THE RANET ZAMBIA PROJECT

FOR THE ESTABLISHMENT OF RURAL

COMMUNITY RADIO STATIONS
FOR
DISSEMINATION AND COMMUNICATION OF ENVIRONMENTAL AND DEVELOPMENTAL INFORMATION

Who are we?

The RANET program began in Africa in 1998/9, following the experience of Seasonal Outlook Forums. It was recognized that benefits from advances in science and applications could only be realized if populations outside central cities could be reached.

- Africa: 1998/99/00 -> present

- Pacific: 2003 -> present

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THE AIM OF THE PROJECT

The overall project goal is to respond to the challenge of exchanging vital information with the rural communities of Zambia by introducing new information technologies through the use of the WorldSpace Foundation's Digital Satellite Radio Broadcasts, and solar/windup radios.

WHAT IS RANET?

The word RANET is an acronym from the
words Radio and Internet

PROJECT OBJECTIVES

The overall objective is to enhance the living standards of rural communities by way of increasing their access to vital information on agriculture, education, health, environment, weather, natural calamities and other vital developmental information needed in order to improve their well-being and widen their food security base.

WHY COMMUNITY RADIO?

The greatest limitations to the use of information are: inaccessibility, timeliness, poor reliability and language of communication. Currently there facilities in Zambia for the dissemination of information to the people, however, these facilities are only accessible within the urban and peri-urban areas and not in remote rural areas.

TARGET GROUPS

The RANET broadcasting project is intended to reach rural communities in isolated areas.

It is these areas that are poor and have less/no access to information. In these Areas Communities are required to involve Women and the youth in the project.

WHY RANET COMMUNITY RADIO?

RANET and its partners possess a unique ability in content production, dissemination as well as having a local presence and the use of the local language.

IMPLEMENTATION STRATEGY

- The Implementation Team

The inaugural workshop of September 2000 put in place the Implementation Team to spearhead the implementation Of the project.

THE IMPLEMENTATION TEAM

Composition:

NAIS, PAM , DUNAVANT, EBS, AFRICARE, ZMD, CDSW, PANOS, ZMCOM, WVI, NMF, PALESA, CHAZ,WFP

PROJECT ACTIVITIES

a) Sensitise Communities, form Management Teams for stations, Registeration under the Societies Act & Business Names Act

b) Facilitate acquisition and installation of equipment

c) Facilitate training for the Management Teams and Staff

d) Provide:

1) timely agricultural and marketing information.
2) Timely weather and climate information to rural communities.
3) Timely warnings about impending natural disasters.
4) Forum for discussion of local issues so   that it would lead to the solution of problems

5) **Monitoring and providing impact assessment on various natural disasters.**

6) **Encouraging creativity as a way of promoting self-reliance and development.**

7) **Support for the health and education of the communities.**

RANET also works to build upon and augment existing networks and means of communication.
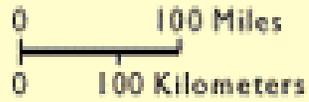
3) At the top of nearly every hour the uplink station sends the uploaded information to the satellite for broadcast over all of Africa.

West Beam

East / Middle East Beam

South Beam

**2)** The compiled information is then sent via the internet to a satellite uplink station located in South Africa. Some of this information is automatically updated while other requires manual uploading.

4) The broadcast is then received by digital radios that are hooked into computers.

5) The broadcast can be used by meteorological services, extension agencies, or even local communities who might use the content to improve their own products or to translate information into the local language and according to local interest.

1) Global, regional, national, and local information is gathered from various producers and then blended into single presentation that is compatible with satellite broadcast.

6) Technologies, such as the VITA PGS allow rural communities and extension agencies to send information requests, provide feedback, and receive technical support.
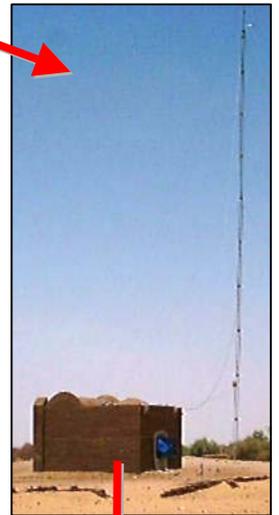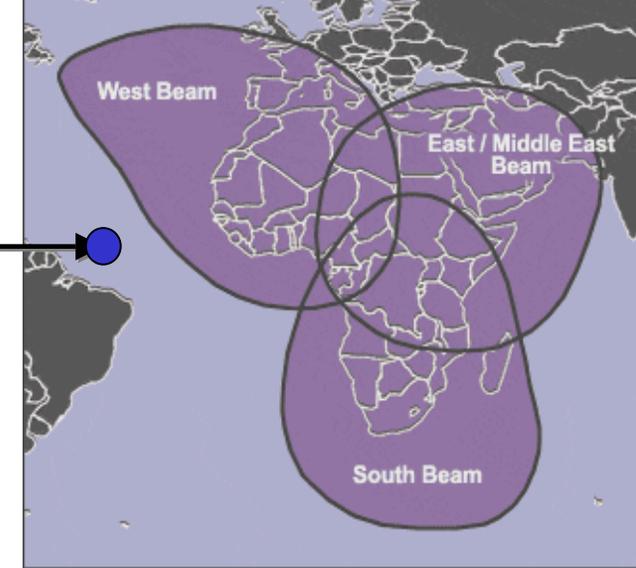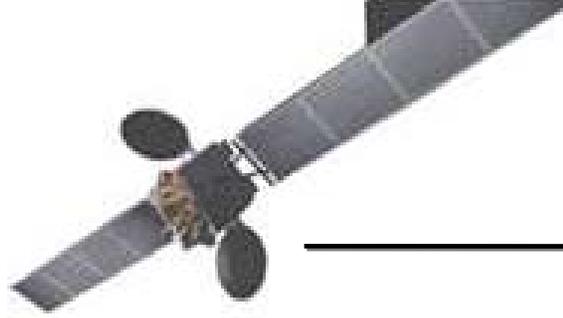
Core philosophies?

Ensuring sustainability and maintenance of systems is a priority of all RANET activities, therefore we encourage local ownership and use of communication systems for multiple purposes such as education, health campaigns, community discussions, etc.

IMPACT ASSESSMENT

However, funds available, during this phase a baseline survey will be conducted in all 7 broadcasting areas. In subsequent years this survey will be repeated to measure the impact of the project initiative.

Among the impact areas that will be measured include:

IMPACT ASSESSMENT (CONTINUED)

- Percent of people (differentiated by gender and age groups) within broadcast area aware of stations existence.

- Number of hours per week various target groups listen to radio broadcasts.

- Health information knowledge extended and practices changed due to broadcasts.

- Agricultural information knowledge extended and practices changed due to broadcasts.

IMPACT ASSESSMENT (CONTINUED)

- Climate information knowledge extended and behaviour changed due to broadcasts.
- Percent of programming time devoted for development issues and targeted by gender and age group.

Web Sites & Contact Information

- **RANET**

  info@ranetproject.net

  http://www.ranetproject.net

  http:/www.meteo-zambia.net

  THANK YOU!