

Founded in 2010, Radarami engages intellectually hungry Georgians with the most pressing global debates to build a network of active readers and informed citizens.



THE PROBLEM:

International publishers shy away from translating non-specialty books into Georgian because the market is too small to be financially profitable. As a result, most Georgians rely solely on Georgian-language media to learn about the rest of the world. Cut off from international sources of information, Georgia remains insular and misinformed about the outside world.

THE SOLUTION:

Radarami engages Georgians with new ideas by translating, printing, and disseminating international non-fiction bestsellers in high quality editions. Through presentations and discussions, we engage our readers directly on the ideas in these books. We maintain a continuity of communication with readers through our advanced SMS system, which enables Georgians without internet to stay involved.

ACTIVE CITIZENS:

Reading promotes civic engagement. Book readers in Georgia are more than two times as likely to attend a public meeting as nonreaders. Students, teachers, academics, and policymakers attend our events in large numbers, creating a platform for organizing future civic initiatives.

RADARAMI FAST FACTS*

- Books published: **10**
- Copies printed: **27,450**
- Subsidized book price: **2 GEL**
- Locations with our books:
 - Library districts: **31**
 - University libraries: **8**
 - Bookstores: **55**
 - Penitentiaries: **2**
 - Public schools: **47**
 - Other: **15 +**
- SMS participants: **200 +**

*Figures as of October 2013

GEORGIA FAST FACTS**

- Literacy: **99.7%**
- Rural Georgians who never use internet: **80%**
- Most common foreign language: **Russian**
- Georgians unable to read advanced Russian texts: **77%**

**Statistics from CRRC 2011 survey and CIA World FactBook

HOW WE WORK:

1. SELECTION: Out independent committee selects books on the basis of contemporaneity, global importance and approachability for laymen. The committee is made up of international authors, journalists, International Relations experts, as well as professional booksellers and publishing house executives.

2. RIGHTS: Through our selection committee's industry contacts, we obtain the translation and printing rights for 5,000 copies at a nominal price of 100 USD.

3. PUBLICATION: Our team's professional translators and subject and content editors ensure high quality translation. Next, our Tbilisi-based printing house partner prints the books.

4. DISTRIBUTION: Radarami delivers books across Georgia to over 150 locations through a combination of volunteers, the postal service, and an ongoing relationship with Georgia's largest bookstore chain Biblus. Books are sold for a nominal price of 2 GEL and the bookstores keep this money as an incentive to carry Radarami books.

5. BUZZ: In addition to simply publicizing Radarami's newest books, the Radarami team encourages journalists to cover the ideas in our books. Through our network of supporters, we get public figures, including Dato Turashvili and Lasha Bakradze, to discuss these. Our aim is to get people to think about these ideas, not just read the books.

6. ENGAGEMENT: We organize book launches, discussion events and author visits that bring together readers of all ages, including students, teachers, local government officials and professionals. We sponsor university debate competitions, NGO conferences, and youth events. We connect with our readers via our innovative SMS platform, inviting feedback on the books and letting readers know about upcoming events.