

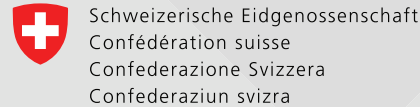
Sin Sar Bar | THINK

Sin Sar Bar is a creative social innovation organisation, and innovation is key to our organisational ethos.

We employ tried and tested innovations from the private sector, with a focus on community links and technology, and apply them to the non-profit sector, such as the ways to developing engaging content and the use of celebrity influencers to deliver NGO messaging, or the latest in AI chatbots.

Through our network of technical experts on a huge variety of topics, we are able to work on practically any issue, ranging from landmine awareness to drug addiction, working with national ministries (not anymore) and private donors. With the innovative tools we have developed working in this field, plus our teams innovative DNA, we have designed this social media project to be as cutting edge as possible.

Our Partners - References Available



PROJECT OUTLINE AND GOALS

This project aims to offer awareness raising and education on four main issues

Financial Literacy,
Remittances,
Financial Inclusion,
Avoidance of Scams

Poverty and economic hardships remain a significant problem for the people of Myanmar.

External and internal shocks have buffeted the country since 2020. The results are worsened poverty incidence, food insecurity, and malnutrition in children. These shocks are reversing economic gains and improvements in well-being achieved before the pandemic, with disproportionate impact on the poor and vulnerable, particularly women and children.

Employment declined by 6.4% in 2020, 14.7% in 2021, and 11.5% in 2022, as the poverty rate almost doubled from 24.8% in 2017 to 46.3% in 2022, approaching the 2005 level.

Anecdotal evidence suggests that the rise of online scams are causing people to lose their savings.

Additionally, there are millions of migrant workers from Myanmar in neighbouring countries who face challenges related to sending money back to their families (remittances) and obstacles to financial inclusion.

Little to no information about these issues is available online. The creation of basic educational and awareness raising resources could have a significant positive impact on the lives of millions.

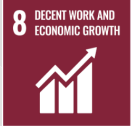
UN SUSTAINABLE DEVELOPMENT GOALS ADDRESSED BY PROJECT



END POVERTY IN ALL ITS FORMS EVERYWHERE



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL



REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

TARGET 1.1



ERADICATE EXTREME POVERTY

By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.

