



## **INCREASING RADIO BROADCASTING COVERAGE**

### **1.0 INTRODUCTION**

The Malawi Government through the National ICT Policy of 2013 has a deliberate policy whose objective is to ensure that all its citizens' access communication (broadcasting, postal and telecommunications) services, which are a catalyst for socio economic development. The ICT Policy aims at developing the ICT sector, promoting the development, use of communication services in all sectors and enhancing universal access to communication services as well as addressing the rural –urban digital divide. In addition, through the Malawi Growth and Development Strategy (MGDS III), Government recognizes that access to ICT services is key to national development and focuses on ICT infrastructure development.

The government of Malawi places greater importance on the provision of, and access of broadcasting services, typically requiring broadcasting operators to provide a universal service, reaching every citizen in the country.

Considering that broadcasting services are also crucial for communications as they facilitate access to information, the cost of delivery of broadcasting services in the rural and remote areas is often much greater than in the urban areas. In order to allow the Malawian population to access

information at the time they want in a manner they want, there is need to ensure that this service is available.

This project will implement broadcasting projects whereby USF will subsidize improvement of radio signal and TV coverage for broadcasting services in underserved areas. This project concept is in line with MACRA Strategic Plan which aims at increasing broadcasting coverage from the current 85% to 85 % in 2021.

The project cost is approximately MK 58,844,179.

## **2.0 PROBLEM STATEMENT AND JUSTIFICATION**

Rural areas pose a challenge for the private sector-investment as operators contend that there is no business case to deploy and sustain broadcasting service to some rural areas due to their social and economic characteristics as well as bad terrain. The broadcasters fail to provide services in such areas and repeating a signal becomes costly too. It becomes impossible and sometimes difficult to access broadcasting services in such areas so that people living in these areas are disadvantaged.

## **3.0 PROJECT OBJECTIVES**

### **a. Main objective**

The main objective of this project is to increase reach and coverage of radio stations to the rural and underserved areas.

### **b. Specific Objectives**

Specific objective or this project are as follows:

- (i) To install transmitting tower in the rural and underserved areas.
- (ii) To install transmitting stations in the rural and underserved areas.
- (iii) To increase access of broadcasting service by the population in the underserved areas

#### **4.0 PROJECT SCOPE**

The project will be implemented in the rural and remote areas, which do not access radio broadcasting services. It will facilitate the installation of radio transmitters in areas that do not have services and are not economically viable.

#### **5.0 PROJECT ACTIVITIES**

The project activities are as follows:

- Stakeholder meetings
- Needs assessment (Conduct technical site surveys in all proposed areas)
- Procurement procedures (Towers construction tenders)
- Contract award and implementation
- M & E

#### **6.0 FUNDING MODEL**

The project will be funded through the universal service fund.

## 7.0 STAKEHOLDER ENGAGEMENT

For effective implementation, the project will work with different relevant stakeholders in implementing the initiative. MACRA will be required to share the project framework and get consensus on project implementation model. This project will engage key stakeholders' in the implementation of the from the onset.

No	INSTITUTION	RESPONSIBILITIES
1	Ministry responsible for ICT	Policy direction
2	Ministry of Local Governments	Identification of schools Identification of training needs Coordination of similar projects
3	Ministry of Energy and Mining	Identification of energy sources
4	MACRA- Universal Service Department	Site surveys and needs assessment Financial and Technical support Coordination of activities Monitoring and evaluation
6	Telecom operators and broadcasters	Connectivity.

## 8.0 IMPLEMENTATION PLAN

The project activities are as follows:

OBJECTIVE	IMPLEMENTATION ACTIVITIES	PROCESS DELIVERABLE	KEY PERFORMANCE INDICATORS	TIMEFRAME
To install transmitting towers in the rural and underserved areas.	<ul style="list-style-type: none"> <li>• Consultation meetings broadcasters</li> <li>• Procurement process; Pre-bid meeting, Advertisement, Bid opening &amp; Evaluation</li> <li>• Identify broadcaster</li> </ul>	<ul style="list-style-type: none"> <li>• 3 sites identified</li> <li>• Specs for radio transmitting station developed</li> <li>• Broadcaster identified –</li> </ul>	3 transmitting towers and 3 transmitters installed	Aug to Oct 2020
To raise awareness of the project in the communities where the projects are located	<ul style="list-style-type: none"> <li>• Consultation meetings</li> <li>• Develop awareness materials and programs</li> <li>• Implement awareness meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation meetings held</li> <li>• Awareness materials and programs developed</li> <li>• Awareness meetings and programs implemented</li> </ul>	<ul style="list-style-type: none"> <li>• Number of sensitization meetings held</li> <li>• Number of materials and programs developed</li> </ul>	Oct to Dec 2020
Monitoring and evaluation	<ul style="list-style-type: none"> <li>• Site visits</li> <li>• Stakeholder meetings</li> <li>• Report writing</li> </ul>	M&E reports	Annual Report	July 2020 to June 2021

## 9.0 INDICATORS

No	Objective	Indicators	Output/Target
1	To increase reach of broadcasting signal to the underserved areas.	Number of transmitting towers and transmitters installed	3 transmitting towers and 3 transmitters installed