radio Station because we don't charge higher airing fees as the commercial Stations and we don't have any other separate incomes to enable as to pay such high fees and we purely serve our Pastoral communities. However, this is currently being addressed by the TCRA that has proposed reduction in fees;

- **High fuel costs** the generator consume about 40 litres of diesel per day. This limits our Broadcasting time to ten hours only, and now it is even going down to seven hours a day because of the rocketing prices of diesel due to oil prices worldwide

- The community has started working with TANESCO (Tanzania Electric Supply Company) and the Ministry of Energy and Minerals for possibilities of connecting Terrat with the main electricity in the near future. The rough survey shows that about seven hundred and thirty millions (Tshs 730,000,000) is needed for grid electricity to reach the broadcasting centre in Terrat.

- Local government leaders are reluctant and fearful to provide information through the Radio Station claiming that they don't have permission from the upper authorities.

- Competitiveness with other local radio station in the area.

- Lack of enough radio receivers for Pastoralists and this limits their listening participation, especially women and children. We estimate that only 33% of our provisional listeners from the pastoralists Communities have radio receivers. Again in this challenge, the experience show that it is mainly the male listeners who own these radio receivers.

- Powering of Radio Receivers is another big issue because the dry cell batteries are very expensive, they don't last long enough and they are destructive and poisonous to the natural environment when they are disposed carelessly. Alternatives to the dry cells batteries for powering radio receivers could be solar powered receivers, windup radio receivers, etc.

- Pastoralists' participation in radio educational programme is still very limited. Due to fear, languages limitations and low levels of education within pastoral areas.

- Not yet able to cover most of the pastoralists areas due to land topography and nature of the FM Modulation system. Boosters are planned for distant listeners such as Same, Lushoto

- Insufficient programmes for broadcasting from expected stakeholders such as the regional and district authorities and institutions who are the main local content developers;

H) Networking and Linkages:

The community work, collaborate, network and link with the following organizations locally, nationally and internationally.

Nationally:
- Radio Tanzania
- Media Institute for Southern Africa (MISA) – Tanzania chapter
- Media Council of Tanzania
- HakiElimu
- Local Government Reform Programme
- Pilikapilika programme of Media Company of UK that is based in Nairobi that has programmes that focus on local/community issues. Radio Habari Maalum does the translation and the broadcasting is by Orkornerei FM Radio.

East Africa/Africa Region:
- EcoNews Africa, Nairobi.
- Mang'elete Community Radio Station Mititu wa ndei, Kenya
- URDT, KKCR UGANDA.
- AMARC AFRICA –Johannesburg, South Africa
- SIMBANI News Agency- Johannesburg, South Africa
- National Community Radio FORUM of South Africa.
- Indigenous Information Network – Nairobi
- Southern Africa Institute for Media Entrepreneurship Development SAIMED.

Internationally:
- AMARC International, Montreal Canada
- SAAMI COUNCIL in Sweden
- Swedish Radio and Television, Stockholm
- Working Group for Indigenous Peoples Affairs – Copenhagen, Denmark.
- DANICOM – Copenhagen, Denmark
- Wireless Internet technology -Copenhagen Denmark.

I) Sustainability:

Sustainability is one of the major challenges, but looking into its complexity and critical nature, we need to talk about it separately. Sustainability includes the following:
a) Financial resources sustainability
b) Human resources sustainability
c) Ownership and participation sustainability
d) Management and leadership sustainability, etc.

The community has managed so far to create and put in place systems and means of continuing building our capacities of sustaining the pastoral Community Broadcasting by:
- Owning the lands where the broadcasting facility structures are placed;
- Producing our own programmes accruing to own plans, aspirations, problems and future plans;
- Selling air time to different users at affordable and accessible prices;

- Volunteer spirit from our people for their service to the Community broadcasting;
- Involvement and participation of different segment of pastoral community;
- Dedicated and visionary leadership;
- We are learning different alternatives financing Mechanisms.

The community has an experience of running the Radio station for about 15 months without funding from SIDA or any other donors, only local income generation has enabled running the programmes.

J) Radio service to the Community

The Orkonerei FM Radio Station has participated in different national and local campaigns such as:

- National census 2002;
- Vaccination campaigns of under-five children against polio, measles, TB, and other preventable diseases;
- Livestock vaccination campaigns against East Coast Fever disease;
- Emergency programmes like the breakout of cholera in Orkesu Village;
- Local Government Reform Programmes;
- Participated in several workshops on broadcasting and communications in and outside the country; and
- High number of pastoralists participated effectively in the poverty reduction strategy review through radio group discussions and interviews.