TARGET 1.2



REDUCE POVERTY BY AT LEAST 50%

By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

TARGET 1.5



BUILD RESILIENCE TO ENVIRONMENTAL, ECONOMIC AND SOCIAL DISASTERS

By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

TARGET 4.4



INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS

By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

TARGET 8.A



UNIVERSAL ACCESS TO BANKING, INSURANCE AND FINANCIAL SERVICES

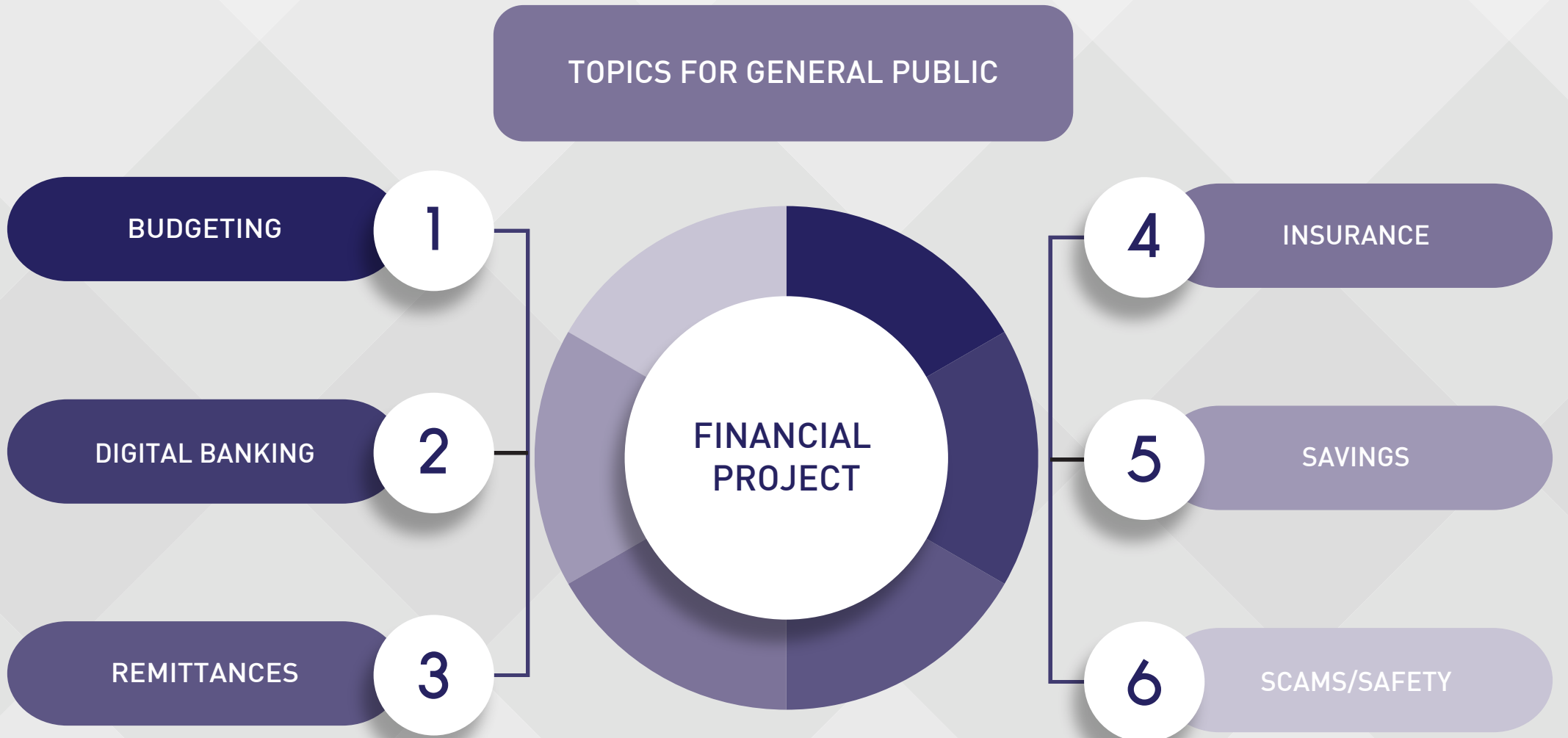
Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.

TARGET 10.A



REDUCE TRANSACTION COSTS FOR MIGRANT REMITTANCES

By 2030, reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent.



Resource Development - with our in-house team of researchers and creative content teams, we could research, and then create artwork for a number of posts, cartoons and animations.

Various basic budget elements like income, savings, expenses etc., Remittances, Mobile Money, Digital banking, Insurance.

Ethnic language adaptations - we have a strong background in expertly translating resources into multiple ethnic languages, as seen by our previous work on mental health - <https://mental-healthmyanmar.com/languages>.

As well as translation of text, we are also able to provide voice over services as well, which is important because many speakers of ethnic languages cannot read.

Resource Distribution - through our network of NGO partners, we are able to help distribute the resources throughout the country, and beyond.

We are also able to develop an application which will allow people to access our resources online from anywhere

Development of Educational resources - we could partner with an education specialist to create online teaching resources so that your customers can learn about the basic fundamental concepts of financial literacy, financial inclusion.

We could also help get these resources into schools, so that teachers could teach these resources to children.

GOAL

TO RAISE AWARENESS ON THE CONCEPT & PRINCIPLES OF KEY FINANCIAL ISSUES.

