

# **RADIAN for DEVELOPMENT**

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## Profile

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# 01

## About



With over **8.9 billion** mobile phone subscribers in the world since 2000 and **5 billion** internet users in the world, we are leveraging technology & innovation in making a positive difference to the community via digital technology.

**RADIAN FOR DEVELOPMENT (R4D)** is a dynamic and innovative wing that was established in 2023 with a clear mission of providing top-notch services to non-profit organizations across different sectors. R4D is dedicated to supporting governments, faith organizations, and NGOs in developing effective strategies in communication, advocacy, monitoring, and evaluation to ensure their programs are impactful and sustainable.

In addition to communication, R4D is also adept at developing advocacy strategies that help organizations to build relationships with stakeholders and influence policies that impact their work. The team at R4D works closely with clients to identify key stakeholders and develop targeted advocacy plans that help organizations achieve their goals.

Overall, R4D is a highly respected wing that is dedicated to providing exceptional services to non-profit organizations. With its focus on making a difference, R4D is committed to empowering organizations to achieve their goals and make a positive impact in their communities.



# 02 Our Reach

## RADIAN PARTNERSHIP GLOBAL REACH



Making a Difference

# 03

## Overture



## DIGITAL COMMUNICATION FOR DEVELOPMENT

With over **49 million mobile** phone subscribers in Tanzania, **8.9 billion** mobile phone subscribers in the world and **5 billion** internet users in the world, we are leveraging technology and innovation in making a positive difference to the community via digital technology.

R4D is committed to its slogan of **"Making a Difference"** and works tirelessly to achieve this goal. The team at R4D is comprised of highly skilled professionals with vast experience in the non-profit sector. They possess a deep understanding of the challenges that organizations face in their efforts to achieve their goals and objectives. The team at R4D is committed to providing customized solutions that meet the unique needs of each client



R4D is well-known for its expertise in **developing communication strategies that effectively communicate the mission and objectives of non-profit organizations to their target audiences.** Whether it's designing a website, creating social media content, or producing marketing materials, R4D's team is skilled at crafting communication plans that resonate with the intended audience.



R4D's expertise in monitoring and evaluation is another area where the organization stands out. The team is skilled at developing monitoring and evaluation plans that ensure programs are effective and sustainable. They use a data-driven approach to measure the impact of programs and provide clients with actionable insights that help them to make informed decisions.





# 03

## Objectives, Mission and Vision



# Our Objectives

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- To provide highly effective and customized services to non-profit organizations across different sectors
- To develop communication, advocacy, monitoring, and evaluation strategies that help organizations achieve their goals and objectives





## Our Mission

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To provide non-profit organizations with the tools and strategies needed in creating positive impacts in the community.



