

Data Sheet

USAID Mission:	Mali
Program Title:	Communications for Development
Pillar:	Economic Growth, Agriculture and Trade
Strategic Objective:	688-010
Status:	Continuing
Planned FY 2005 Obligation:	\$417,000 CSH; \$389,000 DA
Prior Year Unobligated:	\$0
Proposed FY 2006 Obligation:	\$150,000 CSH; \$420,000 DA
Year of Initial Obligation:	2002
Estimated Year of Final Obligation:	2007

Summary: Mali is one of the world's most information-deprived countries, with virtually no libraries, a largely illiterate population, and only a nascent information technology infrastructure. Yet, access to information is critical to Mali's development. This special objective is designed to make it easier for Malians to get access to information. The program will use every communication method available from windup radios to WorldSpace satellites to get Malians the information they need to improve the quality of their lives. The program improved the quality of information available on development-related topics; promotes alliances and partnerships between Malian institutions and international information technology firms; and reduces regulatory and policy constraints on information access. Cross-cutting by design, the program reinforces the impact of USAID's activities in health, education, agriculture, the environment and democracy.

Inputs, Outputs, Activities:

FY 2005 Program: Expand and Improve Access to Economic and Social Infrastructure (\$250,000 DA, \$200,000 CSH). Malians need information on a wide range of topics to make informed decisions and to lead healthier and more productive lives. To provide this information, USAID is using Mali's network of 146 private and eight public radio stations (the largest number of any African nation) to produce and broadcast over 250 radio programs, and to train at least 100 radio producers in the design and production of radio messages. In addition, USAID support will enable the creation and exchange of development information through 13 pilot Community Learning and Information Centers (CLICs), which will offer access to the Internet, email, CD-ROMs, video programming and general computer use to potentially over 450,000 Malians in local communities. USAID will also provide support to the Ministry of Communications and the newly-created Telecommunications Regulatory Agency for establishing policies on the use of information technologies. Principal grantees: Academy for Educational Development, Helen Keller International, and the Geekcorps Division of the International Executive Service Corps (primes).

Reduce Trafficking in Persons; Reduce transmission and impact of HIV/AIDS (\$75,000 DA, \$217,000 CSH). Malian children are being exploited to work as forced laborers in neighboring countries, usually in extremely harsh and unhealthy conditions. To address this problem, USAID has launched an activity that produces an informative and often humorous soap opera to help reduce child trafficking and HIV infection rates through messages transmitted in a weekly radio program. The weekly program is devoted to child trafficking and child welfare issues such as nutrition, immunization, malaria prevention, reproductive health and family planning, and HIV/AIDS. It will be broadcast over 94 private and public FM radio stations in local languages, and reach a potential audience of about 9.6 million Malians (as well as several million people in Burkina Faso and Côte d'Ivoire as well). This activity will reduce trafficking between Mali and neighboring Côte d'Ivoire and will increase awareness and knowledge of children's health and welfare issues. Principal grantee: Population Media Center (prime).

Support Peace Processes (\$64,000 DA). Radio is the single best instrument for reaching people in the remote, increasing fundamentalist and often conflict-laden northern parts of Mali. Ten FM community radio stations and one AM station will be established which will make information available to an estimated 1.4 million people in Mali's northern regions. The AM radio station will also cover several hundred thousand people in Mauritania and Niger since AM radio signals propagate over large areas.

USAID will provide training for radio staff in how to use radio for conflict early warning, prevention and mitigation in northern Mali. Principal grantee: Africare (prime).

FY 2006 Program: Expand and Improve Access to Economic and Social Infrastructure (\$420,000 DA). The activities planned for FY 2006 are cross-cutting in nature and will have a positive impact on the Mali program. USAID intends to continue developing informational content and materials, and will use other emerging information and communications technologies to reinforce linkages among radio stations. Radio messages on health, education, democratic governance, the environment and economic growth issues will be broadcast, and their impact will be measured through surveys. USAID plans to connect selected radio stations to the Internet and to develop additional programming on women's issues. Same implementers as FY 2005.

Reduce Trafficking in Persons; Reduce transmission and impact of HIV/AIDS (\$150,000 CSH). USAID plans for the radio soap opera to continue to address child trafficking and child welfare issues. Same implementer as FY 2005.

Performance and Results: The main elements of the Communications for Development program are in place: the 13 CLICs have been built, are operational and are now focused on providing cutting-edge information technologies to its users. Efforts to make the CLICs self-sustaining are underway. USAID's partners provide content and multimedia materials that will enhance the CLICs' usefulness and offer a wide range of information packages. The introduction of wireless technologies continues to progress. New technologies have been field tested, and linkages between the Internet, radio stations, CLICs and other partners have been set up at several locations. These linkages extend the information available on the web, to rural populations including at least ten radio stations and up to 40 community telecenters, to those who would not otherwise have been physically, technologically or economically able to get access to this information. Eleven Malian primary, secondary and technical schools have received 220 refurbished computers and training in their use. Students and teachers are using this equipment as part of their educational curriculum.

USAID anticipates that over 1,000 radio programs will be broadcast on topics concerning health, child trafficking, education, democratic governance, microfinance and trade opportunities, sound environmental practices, and women's issues, among a host of other topics. At least 400 radio producers will be trained in the production of radio programs on development-related topics. At least 20% of Mali's private radio stations will have access to the Internet. A minimum of 60 CLICs (13 funded by USAID) will provide a wealth of information to over 750,000 people and will generate sufficient revenue to cover all of their operating costs. Over 800 people throughout Mali's eight regions will be trained in how to use the Internet and Internet access points will be available in most Malian cities and towns with a population of over 5,000 people. Mali's telecommunications policy environment will be favorable to private-sector investments, which will allow full and open access to information to continue in a regulated but non-restrictive manner.

US Financing in Thousands of Dollars

Mali

	CSH	DA
688-010 Communications for Development		
Through September 30, 2003		
Obligations	50	2,100
Expenditures	0	0
Unliquidated	50	2,100
Fiscal Year 2004		
Obligations	350	2,375
Expenditures	107	1,493
Through September 30, 2004		
Obligations	400	4,475
Expenditures	107	1,493
Unliquidated	293	2,982
Prior Year Unobligated Funds		
Obligations	0	0
Planned Fiscal Year 2005 NOA		
Obligations	417	389
Total Planned Fiscal Year 2005		
Obligations	417	389
Proposed Fiscal Year 2006 NOA		
Obligations	150	420
Future Obligations	0	130
Est. Total Cost	967	5,414