Case 2:

MWANZA PRESS CLUB

MAKONGORO ROAD, CCM BUILDING, 4th FLOOR ROOM NO 86&87
P.O. BOX 2516
TEL 028 2500829/0741 467887
MWANZA

E-mail: mpcmwanza@hotmail.com
URL: http://www.mwanzacommunity.org

Summary Information

Attribute	Notes
Budget for project	n/a
Donor	IICD, Mwanza City Council
Beneficiaries	Journalists, Press people
Staff/Volunteers	Managed by Executive Committee of 16 members
Active users	Mwanza residents
Income generated	There is, but unspecified
Community involvement	City Council donated land and building for office/studio of Mwanza Community Radio
Survey results	n/a
Local content generation	Produce newsletters on environment addressing Mwanza City
References	http://www.mwanzacommunity.org
Lessons learned	Leading civil society in the campaign to protect the environment, poverty reduction and HIV/AIDS, in Mwanza City; pioneered the project of supporting regional press clubs; and reviving Union of Tanzania Press Clubs

Vision:

An informed and democratic society through a free, responsible and effective media.

Mission:

The mission of Mwanza Press Club (MPC) is to promote and enhance ethical reporting by its members by building their capacities so that they can discharge their duties ethically, effectively and efficiently with the aim of contributing to the just and democratic society.

Objectives:

1. To enhance efficiency in information communication for the benefit of the members of the public.
2. To afford members the means of social interaction.
3. To raise professional standards in the field of journalism in Mwanza region and Tanzania as a whole, by seeking and organizing training opportunities among its members.
4. To improve the quality of news collection and dissemination (among Tanzania journalists).
5. To facilitate cooperation among journalists, news sources and professional organizations.
6. To facilitate sharing of available resources amongst its members.
7. To protect its members from unjustified hindrance of their normal journalistic conduct.

Activities:

- Organizing public lectures and debates on various topical environmental, political, economical, human rights issues.
- Liaising with other institutions in training and educating journalists on various disciplines.
- Organizing seminars and workshops for journalists.
- Conducting research on issues related to the media.
- Organizing environmental sensitization tours for journalists.
- Organizing radio/TV programmes on various issues affecting people in Mwanza region.
- Publishing newsletters, newspapers, posters, brochures and flyers to inform the public on various issues.
- Liaising with other organizations to promote women and children rights.

There are two types of membership:

a) Full Members:

These are person whose livelihood depends on journalistic activities such as writing for audiovisual media or other specialized publications locally and internationally. Membership for this category is entrance fee Tshs. 10,000/= and annual subscription is Tshs. 6,000/=

b) Associate Members:

These are persons whose activities are related to journalism. Students of journalism and foreign journalists fall under this category. For this category entrance fee is Tshs. 6,000/= and annual subscription is Tshs. 6,000/=. Associate members cannot vote of be voted for.

Achievements

Since its inception, MPC has attained the following achievements:

- To establish its own office with modern equipment such as computers, telephone and television.
- Publish a monthly environmental newsletter and radio programmes of 15 minutes aired through RFA.
- Successfully chaired the committee that organized the 1999 Children Convention in Mwanza.
- Currently is the convener for the Lake Zone on a Citizen Coalition on a New Constitution CCNC.
- Led a committee by a group of non governmental organizations in Mwanza to rescue an 8 years old boy Mohamed Abdallah who was sentenced to life imprisonment allegedly for raping a 6 years old girl.
- Mwanza Press Club is a chair to all NGOs/CBOs in Mwanza City.
- In the 2000 general elections we coordinated training to women contestants in Mwanza Region from several political parties, which was organized by TGNP.
- In collaboration with (SMWP), MPC is leading the civil society in the campaign to protect the environment, poverty reduction and HIV/AIDS, in Mwanza City.
- We have also produced our Strategic Plan for 2002-2007 which is our guiding document

- Conducted Basic Journalism Training to 60 of its members under the support of FES and the Netherlands Embassy.
- MPC is a member of a Campaign Core Team Demanding Equitable Resource Allocation with Special Attention to HIV/AIDS. The campaign is being coordinated by TGNP.
- MPC has also pioneered the project of supporting regional press clubs, which is being funded by the Swedish Government. The overall development objective is to ensure regional press clubs are strong organizations, that they enhance journalist professional standards, ethics and contribute to strengthening democratic values as well as support developmental efforts in their respective regions.
- We are also playing an important role in reviving the Union of Tanzania Press Club, which was established in 1997 but was dormant ever since. We are now hosting an interim secretariat, which has been charged with the task of soliciting funds to conduct a Members General Meeting.
- In cooperation with CTC we have established this website the first of its kind in the country.

Case 3:
Development, Management and Business of Public Internet Access at Sengerema Multi-Purpose Community Telecentre

Consulted: Mr. Mathias Masawe – Information Officer, COSTECH

Summary Information

Attribute	Notes
Budget for project	US$ 570,000 for 2 years
Donor	IICD, UNESCO, IDRC, ITU
Beneficiaries	Communities, civil society
Staff/Volunteers	6 staff (Manager, Assistant Manager, 3 Technicians, Office Attandant)
Active users	Civil society, farmers, fishermen, teachers, medical personnel, students, artisans
Income generated	n/a
Community involvement	Participate in design and implementation of programmes
Survey results	87% visit telecentre once/week; usage fees affordable by many
Local content generation	Involves communities and societies in generation
References	http://www.sengerema.or.tz; http://www.costech.or.tz
Lessons learned	Increased numbers of students joining secondary schools because MCT offers online course notes. Also are useful information on health, socio-economics, politics, NGOs for the district and beyond.

