

# Rama et Aicha

D' Imagination Afrika

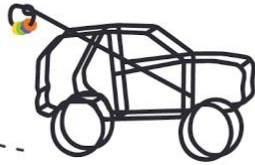
## Contexte

West Africa accounts for one-third of the global total of primary school age children and according to UNICEF, only one in four children in the region has access to early childhood learning, care, and stimulation. This means that they start first grade at a disadvantage, not ready to tackle the demands of primary education. Part of their eventual success is the development of key social and emotional skills during the critical ages of 2 -5. With limited access to quality preschool and/or a reluctance of parents to put their children in preschool, television and digital programming emerges as a key medium to support and indeed inspire learning and acquisition of key skills.

Rama and Aicha was created to respond to the COVID-19 crisis and the lack of national programming addressing the particular learning needs of young children. Since that time, Jang has developed into a proposed series supporting young children and their families to acquire the key mathematics and early reading competencies so crucial to a lifetime of learning.

## Synopsis

Rama and Aicha are the adventures of Rama and Aicha, 3 ½ year old twin sisters who navigate the fears, challenges and problems of everyday life with their own creativity and of course the love and support of their family. Delivered in a 26 minute format, Rama and Aicha are four 5 minute episodes, all centering around a general theme. All episodes follow a similar format: presentation of the problem from Rama and Aicha's perspective (as Papa says, 'no problem and no feeling is unimportant'), following/acknowledgement of the feelings they have about the



problem and supportive adults helping Rama and Aicha to develop their coping skills.

Each episode is punctuated by two live action sequences narrated by either Rama or Aicha and corresponding with the theme.

*Me and Mommy/Papa/Mame* : A mini episode depicting parents engaging with their children in easy play based learning activities that reflect the theme of the episode.

*Math Moments*: Small math activities for viewers to do. Counting steps, counting animals, categorizing animals etc.

## Characters

### **Rama**

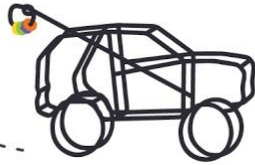
3 year old Rama is the more sensitive of the two sisters, and is more prone to hiding her emotions and herself under covers when something scares her. And so much scares her: new events, new people, new situations. Very often, she stumps her sister or gets overwhelmed by Aicha's exuberant nature, but with just the tiniest of incitation/reassurance from her mother and father, she always finds her way.

*Rama likes: Carrots, Sheep, the color Blue, is scared of dogs and cats, can hop easily, loves to play with her dolls, also loves dressing up. Her favorite dish is ceeb bu jeun.*

Over the course of the series, we will watch as Rama learns to trust herself more, communicate her feelings, try new things out and new routines, and also gently begin to lead her sister through problems.

### **Aicha**

3 year old Aicha is the more boisterous of the two. When she is upset, everyone knows! Where Rama is quiet, Aicha is loud. Inquisitive, very little scares her - or so it



seems. Only Rama knows how much of life still scares Aicha and supports her sister through thick and thin.

*Aicha likes: Carrots and sheep, likes dogs and cats, gets frustrated quickly, loves to draw pictures. Her favorite dish is mafé.*

Over the course of the series, we will watch as Aicha learns to manage her emotions, become more empathetic to others, become more patient and helpful, and let her sister take the lead.

*Supporting Characters:*

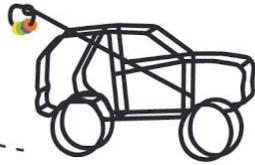
**Maman:** Small business woman, a commercante with a store and tailor that has a cat that makes Rama scared. Mama sells fabric and sometimes jewelry. Maman is affectionate with Rama and Aicha, but sometimes she must pause because of a lack of patience. She can be stricter than Papa, but also often brings scraps of fabric home for Rama and Aicha to make clothes for their dolls and/or toys.

**Papa:** Papa works in a bank, local branch and is known by everyone. (alternately a teacher). Papa is extremely affectionate with Rama and Aicha and has lots of small routines for them (finding candy or surprises in his pocket), counting steps with them. Fairly young, Papa is as much a caretaker of Rama and Aicha as their mother.

**Jules:** (grand frere) - still in elementary school - aged 8, big on football and eating. A little round with glasses, Jules is surprisingly fast and teases Rama and Aicha often. Yet he can also be protective with his little sisters.

**Mamie:** Grandmother, very fiery, mother of Papa. She tells good stories and has a farm, she takes the girls on to work. She also protects the girls from Jules (always with a wink). Very big health expert. She also takes Rama and Aicha to school occasionally, not to Rama's liking, who prefers when Daddy takes them.

**Tata Khady** - a high school student - papa's little sister who is studying to become a doctor - but she loves programming. So smart and kind and not scared of anything, Rama and Aicha idolize her. Somewhat feminist, she is also very pragmatic and sells juice to help support her computer habit.



## **Where they live:**

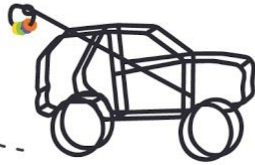
Rama and Aicha live in an unnamed small town outside of a capital in French speaking West Africa. While their town has some economic resources (market, small supermarket, banks, gas stations, shops and a post de sante) the girls must take a bus (and/or car) to visit the capital in an episode. Their family is well known in the town, particularly their Mamie (grandmother) who owns a plot of land some distance from the house. She uses this to farm on.

## **Target audience**

General Public, across French speaking West Africa. Parents and children ages 2-5 years old, in semi urban, urban markets.

## **Commercial Tie Ins:**

Rama and Aicha dolls, school bags, puzzle packs, party packs, digital storybooks, apps.