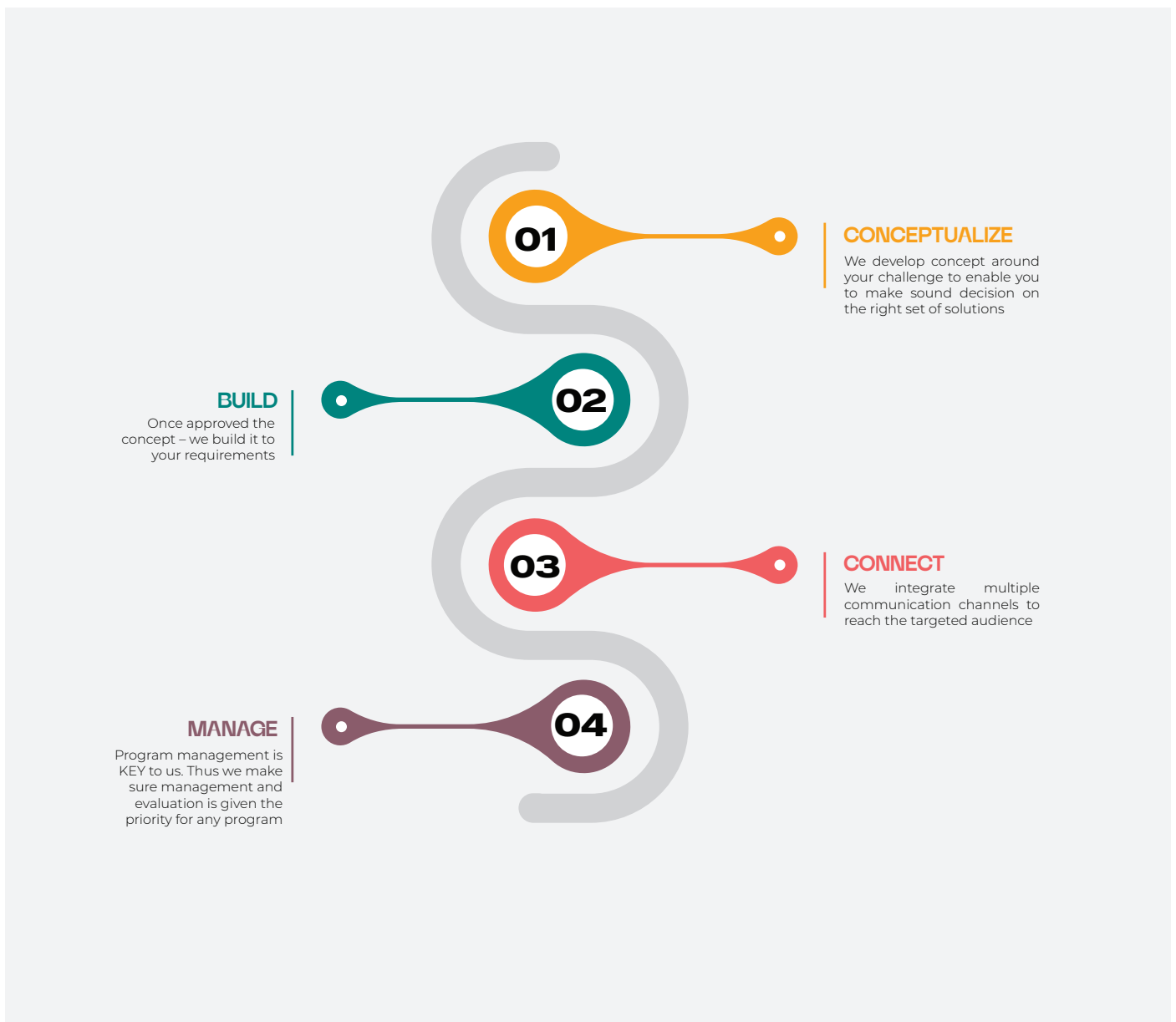
## Our Vision

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To be recognized for our commitment to excellence and for making a significant difference in the non-profit sector

# 04

## Our Process



# 05

## Behavior Change Communication and Advocacy



Not only does **Radian For Development** provide the most effective communication tools through our innovative digital technology, we also have the expertise to deliver effective communication and social development campaigns. Our team of social development experts will help support our partner:

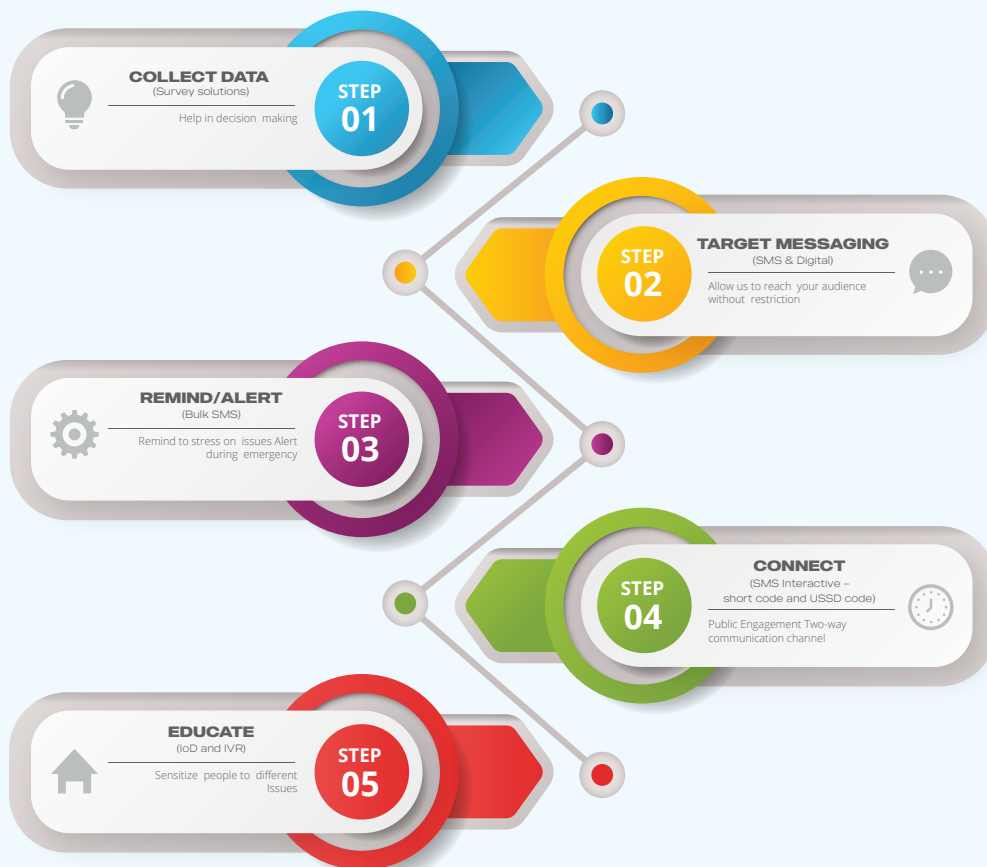


# 06

## How We Apply Our Digital Technology

### PLATFORMS

- Digital engage • USSD
- SMS • IVR • App



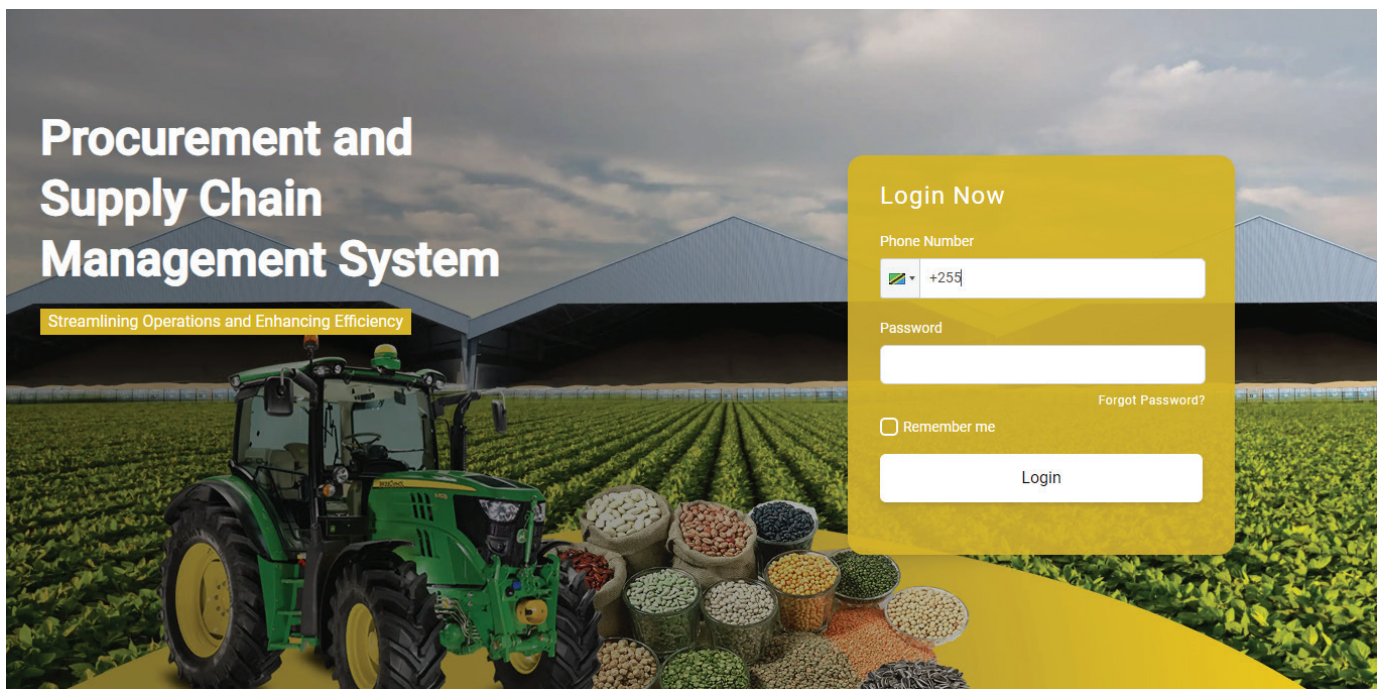


# 07

## Our Projects

### Agri - PSCMS System

A Procurement and Supply Chain Management System build to empower SMEs and over 20,000 farmers to enter various info about their crops which enables easy tracking from farming, harvesting, storing and Marketing.





**MazaoPro!**

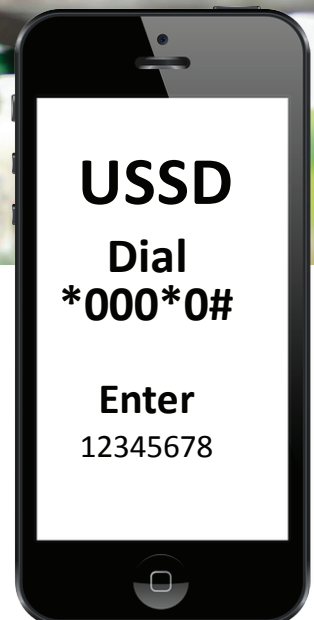
A platform whereby all commercial crops availability and prices can be tracked per region, district and even markets





## Product Verification solutions

We use our technology to verify genuine products thus eliminating fake ones from circulation



## Niite Anytime

A platform whereby you can call a doctor from anywhere anytime and get attended to. Also you can schedule an appointment



### **Info-On-Demand (IoD) Query Solution**

Financial inclusion solution which focuses on providing loan accessibilities through mobile phone. Regardless of the mobile phone type you are using, you can dial a special access code and request a loan.





## IVR Solution

Using IVR solution as a dial in and getting all the information you need. R4D can develop an information tree and set it up for deployment to the community



# 08

## Why Radian For Development?







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