Rural areas often suffer from neglect and isolation, as they are perceived as areas of high risk to investors. However this is where the vast majority of the Tanzanian population live.   In order to enable rural areas to participate in the knowledge based economy, ways should be sought to improve ICT access for rural areas. Among the initiative used by COSTECH are: Community telecentre, to provide affordable computer based telecom and telecommunication services to rural communities and Village ICT projects for good governance.

The access facilities for Sengerema Telecentre are located in Sengerema (at district capital, with population of about 50,000 inhabitants) in the northwestern part of Tanzania.   Therefore, the term 'rural' is more associated with remote and disadvantaged regions rather than the size of the town. This also reflects the *status quo* of Tanzanian upcountry ICT deployment that had started from the centre and subsequently included major regional towns and is now about to target the district level. The location correspond to the main challenge to bring sustainable ICT solutions to remote areas poorly served with basic infrastructure such as transport, electricity or communication.

Type of ICT public access facilities
The Sengerema telecentre was established within the ITU, IDRC, UNESCO framework as a multipurpose community telecentre focusing on ICT and ICT-related services as its core business. Its main task is to provide ICT equipment, connectivity, training, etc. and develop a variety of ICT-related services designed to benefit the community as a whole.

Initial steps to establish the telecentre date back to 1997 and had followed the emergence of the ITU, IDRC, UNESCO approach and was then conceptualised by the Tanzania Commission for Science and Development (COSTECH) to establish a Rural Multipurpose Telecentre in Tanzania. Due to the new and innovative project approach,

it was decided to run a pilot and the town of Sengerema was chosen as a location. In 1997 several feasibility studies and financial assessments had been conducted to develop a sound implementation strategy based on a collaboratory approach which brought international, national, and local partners under one roof. Sengerema was planned as an ambitious model project. The extent of due ground work, different views from partners and difficulties to agree on a joint finance mechanism recurrently delayed the project, and it was not before 2000 that the telecentre became operational in a preliminary premise. In September 2002 the telecentre moved into a newly built spacious building.

The Sengerema Telecentre is currently operating from a recently completed USD 100,000 building at a strategic cross road in Sengerema. The services being rendered at the moment include computer training, Internet access, conference facility and meeting, secretarial and consultancy services. Internet usage visiting and utilizing the Telecentre use internet services attracting clients from disciplines: students, businessmen, farmers, teachers, nurses, doctors, physiotherapist, dentists, radiographers, policemen, priests, agricultural officers and artisans. The services are due to be expanded to include ISP capability, telephone and fax and outreach services

Table 2: Type of ICT Access

	Operator	Core Business	Type of Town	Project Start	Full Internet Access Since
Sengerema	Sengerema Telecentre	MCT	District Capital	1997	December 2000 in temporary premises through TTCL line; Since Sept. 2002 through VSAT in new premises
Magu	CROMABU-Crop Monitoring Bureau Ltd.	Agro-Marketing	District Capital	1999	2001 through TTCL line
Kasulu	Kasulu Teachers' Training College	Teachers' Training College	District Capital	1999	2000 through TTCL line, Since 2002 VSAT connectivity

Source: Olaf Nielinger – Rural ICT Utilisation in Tanzania: Empirical Findings from Kasulu, Magu and Sengerema (October, 2003)

There are some individual villages IT-projects in the country. The most ambitious village ICT approach is conducted by the Tanzanian Commission for Science and Technology (COSTECH) and the Commonwealth Organisation (COMNET-IT). Two pilot villages – Lugoba in Bagamoyo and Wami-Dakawa in Morogoro have been supplied with the necessary equipment and training. The short-term goal is to improve village governance; however, the long-term objective is to determine whether the model can be applied in all Tanzania's roughly 9,000 villages.

The Dakawa and Lugoba rural ICT access initiatives is a collaborative effort between the commission and IICD attempting to bring to the community, typical rural villages, affordable ICT based technologies for good governance and transparency. Applications

have been developed for health, education and governance in particular data collection manipulation and dissemination of outputs.

The project includes training of users form the villages and installation of equipment and Internet connection.

Location of the ICT facility has influenced the starting basis of the site. The traceable effect of the core business on the user profile is elaborated further down in the user profile section. But the physical location is also relevant. As new operators entering the scene, Sengerema deliberately discussed possible locations of the site. They took advantage of setting up an entirely new site and opted for a prime location at the centre of the town. The new buildings are well visible and attractive, very appropriate for the comfort of the customers and to host the site.

