



TV

UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

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Programme No.1018
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ITU BACKS ICTs TO AID DEVELOPMENT

VIDEO

CHILDREN'S WARD, JIPMER
HOSPITAL, PONDICHERRY

ADHISIVAN ON-CAMERA

KNOWLEDGE CENTRE,
KALITHEERTHALKUPPAM
VILLAGE – DOCTORS' SNAKE-
BITE OUTREACH PROGRAMME

AUDIO

NARRATION

Eleven year old Pandian has just spent 3 days in intensive care after being bitten by a snake. He's one of the lucky ones. He survived. Fifty thousand people die from snake bites in India each year. (15)

ADHISIVAN: (In English)

"The farmers, the villagers need to know more about snake-bite envenomation, the appropriate first-aid, and the preventative measures so that they can safeguard themselves against this emergency." (12)

NARRATION

Getting this information to people in rural India has been a problem - until recently. With the help of information and communication technologies, villagers can now view a CD Rom with simple instructions on how to protect themselves. Using a network of local village

knowledge centers throughout Tamil Nadu,

NARRATION

doctors from Jipmer Hospital in Pondicherry visit villages and explain how to use the information in order to save lives.

(28)

KASIRAJAN WORKING IN
CASHEW ORCHARD

Kasirajan, a cashew farmer, learnt the simple techniques of always wearing strong, protective boots and driving out snakes from vegetation before starting work.

(13)

This is just one example of how information and communication technologies can play a part in protecting the world's most deprived.

(12)

EXTERIOR INTERNATIONAL
TELECOMMUNICATION UNION
BUILDING, GENEVA

The International Telecommunication Union, a specialized agency of the United Nations, aims to connect the unconnected, by bringing ICTs to even the most remote regions. (16)

FRANCINE LAMBERT, HEAD OF
CORPORATE COMMUNICATION,
ITU, ON-CAMERA

LAMBERT: (In English)

“We at ITU are convinced that providing access to information and communication technologies helps people master their destinies by improving their incomes and their well-being. This is why we help countries set up ICT infrastructures and develop reliable and secure applications for agriculture, e-commerce or e-learning.” (21)

KOONICHEMPET VILLAGE,
DANAPARVATHY TENDS HER
COW

NARRATION

In Koonichempet, a dalit village, Danaparvathy's cow is pregnant. With the single cow being her sole source of income, she is concerned about its care. (10)

DANAPARVATHY USES
COMPUTER TOUCH-SCREEN

At the village knowledge centre, she is able to find out how best to look after it, using a simple computer touch-screen. (9)

DANAPARVATHY ON-CAMERA

DANAPARVATHY: (In Tamil)

"All the necessary information is there. We can find whatever we need to know. Now we can tell others how to look after their pregnant cows – you should keep them at home, nice and quiet and give them good food."

(16)

VILLAGERS IN KOONICHEMPET
VILLAGE

NARRATION

The dalits are the most disadvantaged in Indian society. But access to ICTs is helping to redress the imbalance by empowering them to realize their full potential. (13)

FISHERMEN LAUNCH BOAT,
VEERAMPATTINAM BEACH

NARRATION

Prakashkumar is going fishing, confident that he will NOT capsize in an unexpected storm or encounter abnormally rough seas, and that he will find the fish shoals and bring back a good

catch. Wishful thinking? No, information technology. (18)

PRAKASHKUMAR AND OTHER
FISHERMEN LOOK AT
COMPUTER

Every day, Prakashkumar and other fishermen in Tamil Nadu visit their knowledge centers and access online weather forecasts, wave height and location of fish. (13)

PRAKASHKUMAR ON-CAMERA

PRAKASHKUMAR: (In Tamil)

“We go to see the height of the waves, the wind – we see whether rain is coming. After that, we decide whether we will go fishing. If the weather is rough, we don’t go.” (13)

FISHERMEN ON BEACH

NARRATION

Through improved access to information, both lives and livelihoods are saved. By helping the world’s poorest access these technologies, the goal is to bridge the digital divide and enable everyone, everywhere, to achieve their development goals. (17)

UN LOGO

This report was prepared by Gill Fickling for the United Nations.

