



We are turning Accessible Audio Learning into a Global Driving Force for Women's Empowerment and Gender Equality

URIDU (www.uridu.org) is a German NGO that is providing illiterate rural women with vital knowledge. We have been developing and pioneering accessible audio learning in the global south over the last 3 years. URIDU is combining relevant, localized expert audio contents with easily usable hard- and software. We are spreading health education and more using our solar-powered MP3 players and mobile web applications. URIDU has shown that educating marginalized women using audio is a feasible endeavor that yields excellent results. We did this in successful pilot projects in Tanzania, Uganda, the Congo and Rwanda. Now it's the time to take bold steps to maximize impact by reaching out to as many women as possible. Our goal is to turn accessible audio learning into a global driving force for women's empowerment and gender equality.

Audiopedia is Health Literacy for Illiterate Women

We have created a platform that is providing a freely accessible, curated resource of relevant audio content. It is made available under a creative commons license. Accordingly, we are calling it Audiopedia. In addition, we will open source all the software we have built. And we are planning to further expand accessibility by using chat-bots and programmable voice calls.

Audiopedia.io is a unique platform providing expert health education and life skills for women. The site has been designed to provide access to open knowledge to both NGOs and individuals. NGOs can benefit by using Audiopedia.io as part of their social and behavior change communication strategy, as it enables them to search, download, embed and share audio files in currently 11 languages. In order to make the contents as accessible as possible, Audiopedia comes with its own url shortener „mp3.fyi“. Need an audio clip explaining sexually transmitted infections (STIs) in Swahili? It's as easy as www.mp3.fyi/1991

Bringing Audiopedia to India

By providing our audio health contents in the 11 most prominent languages spoken in India we can reach out to more than 1.1 billion people (approximately 537 million women) in their mother language. The languages we would address are Hindi (528 million first language speakers), Bengali (97m), Marathi (83m), Telugu (81m), Tamil (69m), Gujarati (56m), Urdu (51m), Kannada (44m), Odia (38m), Malayalam (35m) and Punjabi (33m). We calculate with a cost of USD 1.000 per recording, based on our prior experiences.

Hundreds of millions of women and girls are denied their right to education, effectively preventing their empowerment. In fact, the number of illiterate women worldwide has not decreased in the last thirty years. Access to knowledge and information is a basic human right. It is intrinsically linked to the realization of United Nations Sustainable Development Goal 5: Gender Equality and Empowerment of Women and Girls. More than 26.000 registered NGOs provide health education in India, a country with 200 million illiterate women. All of those NGOs can benefit from Audiopedia. Our long-term goal is to provide every single woman with free, accessible health education. No matter whether she can read or not.