After project approval, the facility had set up temporary connectivity solutions with TTCL. These were voice subscriber lines not designed to carry large data traffic, hence there was a need to migrate to more capable connectivity solutions. Today, the site offers sufficient bandwidth, but performance limits are reached especially during peak hours. Sengerema has deployed a VSAT, which is linked to COSTECH's national network operated by the Dar es Salaam based-data carrier AFSAT. Data traffic is sent to Dar es Salaam and there linked to AFSAT's international gateway. Connectivity fees are paid in Tanzanian Shillings and amount to TSh. 300.000.

It has been one of the first challenges of the new businesses to identify an appropriate connectivity model. The choice has been limited, and for Sengerema, which are not yet connected to the national internet backbone only now fully developed by TTCL, VSAT remained the only solution. However, it has not been the costs of the purchase of the equipment or its installation that have troubled the operators. In fact, prices for hardware has gone down considerably in recent years and, with strong backing by the donor community, all could install appropriate solutions. The main problem for the operators is the monthly connectivity fee. They create a prohibitive cost burden that seriously threatens the sustainability of the business models.

The facility is equipped with about 15 computers, all allotted them to two rooms to allow parallel working sessions.

Opening hours reflect the overall ICT approach. As a multipurpose community telecentre, Sengerema has the most extensive opening hours from 8am to 7pm on weekdays and from 9am to 7pm on weekends. At all hours public internet services and training sessions can be conducted simultaneously.

Usage fees of accessing the Internet are TSh. 1,000 per hour. Generally, half an hour billing is possible. Sengerema offers its usage fee for every customer. However, the effect of the price increase on the user basis will only become visible at a later stage. During the old membership scheme the user basis in Sengerema was approximately between 90 and 140. Taken the short period of time and the difficult circumstances of operation, these numbers can be noted as a modest success. However, if the figures are translated into a general ICT density of user per 100 population, a very low ICT diffusion rate becomes evident.

Sengerema is part of the original telecentre approach and is accordingly linked to ITU, UNESCO, and IDRC, whereas COSTECH has a stake as a national partner, and acts as a national supervisor and coordinator for the site.

Considering the business models and the volume of funds, Sengerema is the largest and most ambitious project with 3 international and 8 national partners, indicating the exceptional significance that is attributed to the Sengerema approach. But at the same time it also reveals the occurrence of considerable frictional losses that can appear if many players are involved. A National Management Committee comprising representatives of all organisations involved was established and, especially in the starting up phase between 1997 and 2000, progress has been slow. The identification of an appropriate finance mechanism, assignment of responsibilities and the question of future ownership status had paralysed the process. In addition, financial flows were erratic. Donors, government, and the local community had pledged to invest US$ 570,000 over a two-year period. Until the end of 2002 only 50% of this had been remitted and some partners are reported to be having trouble meeting their commitments. Of course, Sengerema is a pilot and due experiences will contribute to future lessons learned. But by now, large-scale and rather costly telecentre approaches tend to carry considerable risks. It is not only the challenge to seek a balance between high expectations and tangible achievements, it is also the requirement to turn high investments and considerable running costs into a viable business model.

Language ability
Both English and Swahili are national languages in Tanzania, although English only plays a minor role outside the urban centres. Notwithstanding the existence of many local languages and dialects, Swahili is the *lingua franca* in the country.

Despite an overall weak diffusion of the English language in rural and remote areas, the vast majority of ICT users, between 80 and 90%, are able to speak both languages. Proficiency in English seems to be a prerequisite for visiting an internet access facility.

However, the stable number of users who speak Swahili only, indicates that language ability must not be an obstacle for ICT utilisation. Providing assistance and an appropriate introduction to use the technology can to some extent compensate for the lack of English proficiency (or any other of the internet's main languages). Although the number of Swahili websites is increasing, the predominance of English still is an entrance barrier impeding the use of the technology. Swahili-based ICT solutions could raise the attractiveness of the technology and target the Swahili-only speaking majority as a potential customer basis in public access facilities.

Frequency of visits
According to statistics, about 87% in Sengerema visit the site at least once a week, most of them even more frequent. The frequency is even higher for urban internet café users. In Dar es Salaam, 97% of the customers visit the site at least once a week. Usage fees are lower, and more importantly, the distance to the access site is no obstacle for a visit. Both factors costs and distance constitute a self-restriction and might contribute to the slightly higher proportion of infrequent customers in rural access facilities. The bottom line is that once the customers were in touch with the technology and access was

affordable and available, ICT quickly diffused into the customer's everyday life and visits to the internet access point became part of the daily or weekly routine. Many visitors have been attracted by adverts and leaflets. In addition, the broad promotion approach in Sengerema, including traditional means of communication, has proven to be a very effective way to address the people.

However, eye-catching is the outstanding importance of word-of-mouth recommendations. Up to about 70% of the visitors emphasise the role of friends or colleagues to attract their attention to the new communication facilities. Satisfied customers might be the most persuasive kind of promotion and also appears as an incentive for the operators to offer good services. However, additional advertising supports a deliberate marketing strategy that aims to attract more customers and, finally, generate additional income.

