

We change Africa with **Our Voices**



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Who we are

ARDA-Development Communications Incorporated is a leading development communication, non-profit organisation headquartered in Lagos, Nigeria. Previously known as the African Radio Drama Association (ARDA), it has effectively communicated social and behaviour change for the past twenty-six years (1996-2022).

ARDA-DCI, building on over two decades of development communication experience across different media channels, has become an innovative, enterprising, and vibrant development communication institution that produces creative, culturally relevant, impactful, high-quality content for sustainable development in Nigeria and across Africa.

Who we are



What we do



What we do

ARDA's goal is to promote sustainable development in Nigeria and across Africa with culturally competent, audience centric communication methodologies that fearlessly root causes, tackle the most relevant and pressing issues and make lasting positive impacts on beneficiaries. ARDA identifies and exploits the most innovative and cutting-edge smart communication strategies to effect social and behaviour change in the key areas that influence sustainable development.

At ARDA-DCI, we use storytelling, entertainment-education approaches, and research to design effective materials for dissemination on traditional and new media platforms. We produce radio and TV programs, movies, documentaries, viral video skits, podcasts, print materials, mobile applications and live stage performances that effectively communicate sustainable development messages to audiences and boundary partners in a way that is relevant, acceptable, relatable and accessible.

We use inter-personal communication tools, organizing and mobilizing partners in live and virtual community engagement activities to gain in-depth understanding of the issues faced by stakeholders of our programs. Our participatory program design and management methodologies put community members and potential beneficiaries at the forefront of our communication programs.

We design, implement, manage, monitor and evaluate throughout the lifespan of each of our projects. We prioritize advocacy, community dialogue and outreaches organized and led by the community members themselves to promote ownership of each project and ensure long-term sustainability.



Vision

ARDA vision is to be the foremost development communication organisation, successful in improving the quality of life of people in all the communities where we work.



Mission

Our mission is to communicate development through the most effective, innovative and interactive programs.

Our core values are integrity, professionalism, innovation, and quality.



CORE COMPETENCIES

Communication for Development

Project Development and Management

Research

Participatory Program Design

Radio Programming and Production

Drama

Live Interactive Programs

Features and Documentaries

Facilitation of Community Discussion Platforms

Films and TV Serials

New Media Programming

Theatre for Development

Mobile App Development

IEC/BCC Materials

PSAs and Jingles

Music Production

Scripting, Storyboarding and Content Creation

Training and Capacity Building

Curriculum Development

Distance Learning Tools Development

Project Support

Community Mobilization and Participation

Consultancies

Organisation and Facilitation of Workshops, Conferences and Trainings

Strategic Communication Planning

Social and Behavioural Change Communication



KEY THEMATIC AREAS



- Peace building and Post Conflict Reintegration
- Sexual and Reproductive Health and Rights
- Climate Change Adaptation
- Malaria Prevention
- Sexual and Gender Based Violence
- Gender Equality
- HIV/AIDS
- Sustainable Livelihoods
- Child Survival
- Eradication of Harmful Traditional Practices
- Maternal and Child Health
- Justice and Human Rights
- Family Planning

- Promotion of Girl Child Education
- Modern Day Slavery and Human Trafficking
- Open Access to Information
- Environmental Conservation
- Sustainable Agriculture
- Women Empowerment
- Women living under Muslim laws
- Democracy and Good Governance
- Civic Education
- Countering extremist narratives with history and cultural values

KEY THEMATIC AREAS

ARDA at a Glance



Over 25
Years of designing and producing development media contents and products.



Over 20
Languages in which we've implemented programs.



Over 45
Consultancy services to sister NGOs and international development agencies.



75
Female employee ratio ensuring gender is mainstreamed into all programs.



Over 100
Projects implemented on various social development issues across Nigeria.



36
States in Nigeria we've worked in PLUS the Federal Capital Territory.



Over 80
Radio stations across Nigeria have aired our programs.



Over 100m
People across Nigeria have been reached and positively impacted by our programs.