OBJECTIVE 1

TO IMPROVE CAPACITY AND KNOWLEDGE OF KEY ISSUES

TO INCREASE PUBLIC ATTENTION TO INFORMATION ABOUT KEY ISSUES

OBJECTIVE 2

ACTIVITY 1

PROVISION OF TRAININGS TO KEY MEMBERS OF CIVIL SOCIETY

MULTIMEDIA AWARENESS RAISING ACTIVITIES AND ARTIST ADVOCACY

ACTIVITY 2

IN PERSON TRAININGS

SOCIAL MEDIA CAMPAIGN

FINANCIAL LITERACY

REMITTANCES

BUDGETING

GRAPHICS AND CARTOONS

ETHNIC LANGUAGE VERSIONS

VIDEO CONTENT

OUTCOME 1

INCREASED CIVIL SOCIETY AWARENESS OF KEY ISSUES

OUTCOME 2

INCREASED CIVIL SOCIETY CAPACITY ON KEY ISSUES

OUTCOME 3

INCREASED PUBLIC KNOWLEDGE ON KEY ISSUES

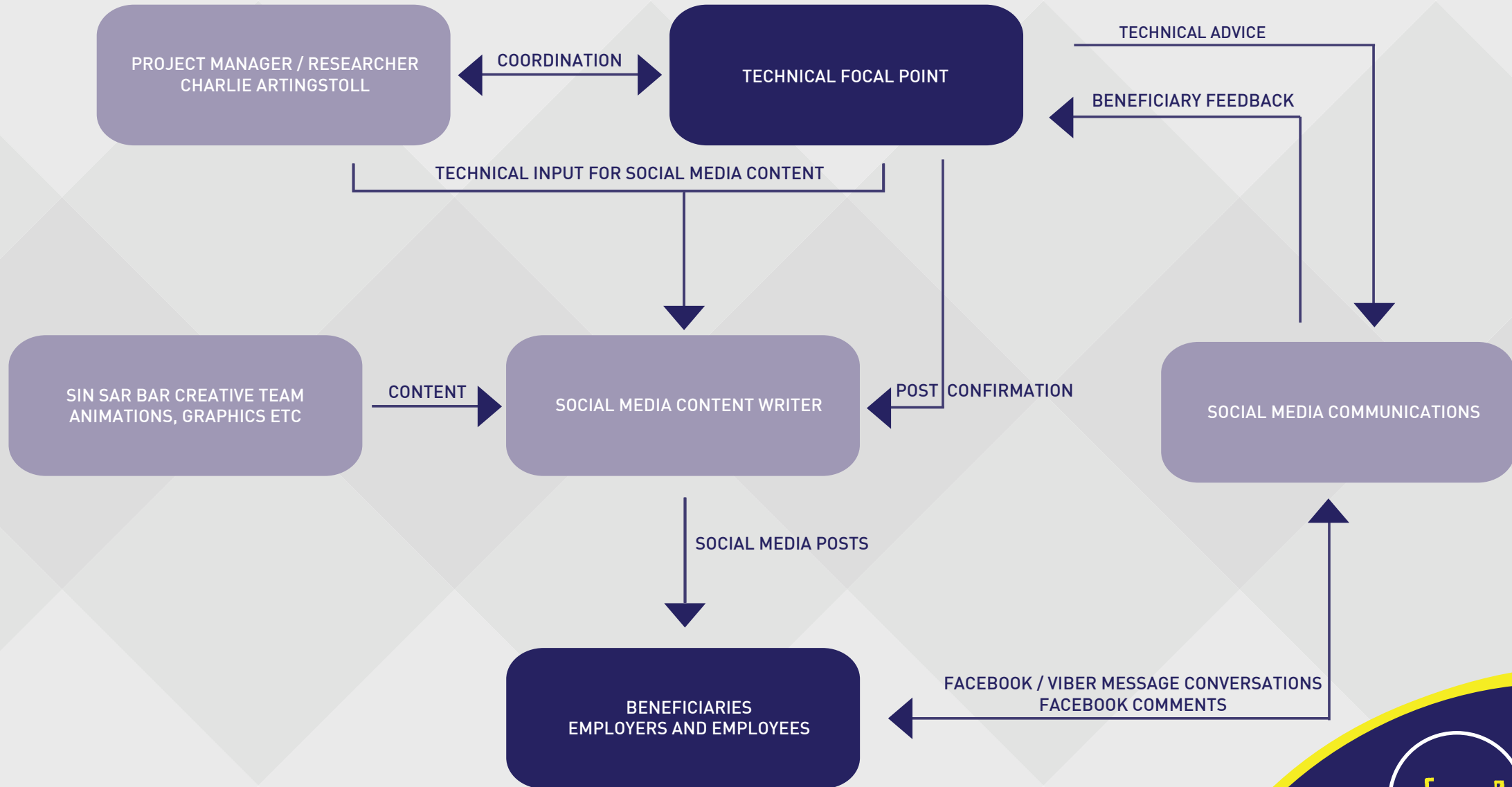
OUTCOME 4

ADDRESS MISCONCEPTIONS AND STIGMA ON KEY ISSUES

THEORY OF CHANGE

The current limited awareness of key issues is negatively impacting communities' physical and psychological health.