Sengerema is connected to the national power grid, but frequent power interruptions often disturb smooth business procedures. Both sites do not possess an emergency generator and, consequently, its purchasing is regarded as a high priority by the users in both towns. However, a generator would not solve the problem of a possible data loss caused by power interruptions as assumed by many users. This frequent nuisance can only be tackled by equipping the computers with inbuilt computer batteries that would secure a consistent power supply.

Periodic system crashes have been reported from all sites, always resulting in considerable inconveniences for the users, such as data loss, necessary repetition of and extra payments for the working session or the frustration of finally arriving after a lengthy journey just to see that the site is not working. Similarly, slow connectivity is a matter of concern, because it causes user jams, unneeded extension of stay and therefore additional costs

Content / Guidance
In terms of relevant local content, most users have demanded the provision of specific information covering a wide spectrum ranging from education and medical treatment to news, sports, and so on. Interestingly, the most frequent responses have asked for international news and coverage of English soccer – websites that can be found extensively in the web. Thus, the unsatisfied demand can be better interpreted as a lack of guidance through the web – where to find what – rather than a lack of existing websites.

A conventional approach to public internet access as pursued by Sengerema, reveals a clear ranking of demanded websites. First are those that serve as an information channel from the outside world (e.g. international news, entertainment), second would be a demand of information from the outside that is relevant to or can be transferred into a local context (e.g. research inquiries, educational inquiries or medical treatment), and third is the demand for local information and local content. From this perspective ICT is regarded more as a channel to the outside world than an enabler of local information exchange and local communication. To deepen the understanding of the technology, awareness must be raised and adequate guidance provided. So far, there is only limited competence to transform available information into locally applicable knowledge and little capacities to exploit potentials of local information. However,

recognising the channelling function of the internet, i.e. to be in touch with the rest of the world, the role of guidance and the provision of a demand-oriented (offline) web directory introducing the opportunities of the WWW should be emphasised.

Sengerema has an objective of becoming a multipurpose ICT access point which benefits the community as a whole. Inevitably, this approach comes with higher costs and higher risks. Exceeding the investment volume of the other two sites up to four times, Sengerema underlines its outstanding and prominent position in the Tanzanian landscape. As a result, Sengerema has ambitious claims that in turn have raised multiple expectations, which often overextended the capacities of the operator; not so much due to management shortcomings, but with regard to the complexities of the tasks themselves. Multipurpose telecentres suffer from their catch-all notion. Such an approach would need much more resources and considerably more knowledge on, e.g. e-government on district level, distance education, telemedicine or private sector's ICT promotion. Until now, Sengerema, is borne by basic ICT applications and, in fact, despite a substantially larger investment, the output is similar to the other two sites. Therefore, a downscaling of expectations, a focus on best practices and a clear prioritisation could contribute to the formulation of realistic development options.

In addition, weak donor coordination and a multiplicity of voices involved, especially with regard to finance, committed and withdrawn funds, and also open questions of ownership have further contributed to the very difficult setup in Sengerema. On the other hand, the local management and COSTECH, as the leading national agency in charge, have gained a considerably higher profile in the last two years. The telecentre's strategy has become more persistent. The management has demonstrated its ability to learn and appropriate objectives have been developed. For example, focal points have been the integration of a community radio into the telecentre and the establishment of a telecentre/community website (www.sengerema.or.tz). Consequently, the shortcomings of the past, i.e. a weak cost-benefit ratio, could be turned into a real strength of the site that is the substantial number of built-in potentials ready to be developed.

Sustainability

To ensure and keep track on planned strategies for sustainable functioning, the telecentre income has been growing steadily over the two-year period of operation; contributed by the intensive awareness programmes and diversification of services provided.

Other Similar Projects in Brief

(i) The Ngara Initiative

This is an initiative which aims at establishing a network of access points at three locations: Ngara town, K9, a camp that houses seven relief organizations which work with the refugees and a secondary school for girls; and Lukole, site of two refugee camps; Lukole A and Lukole B. The collaborators in this project include ITU, UNESCO, UNHCR, TCC and COSTECH. The other partners include World Space Corporation, Volunteers in Technical Assistance, The Interactive Health Network.

(ii) The Kasulu Internet Project

This is a USD 150,000 Telecentre network project currently being implemented in Kasulu District in Kigoma Region in Northwestern Tanzania. The uniqueness of the project is in its collaborative private public financing partnership management style, clients and service to be offered. In July 2002 COSTECH approved Kasulu Internet Project for research. This research will look at Education and curriculum development, human resources, sustainability, electrical power supply and Internet connection. The results will be used to inform similar initiatives in Tanzania. The main aim of this project is provide access to education and training through the Internet and study the effects. The network has centres in Kasulu Teachers College, Mtabila Burundi refugee camp and Kasulu Folk College.

The project partners in this initiative are COSTECH, Global Catalyst Foundation (GCF), Schools Online (SOL), UNHCR, UNDP, and RET

Case 4: INDEPENDENT TELEVISION (ITV)

Interviews held with Joyce Mhavile, Managing Director of ITV.

