

**Minch**

# Ethiopia - Our challenges

- Approximately 15 million citizens, which is 17.6% of persons with disability in Ethiopia
- Majority live in rural areas, seldom speak English
- 80+ different languages
- “95% of PWD live in poverty and are dependent on family” – Misganaw Admasu (Ministry of Foreign Affairs)
- Diverse & unique needs across geographies, disabilities, languages and life situations



# Ethiopia - Our challenges

- Over 50% of PWDs are under 25 years of age
- Unemployment among youth and adults with disabilities is high, estimated at over 80%
- Unemployment higher among PWDs due to:
  - Lack of job-seeking skills by PWDs
  - Lack of awareness among employers of the abilities of PWDs
  - Lack of recruitment support for both PWDs and companies



# Top 5 languages spoken in Ethiopia

- Amharic
- Oromifa
- Somaligna
- Tigrigna
- Sidamegna



# Solution: Minch

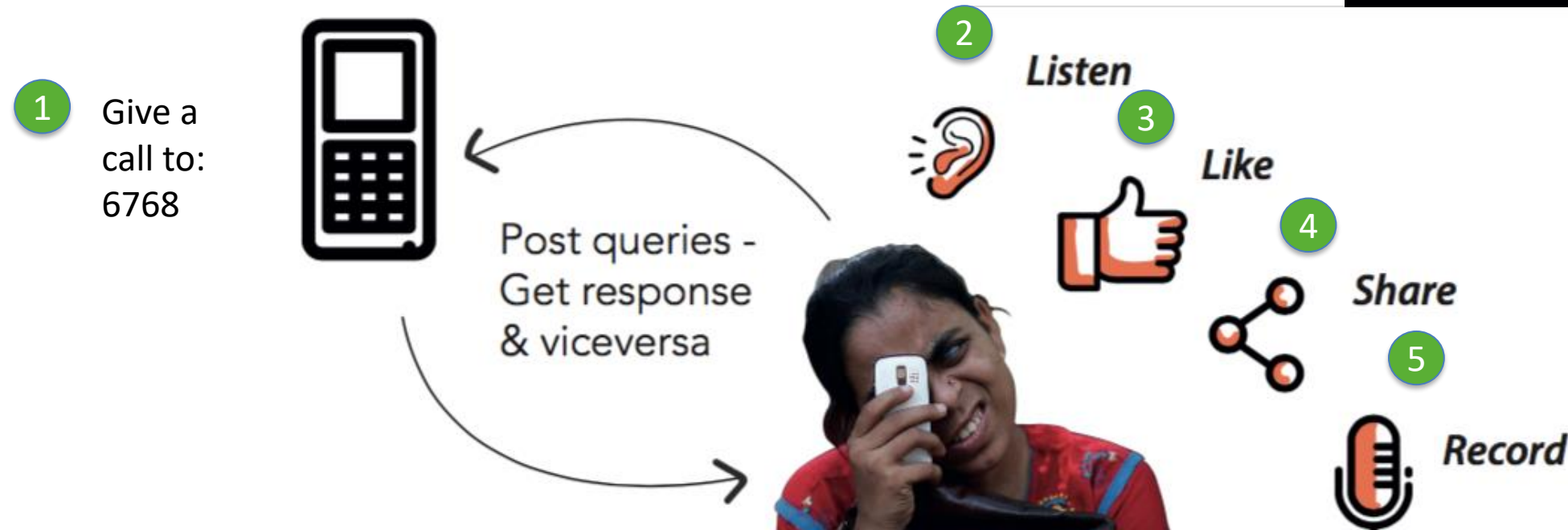
A community driven technology platform that:

1. Mobile phone based moderated social network where you can create, find, share content
2. Uses voice as the medium
3. Does not require smartphone or internet
4. Free for the user
5. Guides the user step by step with interactive voice response

Listen, like, share and record audio clips about :

1. Employment & self-employment Opportunities
  2. Education
  3. Training
  4. Rehabilitation
  5. Role model stories
  6. Mobility
  7. Government and NGO schemes
- Solutions and more

**Content in Regional Language**



# Minch - Disability Information and Collaboration Platform

To replicate the Enable Vaani model as a voice-based social media platform for **information dissemination**, covering key focus areas such as:

- **Inclusive Health** - SRH, eye-tests, medical rehabilitation, etc
- **Inclusive Education** - Primary & Secondary, Higher Education, etc
- **Inclusive Vocational Training & Livelihoods** – TVETs, formal sector employment opportunities, DPT with EthioJobs, IGA opportunities, financial services, etc
- **Inclusive Community Development** – Rural community, WASH, pastoral communities, etc
- **Share with Minch** – share feedback, complaints, stories and experiences
- **Updates and Upcoming Events**