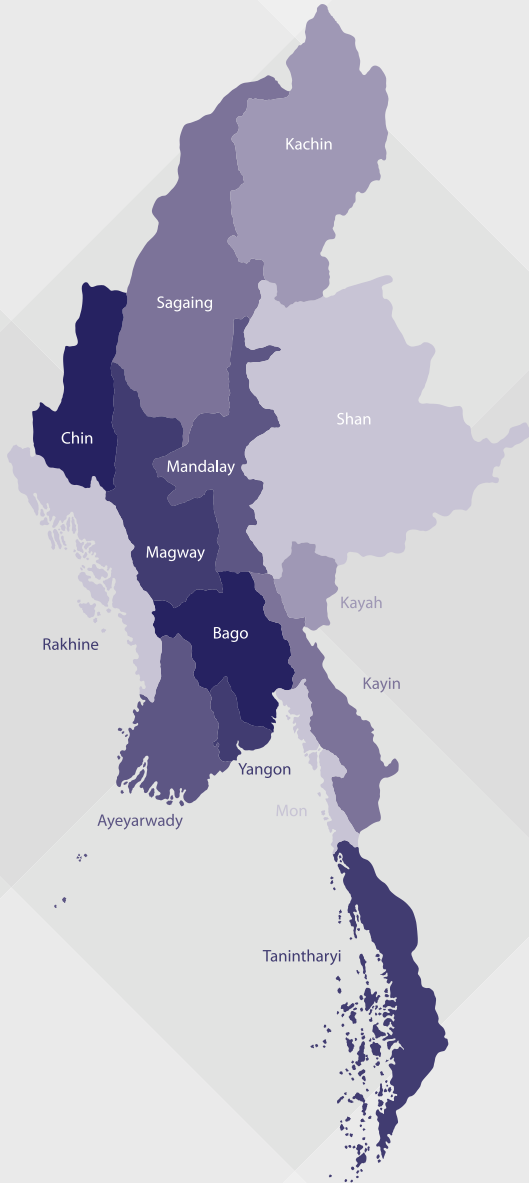
By providing training sessions and related materials for communities and key targeted populations, individuals will be more resilient to the consequences of conflict and political crisis.



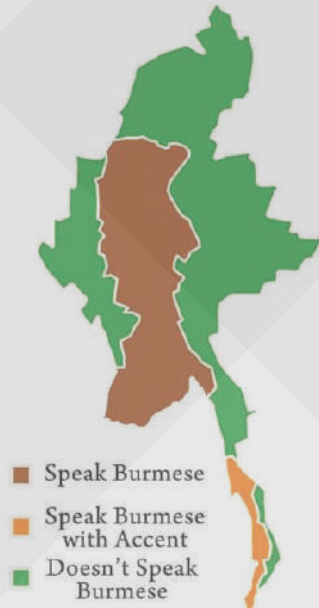
The Importance of Language

Given that a key aspect of this project is concerned with the expression of one's feelings, it is best provided in an individual's mother tongue. While Burmese is spoken widely across the country, for many it is a secondary language, and therefore, wherever possible we will try to communicate in the language that individuals feel most comfortable with.

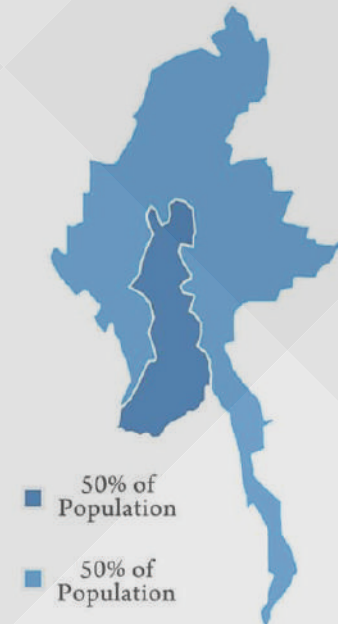
Sin Sar Bar has experience with working in different languages and dialects, and we have a wide network of local language networks who, where possible, can help identify community leaders who speak other ethnic languages and dialects, and also assist with the translation of creative resources. We can provide technical advice as to which languages to use and how to distribute these resources.