Summary Information

Attribute	Notes
Budget for project	It costs $2000 for ½ an hour production excluding airtime
Donor	None
Beneficiaries	All people of Tanzania
Staff/Volunteers	???
Active users	???
Income generated	Through a few sponsored programmes
Community involvement	Through studies to determine customer preferences
Survey results	Most watched TV in the country (highest audience), closely followed by TvT.
Local content generation	Most programmes in Kiswahili and addressing locally relevant content
References	http://www.itv.co.tz
Lessons learned	Should community TV be introduced in the rural communities, then it should be fully supported by an NGO or the government. The private companies would want to make profit to defray cost

ITV broadcasts development messages to the mass. Their coverage is not location specific serving a specific community. In 1995, airtime was provided for all the regions to enable the municipalities set up their own centres where development messages could be broadcast to people in a particular region. The airtime is free of charge but only few of the regions such as Iringa, Ruvuma, Rukwa, Tanga and Rukwa have seized the opportunity to use this media for development purposes.

There are certainly government and NGO sponsored educational programmes on ITV. For instance TAMISEMI sponsors education programmes on voting. This is mainly from the Electoral Commission to educate voters on electoral issues. Tanzania Commission on Aids (TACAIDS) also develops their own programmes to create awareness among the general public on HIV/AIDS. NGO programmes include programmes such as *Haki Elimu*, which deals mainly with the rights of the child. They help by paying for these programmes

ITV however produces its own programmes and broadcast to the nation. These cover day to day life issues and include programmes such as '*Teknolojia*' (a programme on Science and Technology) which is broadcast once a week, "*Jarida la Jamii* (a women's programme) once a week to educate women on various issues for their development. "*Afya ya Jamii* (about health) once a eek every Monday. *Ulimwengu wa Vijana* (for the youth) where issues affecting the development of the youth are discussed. *Ijue Sheria* is an educative programme on the laws of the land and rights of the citizen. *Yanatokea* is an investigative programme on issues in society that calls for attention such as outdated cultural practices – female genital mutilation.

No studies have been conducted on the effectiveness of any mass broadcast approaches. They however do receive phone calls, faxes, from those who watch the programmes and also from those who write programs giving their opinions on how the programmes could be improved upon. This is the only indicators to guide them to know if they on the right track.

Problems:

Major problems facing the station are mainly in the area of finance and taxes. The cost for production of programmes is quite high. About three thirds of the cost for production is borne by the station. It costs the station $2000 for ½ an hour production excluding airtime. There is very little sponsorship for the programmes being aired hence the high costs borne by the station.

The taxes on the programmes are very high, as most of them have to be imported from abroad. The policy environment on the other hand is very good as station is allowed to do anything provided it does not go against laid down rules and regulations for broadcasting.

There are constraints to broadcasting development messages as revealed by ITV. There is no obligation to broadcast specific development messages. The station broadcasts only what it is comfortable with. There is always the need to look for relevance and not just anything, as the cost of production is so high. If there should be an improvement in what is being done, then there should be tax relief on programmes that are meant for development.

Prospects for Community Television. If the concept of Community Televisions should be introduced in the rural communities, then it should be fully supported by an NGO or the government. The private companies would want to make profit to defray cost; this may not be possible so such stations cannot be operated.

Case 5: FARAJA RADIO FM - Shinyanga

Interviewed: Noel Namalowe, Technical Director – Faraja Radio Fm. Acting as Director

Summary Information

Attribute	Notes
Budget for project	Not known
Donor	**None** (The Catholic Diocese of Shinyanga bears all costs)
When donor funding stops	Cannot predict anything now.
Beneficiaries	Mainly the Sukuma peole of Shinyanga and Mwanza (Now trying to reach the Nyiramba and Nyaturu of Singida Region, and part of the Masai in Arusha).
Staff/Volunteers	13 – 1 Chief Technical Engineer, 2 Engineers, 1 Secretary, 1 Driver, 1 Messenger and 7 Announcers
Active users	1.5 million
Income generated	TSH 400,000 – 500,000 (about $400 - $500)
Community involvement	Not much community involvement in the design, implementation and evaluation. **Contributions from individual people who are knowledgeable in specific subject areas such as health, education, and social issues to contribute to various programmes. Networking and collaboration**
Survey results	None
Local content generation	Staff looks around and identifies certain issues within the rural communities that need special attention and focus for development purposes. They pick on these issues and write programmes on them and broadcast to the people.
References	None
Lessons learned	Given time and know how, a lot of things could be changed among the Sukuma. Things have changed a lot in the past 4 years since the community radio broadcast started. As at now, literacy levels among the youth and especially girls are steadily improving. The killings of the elderly women have decreased considerably.

The station was licensed to operate a radio station and broadcast development messages to the people of Shinyanga Region. The station is under the catholic Dioceses of Shinyanga.

