



(Press Release)

22 April 2009

NHK EDUCATIONAL CORPORATION TO HELP ESTABLISH EDUCATIONAL TV SERVICE IN BOTSWANA

On 15 April, NHK Educational Corporation (NED), a subsidiary of NHK, signed a consultancy agreement with the government of Botswana for the creation of an educational television service.

The project marks a new commitment on the part of NHK and its subsidiaries to contribute to the international community. NHK's Educational TV channel has been in operation for fifty years, and NHK is keen to share with people in the developing countries of Africa the know-how it has accumulated in the development and production of educational programmes.

Botswana in southern Africa is one of the world's major producers of diamonds. The government of Botswana has sought closer ties with the NHK group in the field of education, as part of its national strategy for fostering human resources with a view to achieving sustainable development.

At the signing of the agreement in the Botswanan capital of Gaborone on 15 April, the President of NED, Mr Tatsuo Gunji (who appears left in the photograph), said he hoped that it 'would help build long-term and far-reaching ties with Botswana.'

The Minister of Education, Mr Jacob Dickie Nkate, also expressed hopes for the agreement, saying that an educational TV service could play an important role in Botswana where so many people live in remote areas. The Minister said Botswana was keen to obtain assistance in many areas, such as the production and purchase of programmes, the introduction of broadcasting equipment, the design of broadcasting facilities, and the training of human resources.



An expert on educational TV from NED is already working as a consultant at Botswana Television. The Botswana Educational Television service is due to commence in October 2010. NED is assisting in its creation in a number of areas, including the development and organising of programmes, and the running of satellite-based remote education.