## Themes/ Episodes

### **Episode 1 : Getting along**

OBJECTIVE: Rama and Aicha must navigate managing their own emotions in a variety of circumstances.

1a. C'est la Rentree

*Rama is scared to go to school during COVID-19.*

1b. Aicha est Fachee

*Aicha is mad when Rama calls her picture ugly.*

1c. Aicha Teases

*Aicha teases everyone in the household, just a bit too much.*

1d. Rama must share.

*Rama receives a special gift from a friend and must share. But is there enough for two?*

INTERMISSION:

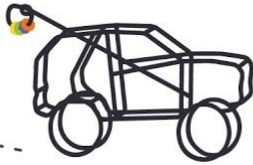
Me and Mommy : A child is trying out a new skill and gets impatient. A parent steps in to help the child, while quietly affirming the effort the child is making.

Math Moment: Children and parents count to three together and recognize the number three in signs around Dakar.

### **Episode 2: Rama and Aicha are helpers**

OBJECTIVE : Rama and Aicha must manage their skill level, while developing autonomy.

2a. Chez Maman



*Rama and Aicha want to help Mommy in the store, but the counters are too high and the rows too narrow for them to play. Maman finds them a job that only they can do.*

2b. Rama et Aicha allaient au marché.

*Rama and Aicha go to the market with Tata Khady. The bags are heavy, there are many people and helping isn't as easy as it sounds.*

2c. Rama et Aicha aident Papa

*Saturday before a Fete and Maman is at work. Daddy must clean the house and Rama and Aicha decide to help.*

2d. Rama and Aicha want to start a business.

*After watching Khady make money for school by selling juice. Rama and Aicha decide they want to make money too, but running a business is hard without grown up help.*

INTERMISSION:

Me and Mommy: A child supports their mother in making local juice.

Math moment: Counting till 4. Children count 4 of items and recognize the number 4.

### **Episode 3: Big enough!**

OBJECTIVE: Rama and Aicha learn to do things by themselves and take pride in what they can do even if it is different from each other and their family.

3a Big Enough

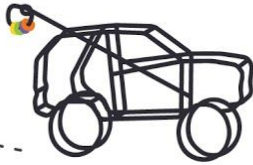
*Rama and Aicha want to go to the boutique by themselves like Jules can, but they are told they are too little. How can they prove to their family that they are big enough!*

3b. Rama makes a mistake

*Rama is embarrassed when she drops and breaks a favorite dish of Maman's and makes a mess.*

3c. RAMA spells Rama

*Rama can write her name which frustrates Aicha. When will she learn to write letters?*



3d. Rama gets jealous

*Rama is sad that she cannot button her school blouse by herself. When will she not need her big sister's help?*

INTERMISSION:

Me and Daddy : A child moves through their day, showing all the things they are big enough to do by their own.

Math Moment: Counting till 5.

### **Episode 4 My first time.**

OBJECTIVE: Aicha and Rama manage the fear of first times.

4a. Going to the health clinic

Aicha and Rama are scared of going to the health clinic and seeing a doctor.

4b. Getting a shot

4c. Going on transportation for the first time

4d. Going to a new class

INTERMISSION: Me and Mommy : A parent takes a child to the health center for a check-up. The parent prepares the child for what is going to happen on the way and at the doctor's.

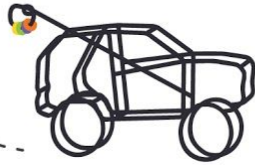
Math Moment: Counting till 6 (5 things they will see on the way to the doctors).

### **Episode 5 : Staying safe ( eating healthy, crossing streets, staying in bed when you are sick, taking medicine. )**

OBJECTIVES: Beginning to understand good life skills.

5a. Rama, Aicha et les chips

Rama et Aicha are eating too many chips and bon bons. and Papa tells them about eating healthier snacks.



5b. Aicha has a stomach ache  
Staying in Bed, taking medicine when you are sick

5c. It looks funny!  
Mama has a new friend that has sent her food from her country - Rama and Aicha are reluctant to try since they think it looks funny.

5d. Rama and Aicha have a new bike they must share but riding on the road is dangerous.

INTERMISSION: A child is learning how to cook with their parent.

Math Moment: Counting till 7.

### **Episode 6: About Nature (having a pet, planting a tree, keeping a garden)**

OBJECTIVE: The importance of ecology and the environment.

6a. Les chatons  
*Rama and Aicha discover kittens in their backyard and want to keep them. Taking care of pets is a lot of work.*

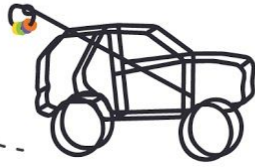
6b Une arbre pour Rama et Aicha  
*Rama and Aicha plant trees with Tata Khady*

6c. Le potailler  
*Rama et Aicha décident de planter des graines. But things take a longer time to grow than expected and Aicha gets frustrated.*

6d. Au champs  
*Rama and Aicha visit their grandmother's farm and see all the animals Mamie keeps.*

INTERMISSION:  
Me and Mommy : A father introduces their child to a garden and the vegetables in it.





Math Moment: Counting till 8.

**Episode 7: Trop de télé**

7a Trop de Tele

When the tv breaks, or the electricity goes out, Rama and Aicha must find something other than tv to watch.

7b. Rama et Aicha casse le portable de Papa

7c. Tata Khady's ordinateur portable

*Tata Khady show Rama and Aicha computer games that help them code.*

7d.

INTERMISSION:

Me and Mommy : A child is learning about robotics/technology with a parent./  
Math Moment : Counting to 9