Reasons for establishment:

- Education of the public
- Inform communication
- Entertainment

It was realised that the educational level of the region is very low so since the radio is capable of reaching more people than the television, the diocese opted for a radio station. The establishment of the station has brought about a lot of impact in the field of education, especially education of the girl child. For instance, for the last three years the region has come to the 17th position in the national standard seven examinations from the 25th position, which is the last in the country. This has been a great impact of the radio among other factors such as the improvement of educational facilities as a whole in the region.

The second reason for which the station was established is about the killings of the elderly, especially women who develop red eyes as a result of smoke when cooking. As

soon as they develop the red eyes, they are branded as witches. Members of the community therefore behead them. This act has also decreased tremendously but persists in some areas.

The Faraja programmes are such that every programme has something on development to offer to the people. However, there are programmes such as "Mambo Leo" which covers news (downloaded from the Internet), birthday greetings and intermittently interrupted by messages about the fact that old women should not be killed. There is a ½ hour programme on women (Wanawake). This discusses issues about the oppression of women and educates women on the HPI projects, which are being introduced to poor women in Shinyanga by the help of the catholic Relief Services. It helps women to know about what they can do to improve their income and livelihoods in general.

Elimu kwa Maendeleo – this programme is aired every Saturday for one hour. The programme targets everyone in the rural communities. Issues pertaining to the general development of society such as governance and transparency among community leaders, rights of the citizen etc are aired.

Twende na Wakati – This programme is borrowed from Radio Tanzania. It is in the form of a drama where current issues in development are presented.

The programmes are presented in such a way that one gets entertained as well as being educated.

There is no sponsorship from NGOs and the government for the running of the station. Salaries and any other running costs are taken care of by the Catholic Diocese. Only *Twende na Wakati* is paid for by Radio Tanzania.

Feedback – feedback is gotten mainly from clients who call the station to express their views and opinions about particular programmes. There are also *Salaam Clubs* that organise meetings and inform us about what we are doing well and what is not being done well from their own points of view.

Problems
The problems being faced by the station are mainly financial and lack of good quality equipment such as recording equipment. This has made recordings of programmes with the target population from the villages very difficult. There is also the problem of transport to take the crew of the station from village to village for recording purposes. There is also the problem of technical issues in broadcasting not well understood by management. This tends to slow down the process of broadcasting to the communities. However, amidst these problems, about 25% of the programmes are religious and 75% are on development. On Sundays, religious programmes move to 50%.

The constraints to broadcasting development messages to the people lie mainly in the fact that the station cannot reach the people directly due to logistic problems and thus cannot make a lot of programmes that carry various development messages to the people.

The only way to encourage the broadcasting of development messages to the people is to ask for contributions from individual people who are knowledgeable in specific subject areas such as health, education, and social issues to contribute to various programmes. There should be a lot of networking and collaborations between the various NGOs working in the area on various issues for their input on issues regarding development. There should also be more collaboration with other radio stations that have similar interests for advice and exchange in programmes that will be appropriate for the people in Shinyanga.

Future – The future of the radio station looks promising if technical staff who are prepared to stay and work for the station are recruited. There is also the need to secure better equipment especially a larger transmitter and also trying to go digital. Things will then be in place.

In the case of the community televisions, the station itself should be cheap to build, but the problem of keeping it running can be foreseen. The impact will certainly be greater than that of the radio if properly managed as one can see things in picture. It however cannot have a wider impact as the radio.

Case 6: VIDEO FOR EMPOWERMENT: EXPERIENCES FROM HASHI AND WATER AID

Summary Information

Attribute	Notes
Budget for project	About TSH 15 million a year ($15,000)
Donor	NORAD
Beneficiaries	Rural communities of Shinyanga, district leaders and politicians
Staff/Volunteers	Five, plus a driver. All five staff members are cameramen, editors and producers.
Active users	About 3,000 people are reached in a single video show. There are about 3- 6 video shows in a month.
Income generated	None (mainly service provision)
Community involvement	People in the communities were involved in every recording process and in discussions. They were also involved in the editing of the films to ensure that what is left is exactly what they want it to be.
Survey results	None
Local content generation	Through community involvement
References	Search the Internet for **Participatory Video** or **Charles Ng'atigwa.**
Lessons learned	The video has been used to empower rural people to know that they are also capable of solving their own problems, has created a sense of ownership of the programmes among rural people and has made them proud of what they can achieve. The video has helped in mediating conflicts among rural people and has helped to clarify policy issues on development.

Background:

The Ministry of Forestry in 1993 had vigorous extension programmes to educate the people in the conservation of the environment through tree planting in the Shinyanga Region of Tanzania. There was however that aspect of the extension programmes that lacked the effective use of media to educate the people. Films used were different from the environment extension staff were working in and were not regularly shown to community members. Some of them were shown at night, which was a bit disadvantageous to women because of their heavy workloads.

NAFRAC, then HASHI decided to do a community video programme, together with theatre to complement each other. Theatre was used mainly in problem identification and the video to show how it can be solved.

