



**Press Release**



# **BEGUM TV**

*Educating Afghan Girls*

*Edutaining Afghan Women*

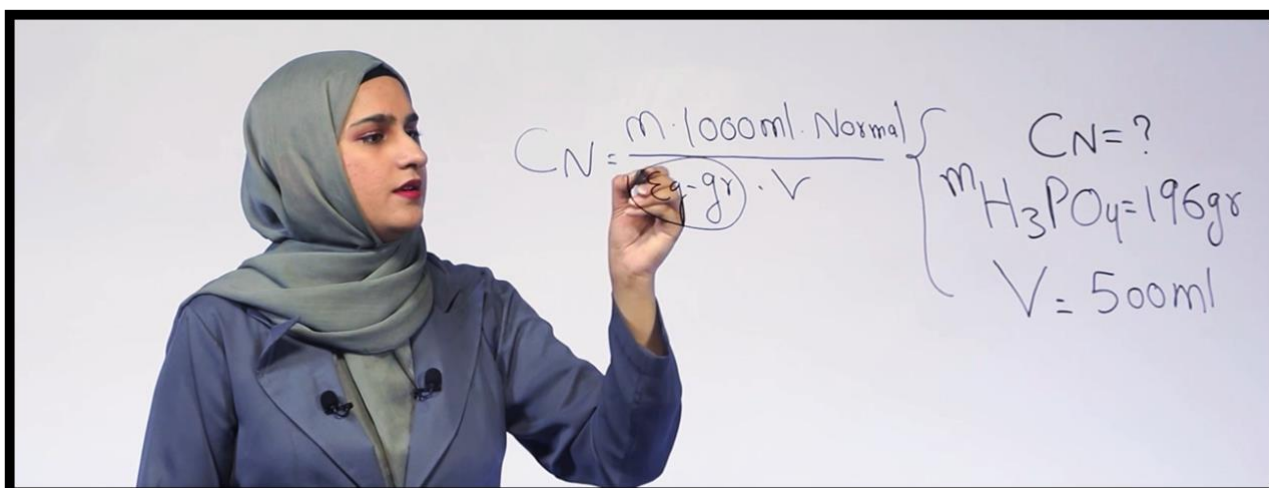
On March 8, 2024, to celebrate Women's International Day, the Begum Organisation for Women (BOW) will launch officially in Paris its educational TV channel, targeting Afghan schoolgirls and students, deprived of education by the Taliban regime.

**Begum TV** is a learning television broadcasting 24/7 in Afghanistan, via satellite, **video courses** covering the entire Afghan school curriculum, from 7<sup>th</sup> to 12<sup>th</sup> Grade, in both Dari and Pashto languages.

Thus, every day, at a fixed time, schoolgirls and students attend their classes from home and listen to their favourite teachers for thirty minutes of intensive courses:

- 7<sup>th</sup> Grade @ 07:00AM (07:00AM-07:30AM in Dari – 07:30AM-08:00AM in Pashto)
- 8<sup>th</sup> Grade @ 08:00AM (08:00AM-08:30AM in Dari – 08:30AM-09:00AM in Pashto)
- 9<sup>th</sup> Grade @ 09:00AM (09:00AM-09:30AM in Dari – 09:30AM-10:00AM in Pashto)
- Etc...

All video courses are rebroadcast in the afternoon and late evening to enable schoolgirls and students having missed the morning sessions to follow their studies.



To view the trailer of the courses: <https://www.youtube.com/watch?v=kwOn5oFeoM8>

Overall, Begum Television's pedagogical content has been conceived to complement Begum's education provision:

- **Radio Begum's on-air classes**, which represent six hours of daily broadcast throughout 18 provinces (out of 34) of Afghanistan,
- **The Begum Academy** – [www.begum-academy.org](http://www.begum-academy.org) - **the free digital platform** launched in Nov 2023, which hosts more than 8500 videos (covering the entire Afghan school curriculum from 7<sup>th</sup> to 12<sup>th</sup> Grade, in both Dari and Pashto languages).

Thus, with the combination of radio, television and Internet broadcast, almost all Afghan schoolgirls and students should soon have access to **free education**.

If these video courses represent almost 80% of Begum TV programming, the channel also airs a **three-hours daily prime-time** (07:00PM-10:00PM, Kabul time) aiming at reaching a family audience and gathering in front of the screen children and parents to encourage fathers to let their daughters study as much as raise awareness (among the household) of some important issues, such as:

- Health problems,
- Psychological traumas,
- Gender issues,
- Domestic violence,
- Women's rights.
- Etc...

