



TV UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

Week of 12 January 2004

Programme no. 887

Length: 3'33"

HONDURAN ENTREPRENEURS LOG ON TO DEVELOPMENT

VIDEO

VILLAGE (13.5")

AUDIO

NARRATION

The little village of Las Trojas is just 20 minutes drive up the hill from Tegucigalpa, the capital of Honduras. But it's a world away from modern communications technology.

ABELLINO TALKS TO BUS
DRIVER (18")

Until now, communication was in person, through the bus driver who delivered messages on his daily trips to and from the city. Villagers like farmer Abelino Araujo told him what flowers he had for sale and the message came back from the vendor with the delivery instructions...and the price.

FAMILY SEWING BAGS (20")

Now, for the first time, this tiny farming community can reach beyond its borders electronically. The first telephone has arrived. This family can now talk directly with their supplier for the leather they need to make their products and arrange delivery, all at the community telecenter, now opened in the village.

WOMAN ON PHONE (12")

NARRATION

For 18 year-old Hilda Ponce, it's an opportunity to make her very first telephone call with a little help from Roberto Bastidas-Buch, head of the International Telecommunication Union project in Honduras.

ROBERTT BASTIDAS-BUCH
ON-CAMERA (12")

BUCH : (in Spanish)

"In this project we chose communities that had never had access to telephones and many of these communities never had electricity before."

ABELLINO AND WIFE PACK
FLOWERS (16.5")

NARRATION

Thanks to the new technology, small communities like Las Trojas can benefit from easier communication with the outside world. With many close ties to the United States, for Abelino and his wife, as well as for the other families in the village, the telephone opens a world of possibilities.

ABELLINO ARAUJO ON-CAMERA
(11")

ARAUJO: (in Spanish)

"We are going to be able to communicate from Tegucigalpa to here and from the United States also to here, whether you have family there or a friend."

PEOPLE WALKING ON
STREET/TELECENTER (22")

NARRATION

Perhaps this is the future for Las Trojas: the nearby agricultural and handcraft centre of Valle de Angeles. Residents here use the community telecenter not just to make phone calls but also for

internet access. Training on how to use the internet is part of the local school's curriculum.

NARRATION

FARMER AT TELECENTER (13")

Farmer Humberto Salgado has discovered the importance of the internet to his livelihood. His crops have been damaged by caterpillars and his research on the internet has helped him learn how to tackle the problem.

SALGADO: (in Spanish)

HUMBERTO SALGADON ON-CAMERA (9")

"On the Internet, I found the solution because there I found the name of the pests that killed my produce."

NARRATION

DORA'S BEAUTY SALON (15")

For hair stylist Dora Martinez, the internet has opened up a galaxy of new styles to offer to her clients. Entrepreneurs like Dora are even developing the town's own web page to help craftsmen market their products.

MARTINEZ: (in Spanish)

DORA MARTINEZ ON-CAMERA (12.5")

"When someone comes for an appointment for a special cut and I want to do something modern, I go to the internet and download the design and then do it myself."

NARRATION

VILLAGE LIFE AND TELECENTER
(17.5")

With help from the UN ITU and other partners, this pilot project in Honduras is going to be expanded to the whole of Central America. It shows how the digital divide can be bridged bringing potential economic rewards to once isolated communities.

U.N. LOGO (20")

This report was prepared by Richard Sydenham for the United Nations.