Platform allows for **collaboration, sharing** with and between other NGOs, Government agencies, PWDs, etc



# Role Of Partners

**Ethiopian Center for Disability and Development (ECDD)** – Implementing partner

**Ethiotelecom** – Phone platform

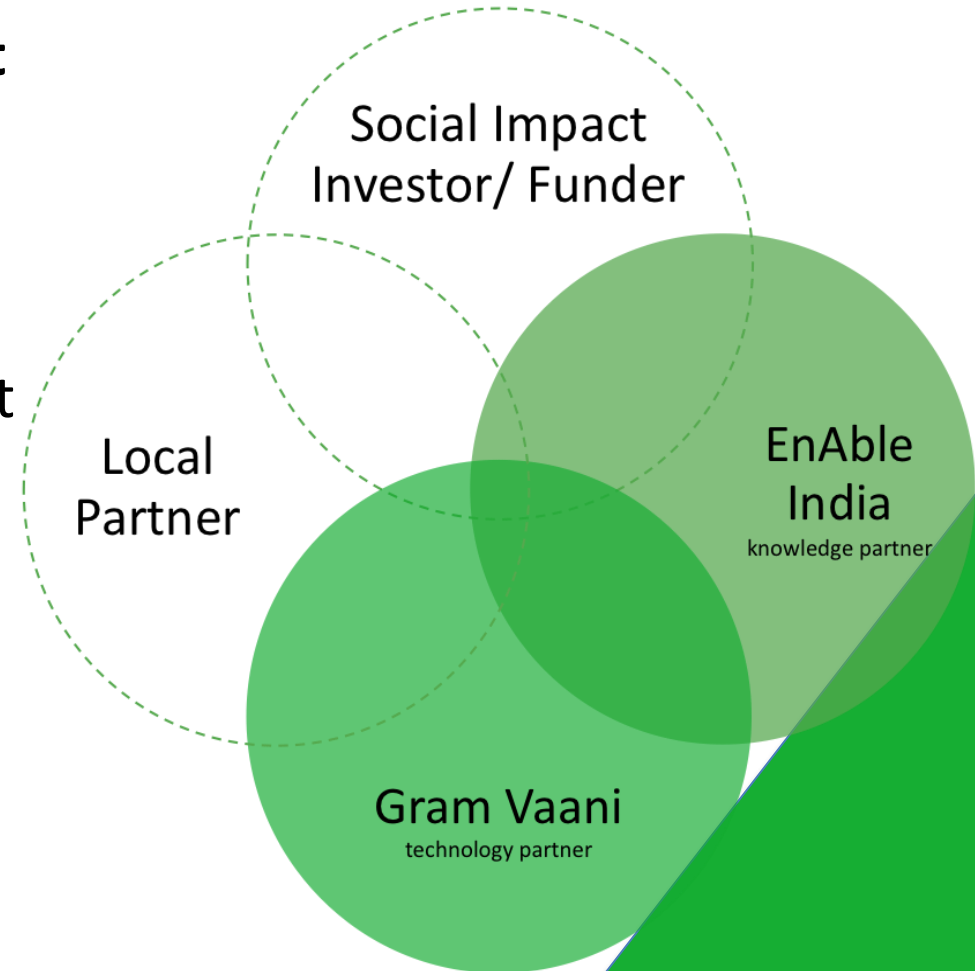
**NGOs/Government agencies/DPOs,etc** – Content partners

**Ethiojobs** – employment/job related content source

**Funder** - UNFPA

**Enable India** – Knowledge partner

**Gram Vaani/Onion Dev Technologies**– Technology partner



# Role Of ECDD – Lead / Implementing Partner

As an organization with immense expertise in the disability sector in Ethiopia , ECDD will partner with Enable India to implement and launch Minch as platform for promoting access of vital information for persons with disabilities

**Vision** – “ECDD envisions an inclusive Ethiopia, where persons with disabilities exercise the same rights and have access to the same services and opportunities enjoyed by other citizens”

**Mission** – “ECDD works with other organizations to promote and facilitate the inclusion of persons with disabilities and disability issues in mainstream service delivery and development programs in Ethiopia”

**ECDD Partnerships** – MOLSA, Regional BOLSAs, Federal & Regional TVETs, MoH, MoE, BoFED, etc





# Role of Ethio telecom

- Reduced call, internet and other service charges
- Provide a toll free number
- 4-digit number for call back service
- Support with funding and links to funders (such as government agencies- MoLSA,etc)



**THANK YOU**