This primetime is articulated around the concept of **"edutainment"** and proposes to Begum TV viewers two daily educational talk-shows, animated between Paris and Kabul.

- Produced in Paris, *"Tabassoom"* (*"healing"*) is a daily talk-show focusing on mental health and well-being and animated by a team of psychotherapists based in Paris and Kabul who answer Begum TV viewers' questions and concerns (WhatsApp calls and posts on social media).
- Animated by two female doctors, *"Matab"* (*the clinic*) is a daily program which aims at popularising medical information. It offers health counselling and télé-consultations, answering questions of women and mothers to surmount the deficiencies and failings of the Afghan health system.

To view the trailer of the show: <https://www.youtube.com/watch?v=0lw5BxHpKcg>

All Begum TV journalists and animators are young Afghan women who fled the Taliban regime and sought political asylum in France. All of them see Begum TV as an opportunity to use their media skills and express their engagement. All of them are committed to relieving the sadness and suffering of their sisters living in Afghanistan.

- At last, *"Razia Sultan"*, a Bollywood blockbuster TV series, dubbed in Dari by Begum team, will complete Begum TV's prime-time programming. The epic TV series tells the story of the first female Muslim ruler of the Indian subcontinent and the only female Muslim ruler of the Delhi Sultanate.
- At last, Begum TV's primetime will broadcast daily for its younger viewers the cult French TV program - **"C'est pas Sorcier"** – dubbed in Pashto by Begum teams. A Dari version of the program will later be broadcast on Begum TV.



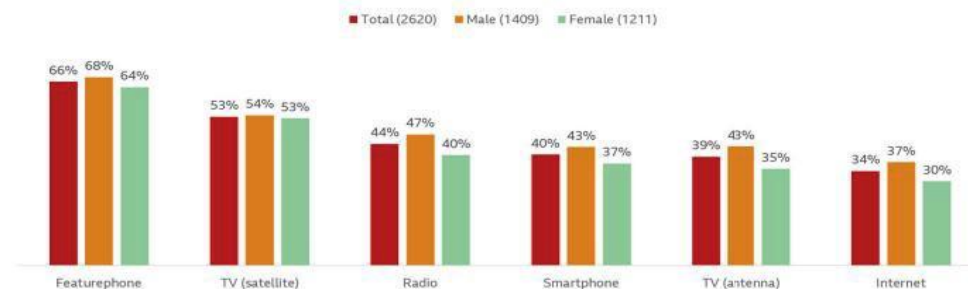
To watch the trailer of the prime-time: <https://www.youtube.com/watch?v=cwj5-upesI>

### Important Remark:

Since the Taliban takeover of Kabul in August 2021 and the restrictions imposed on local media by the new regime (no bad news, no music, no entertainment, no foreign TV series, that Afghans love, no interaction on-air between women and men), an increasing number of Afghan households are purchasing satellite TV equipment in order to receive TV channels broadcasting from abroad. As a matter of fact, **satellite TV is today the most popular media in Afghanistan**, in front of radio.

The latest survey published in Dec 2023 by BBC Media Action, "*Afghanistan survey of media consumption*" clearly confirms this trend, clearly validating Begum's overall strategy:

Figure 1.2 – Media access by gender split



MC1. Do you have access to the following in your home or elsewhere? Total access (at home / elsewhere)  
Base: Respondents who access any media and mobile phone (2,489)

The BBC Media Action survey also shows that the majority of Afghans use media every day and media are a regular part of people's daily lives. "**TV is the most frequently used media with 81% using it every day**, followed by internet (72%) and then radio (65%)".

The study results indicate distinct patterns in the usage of TV, radio and internet throughout the day, with a notable **peak in activity the evenings between 07:00-10:00PM**. "Notably, there is a gender-specific variation in the times people use media – women use media mostly

during daytime hours, while men use media more in the evening. Compared to previous survey (conducted in March 2021), women's use of TV has increased during the day".

At last, it is important to note that according to the BBC Media Action survey: "People are missing entertainment content with over half of Afghans thinking there is not at all or not enough entertainment content (movies, music, fashion related programs) available on TV and radio. People, particularly women, watch international channels (such as GEM) or channels run by Afghan diaspora (such as Faza and Amu TV) to access entertainment".