The video was chosen in problem solution because it shows realities and people get encouraged by the fact that other people have done it so they could also do it. NGOs such as World Vision and NAFRAC collaborated and produced videos from the rural communities where they were operating, and showed it to neighboring villages. Content was usually on tree planting, especially skills needed in tree planting, HIV/AIDS, and general conservation of the environment.

Benefits:

The Shinyanga Region benefited tremendously from the video especially in the area of dry season fodder banks (Ngitili). Many people became very interested in the idea as they watched the videos and saw what other people were doing elsewhere. The youth who are most of the time responsible for grazing cattle fought with community leaders to have Ngitili.

The video was also useful in the area of governance. During meetings, certain promises were made by village leaders to see to the implementation of certain development projects. Later on when the video is showed, people remember the promises made but which have not been fulfilled and demand for their fulfillment. Those who could not fulfill the promises were removed from government of the communities.

Water Aid Video

Summary

Attribute	Notes
Budget for project	About TSH 30 million ($30,000) a year for two years (it is a project built within Water Aid)
Donor	Water aid is a world wide NGO funded by a number of organisations
Beneficiaries	Rural communities in Tanzania, village leaders, district leaders and politicians at national level (policy makers)
Staff/Volunteers	One person (the project sources people from time to time if need arises).
After donor funding stops	**No plans**
Active users	About 30,000 people have been reached.
Income generated	None
Community involvement	**People in the communities were involved in every recording process and in discussions. They were also involved in the editing of the films to ensure that what is left is exactly what they want it to be.**
Survey results	The evidence from a field visit of the review team to Mpwapwa revealed that empowerment of community members had certainly taken place
Local content generation	**Through community involvement and participation.**
References	Search the Internet for Participatory Video or Charles Ng'atigwa.
Lessons learned	From the use of the video, the project learnt that villagers were not given the chance to contribute to the design and implementation of the water projects. It also came out clearly that they do not know about the existence of certain laws, which were in their favour. The video has been used to create awareness as to how to go about development activities within rural communities; it has empowered rural people to know and demand for their rights. At the policy level, the video has been used to change policies regarding water projects and has helped people at policy level to know about their mistakes regarding the formulation of development policies. It has also helped village leaders to be more transparent and hardworking.

It was realised that most water projects in the country could not be sustained after implementation. Water Aid wanted to use the video to find out why this is so. The video was then produced and used to create awareness and to influence policy.

The video was used to gather information from communities and played back to people affected by certain issues raised in the discussions such as maybe the District

Water Engineer. After he views the video, he also makes his comments and this is taken back to the communities for clarification. So the video went to and fro and at times gets as far as the regional and even national level.

The process above helped to reveal that community members were are not given the chance to contribute to the development process, and also they are not aware of several laws pertaining to development issues in the country and their rights as citizens of the country. The video therefore was used to create awareness as to how to go about things regarding the provision of water to rural communities. Villagers also had the opportunity to talk to the District Councils. Operational problems that concerned central government were identified and from the videos and the their attention drawn to these problems. These processes have helped to identify problems in the provision of water to rural areas and are being addressed at policy level as policies are being reviewed for sustainability of water projects..

What made it work?

People in the communities were involved in every recording process and in discussions. They were also involved in the editing of the films to ensure that what is left is exactly what they want it to be. The narrator is always somebody who works in the community as a development worker. The interactive nature of the process, together with the fact that the video leaves a vivid impression on the minds of people brought about a lot of success.

Community Television – Prospects

The television would have a great impact on communities and those of them who already have experiences with the video will be very happy to welcome it. It can be simply set up, maybe using solar or batteries, but for it to qualify as a community television, programmes must be produced in the community by the community. It should be community based managed and run by CBOs and other NGOs.

References:

Gilbert J. (2001). A regional initiative for informatics strategies. Workshop for sectoral planning for information technology. Johannesburg, South Africa.

COSTECH/WB (2004). ICT infrastructure and e-Readiness assessments for Tanzania: Mid-Term Report. Commission for Science and Technology/World Bank, Dar es Salaam, Tanzania.

ESRF (2002). Tanzania Country Development Gateway: e-Readiness and e-Needs assessments: Draft report. Economic Social Research Foundation/infoDev-World Bank, Dar es Salaam, Tanzania.

Olaf Nielinger (2003). Rural ICT Utilization in Tanzania. <http://www.swopnet.or.tz/resources.html > Accessed 8 February 2005.

Independent Television (ITV). <http://www.itv.co.tz> Accessed 26 January 2005.

Radio Free Africa (RFA). <http://www.radiofreeafrica.co.tz>

TCRA (2005). Tanzania Communications Regulatory Authority: Licensing Framework. <http://www.tcra.go.tz/Licensing/CONSULTATIVE%20DOCUMENT%20CONVERGED%20LICENSING%20FRAMEWORK.pdf> Accessed 4 February 2005.

Mwanza Municipal Council. <http://www.mwanzacommunity.org> Accessed 9 February 2005.