

Data Sheet

USAID Mission:	Mali
Program Title:	Communications for Development
Pillar:	Economic Growth, Agriculture and Trade
Strategic Objective:	688-010
Proposed FY 2004 Obligation:	\$350,000 CSH; \$1,050,000 DA
Prior Year Unobligated:	\$0
Proposed FY 2005 Obligation:	\$400,000 CSH; \$500,000 DA
Year of Initial Obligation:	FY 2002
Year of Final Obligation:	FY 2007

Summary: This special objective is designed to make it easier for Malians to get access to information that will enable them to improve the quality of their lives. The program will be accomplished by improving the quality of information available on development-related topics; by promoting alliances and partnerships between Malian institutions and information technology firms; and by reducing regulatory and policy constraints on information access. It is a follow-on to the Information and Communications Special Objective. While the former program focused on the technologies, the new one will take advantage of these technologies by emphasizing the development of content that will directly benefit students, teachers, entrepreneurs, farmers, families, health workers and government employees (especially those outside of the capital city). The new program will also provide community radio stations with Internet access, thereby making information from the worldwide web available to the vast listening audience in Mali.

Inputs, Outputs, Activities:

FY 2004 Program:

Enhance the quality and quantity of development information (\$800,000 DA, \$350,000 CSH). To take full advantage of Mali's progress in the development of its community radio network (which now includes 148 private FM radio stations, the largest number of any African nation), USAID will fund over 250 radio programs on a wide range of development-related topics, and will 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 using other media, including the Internet and other communications technologies, and through 13 pilot Community Learning and Information Centers, which will offer access to the Internet, email, CD-ROMs, video programming and general computer use to over 450,000 Malians in local communities. USAID funding will help to broker partnerships between information technology organizations and corporations in the developed world and Mali by identifying and facilitating appropriate in-kind donations. Principal grantees: Academy for Educational Development, Helen Keller International, and Geekcorps Division of the International Executive Service Corps.

Improve the well-being of children (\$150,000 DA). This activity will produce and broadcast a weekly 30-minute radio program in local languages (in the form of a soap opera) devoted to child trafficking and child welfare issues such as nutrition, immunization, malaria prevention, family planning, HIV/AIDS and other related topics. It is anticipated that this activity, which will reach over 8 million Malians, will result in a reduction of child trafficking between Mali and neighboring Côte d'Ivoire, and will result in an overall increased awareness and knowledge of children's health and welfare issues. Principal grantee: Population Media Center.

Support telecommunications regulatory and policy reform (\$100,000 DA). This activity will provide technical guidance and training to the newly-created Telecommunications Regulatory Authority of Mali. Mali has recently experienced an exponential increase in the use of telecommunications technology. While impressive, this proliferation of technology has not always been accompanied by appropriate policy and regulatory measures that ensure proper utilization of the technologies and make effective use of the

frequency spectrum. To respond to the growing need to address these and other concerns, USAID will provide technical advice and training to this recently created policy and regulatory authority in order to enable it to accomplish its mandate. Implementer to be determined.

FY 2005 Program:

Enhance the quality and quantity of development information (\$400,000 DA, \$400,000 CSH). USAID intends to use funding to continue developing information content and materials, and reinforcing linkages between radio stations and the Internet. Radio messages on health, education, democratic governance, 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, allowing them to include information taken from the worldwide web in their programs (and thus providing access to this information for people who would not otherwise have access). USAID intends to develop more programming on women's issues. Same implementers as FY 2004.

Improve the well-being of children (\$100,000 DA). USAID plans for the radio soap opera to continue to address child trafficking and child welfare issues, but to be adjusted based on listener reactions, and to include interactive segments and audience participation. With additional funding from USAID's West Africa Regional Program, the activity may be expanded to include Ghana, Togo, Benin, Sierra Leone and Liberia. Same implementer as FY 2004.

Performance and Results: A successful "bridging" activity (funded under the previous Special Objective) was an HIV/AIDS radio campaign, targeting high-risk groups and including 60 radio stations. Another bridging activity in the radio sector was made possible via a small grant to the association of private radio stations in Mali that jumpstarted training of radio staff in the production of radio messages on a wide range of development topics. The sites and partner organizations for 13 Community Learning and Information Centers have been identified with construction underway at six locations. Fruitful inter-agency collaboration between USAID and the Peace Corps resulted in volunteers working on USAID-financed information technology activities (Community Learning and Information Centers, the University of Bamako Internet project, and the regional Cisco Academy).

By 2007, over 1,000 radio programs and campaigns will have been broadcast, on topics concerning health, child trafficking, education, democratic governance, microfinance and trade opportunities, sound environmental practices, women's issues, and 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 20 Community Learning and Information Centers (13 funded by USAID, 7 others funded by the Dutch and Swiss) will be providing a wealth of information to over 750,000 people, and will be generating sufficient revenue to cover all of their operating and administrative costs. Over 800 people throughout Mali's eight regions will have been 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 and consumer friendly, allowing full and open access to information to continue in a regulated but non-restrictive manner. This will allow new radio stations and Internet service providers to proliferate without governmental constraints.

US Financing in Thousands of Dollars

Mali

	CSH	DA
688-010 Communications for Development		
Through September 30, 2002		
Obligations	0	850
Expenditures	0	0
Unliquidated	0	850
Fiscal Year 2003		
Obligations	50	1,250
Expenditures	0	0
Through September 30, 2003		
Obligations	50	2,100
Expenditures	0	0
Unliquidated	50	2,100
Prior Year Unobligated Funds		
Obligations	0	0
Planned Fiscal Year 2004 NOA		
Obligations	350	1,050
Total Planned Fiscal Year 2004		
Obligations	350	1,050
Proposed Fiscal Year 2005 NOA		
Obligations	400	500
Future Obligations	250	900
Est. Total Cost	1,050	4,550