Begum TV Broadcasting Schedule									
Grade	Timing		Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Dari Classe 7	7:00:00 AM	7:30:00 AM	Math	English	Computer	History	Computer	Geography	Dari
Pachto Classe 7	7:30:00 AM	8:00:00 AM	Chemistry	Math	English	Computer	English	Physics	Geography
Dari Classe 8	8:00:00 AM	8:30:00 AM	Biology	Chemistry	Math	English	Computer	Geography	Biologie
Pachto Classe 8	8:30:00 AM	9:00:00 AM	Physics	Biology	Chemistry	Math	English	Computer	Computer
Dari Classe 9	9:00:00 AM	9:30:00 AM	Pashto	Physics	Biology	Chemistry	Math	English	Pashto
Pachto Classe 9	9:30:00 AM	10:00:00 AM	Geometry	Pashto	Physics	Biology	Chemistry	Math	English
Dari Classe 10	10:00:00 AM	10:30:00 AM	Dari	Geometrie	Pashto	English	Biology	Chemistry	Computer
Pachto Classe 10	10:30:00 AM	11:00:00 AM	Geography	Dari	Geometry	Pashto	Physics	Biology	Chemistry
Dari Classe 11	11:00:00 AM	11:30:00 AM	History	Geography	Dari	Geometry	Pashto	Computer	Biology
Pachto Classe 11	11:30:00 AM	12:00:00 AM	Computer	Dari	Geography	Dari	Geometry	Pashto	English
Dari Classe 12	12:00:00 AM	12:30:00 AM	English	Pachto	Chemistry	Geography	Dari	Geometry	Pashto
Pachto Classe 12	12:30:00 AM	1:00:00 PM	Computer	Geometry	Dari	Computer	Geography	Dari	Geometry
Lesson Repeat									
Dari Classe 7	1:00:00 PM	1:30:00 PM	Math	English	Computer	History	Computer	Geography	Dari
Pachto Classe 7	1:30:00 PM	2:00:00 PM	Chemistry	Math	English	Computer	English	Physics	Geography
Dari Classe 8	2:00:00 PM	2:30:00 PM	Biology	Chemistry	Math	English	Computer	Geography	Biologie
Pachto Classe 8	2:30:00 PM	3:00:00 PM	Physics	Biology	Chemistry	Math	English	Computer	Computer
Dari Classe 9	3:00:00 PM	3:30:00 PM	Pashto	Physics	Biology	Chemistry	Math	English	Pashto
Pachto Classe9	3:30:00 PM	4:00:00 PM	Geometry	Pashto	Physics	Biology	Chemistry	Math	English
Dari Classe 10	4:00:00 PM	4:30:00 PM	Dari	Geometrie	Pashto	English	Biology	Chemistry	Computer
Pachto Classe 10	4:30:00 PM	5:00:00 PM	Geography	Dari	Geometry	Pashto	Physics	Biology	Chemistry
Dari Classe 11	5:00:00 PM	5:30:00 PM	History	Geography	Dari	Geometry	Pashto	Computer	Biology
Pachto Classe 11	5:30:00 PM	6:00:00 PM	Computer	Dari	Geography	Dari	Geometry	Pashto	English
Golden Time									
Golden Time TV Programs	6:00:00 PM	6:30:00 PM	Razia Sultan	Razia Sultan	Razia Sultan	Razia Sultan	Razia Sultan	Razia Sultan	Razia Sultan
	6:30:00 PM	7:00:00 PM	C'est pas sorcier	C'est pas sorcier	C'est pas sorcier	C'est pas sorcier	C'est pas sorcier	C'est pas sorcier	C'est pas sorcier
	7:00:00 PM	8:00:00 PM	Health Talk-show	Health Talk-show	Health Talk-show	Health Talk-show	Health Talk-show	Health Talk-show	Health Talk-show
	8:00:00 PM	8:30:00 PM	Psychology Talk-show	Psychology Talk-show	Psychology Talk-show	Psychology Talk-show	Psychology Talk-show	Psychology Talk-show	Psychology Talk-show
	8:30:00 PM	9:00:00 PM	C'est pas sorcier	C'est pas sorcier	C'est pas sorcier	Razia Sultan	Razia Sultan	Razia Sultan	Razia Sultan
Dari Classe 12	9:00:00 PM	9:30:00 PM	English	Pachto	Chemistry	Geography	Dari	Geometry	Pashto
Pashto Grade 12	9:30:00 AM	10:00:00 PM	Computer	Geometry	Dari	Computer	Geography	Dari	Geometry

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