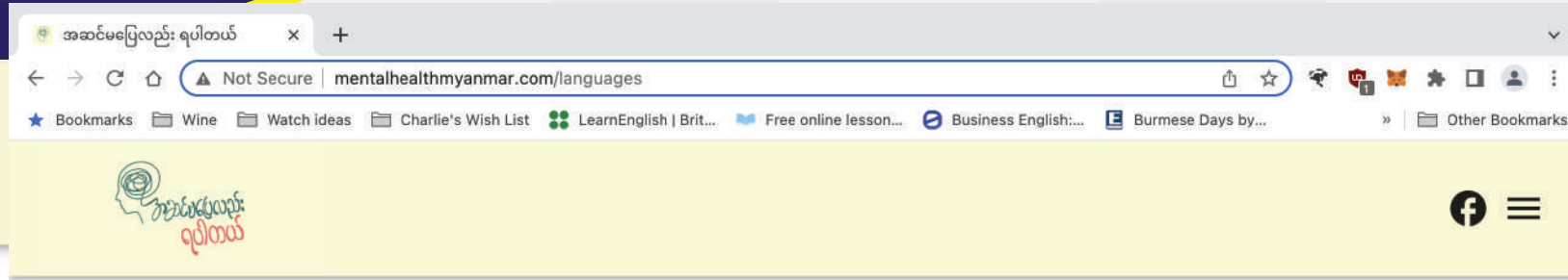


LANGUAGES



POPULATION DISTRIBUTION





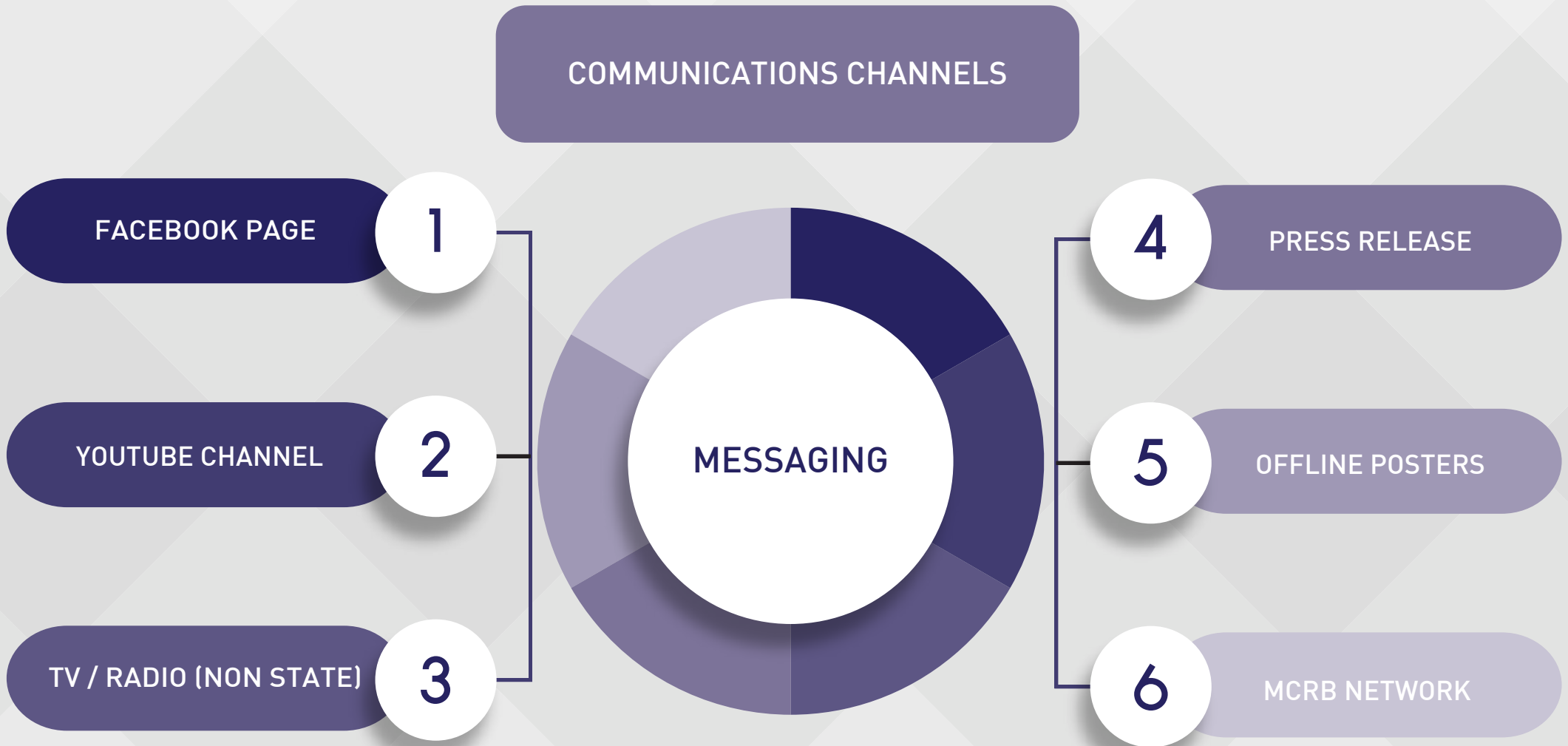
DOWNLOAD



| | | | |
|-------------------|----------------|--------------------|--------------------|
| English | Burmese | East Pwo Karen | Hakha |
| Jinhaw Kachin | Karenni | