About Advertise Contact Privacy policy



HOME BANKING INDUSTRY AND TRADE VINVESTING V

Q

BY COUNTRY VIDEO OPINION

ADVERTISEMENT

Home > East Africa

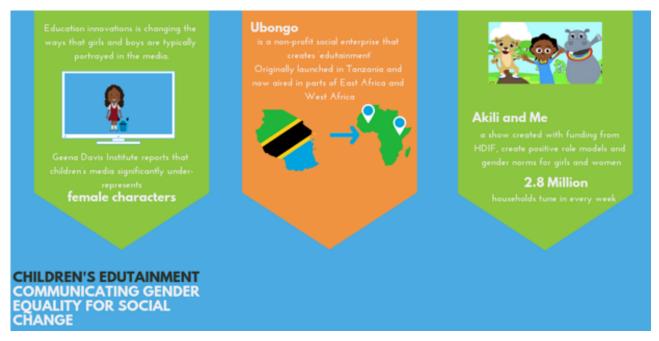
Stay Connected

Edutainment taking root in East Africa



by Kawira Mutisya — February 11, 2019 in East Africa





Children's edutainment takes root in East Africa



Share on Facebook



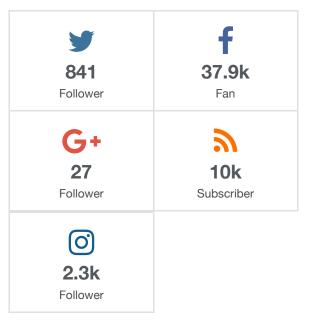












Newsletter

Get the latest investment news from East Africa

SIGN UP FOR FREE!

Trending Comments Latest

A non-profit social enterprise in Tanzania is paving way for children's edutainment programs in Africa.

The program, dubbed Ubongo portrays a diverse cast that aims to drive gender

equality through characters that are empowered by the education they gain.

As Tanzania stands in the midst of the Fourth Industrialisation Revolution, digital forces are changing the way children are educated and how they perceive the world around them.

The program is currently airing in households across East and West Africa with an estimated 2.8 million viewers every week proving that this method of education has the potential to reach and positively affect children across the continent.

The 5th Sustainable Development Goal calls for gender equality and one avenue to install this principle at an early stage is through educational cartoons that encourage children to normalise equality between the sexes and expand the notion of gender roles in day-to-day life.

According to a statement seen by *The Exchange*, the shows portray young boys that treat their female counterparts equally and perform domestic and household work.

One of the edutainment series from Ubongo Media, Akili and Me, a program that was funded by the Human Development Innovation Fund (HDIF) has Akili, a young girl as the main protagonist whose life is filled with adventure and excitement.



East Africa's best: Entrepreneur wins Kshs1 million Sinapis seed capital

DECEMBER 15, 2018



UAE tightens its grip over Zanzibar

JANUARY 7, 2019



Emirates Airlines'
Dubai – Zanzibar
direct flights to
boost trade

DECEMBER 11, 2018



Rwanda's Akagera Motors in deal with Mercedes Benz

DECEMBER 11, 2018

Recent News

"It is important to portray characters in media that young children can identify and connect with and learn from. These approaches will uplift and motivate the generation of today to become the leaders and innovators of tomorrow," reads the statement.

In East Africa, most Partner State governments are adopting universal education policies, private universities have gained even greater importance, as governments need private options to absorb the significantly large numbers the primary and secondary education systems produce today.

Facebook Comments

1 Comment Sort by Top



Add a comment...



Pan Lamsam awesomw

Like · Reply · 2m

Facebook Comments Plugin

Tags: Education in East Africa Edutainment in East Africa Investing in education



Marriott Hotel signs new deals across North, West Africa

① FEBRUARY 12, 2019



Estonian investor targets East Africa with US\$2.4 million door factory

FEBRUARY 12, 2019



Seacom appoints first East African Managing Director

① FEBRUARY 11, 2019



India to strengthen development cooperation with Nigeria

FEBRUARY 11, 2019

Previous Post

How a Kenyan blockchain research project will help California

Next Post

Private Equity Firms in East Africa



Africa's Investment Gateway

The Exchange is a financial journal published by Mediapix Limited, a public relations, news and communications organization with its African headquarters in Tanzania and sister operations in Canada, the United States and The United Arab Emirates. The company's founders have been instrumental in the media and communication industry in East Africa and have been operational in the region.

Browse by Category

Africa's Development

African Entrepreneurship

Agribusiness

Banking

Burundi

Business

Corporate Suite

Countries

Crime

DOE

Recent News



Marriott Hotel signs new deals across North, West Africa

FEBRUARY 12, 2019



Estonian investor targets East Africa with US\$2.4 million door factory

FEBRUARY 12, 2019

G+

Follow Us

DOE

East Africa

Economic Growth

Energy

Entrepreneurship

Ethiopia

Extractive And Energy

Health

Health

Hospitality

Industry And Trade

Infrastructure

Investing

Kenya

Manufacturing

Money Deals

News

NSE

Opinion

Personal Finances

Politics

Regional Markets

RSE

Rwanda



Seacom appoints first East African Managing Director

• FEBRUARY 11, 2019

Small Business

South Sudan

Sudan

Sudan

Tanzania

Tech & Business

Telcos

The Indicator

Trending

Uganda

Uncategorized

United Nations (UN)

USE

Video

Videos

World

World Economic Forum

About / Advertise / Contact / Privacy policy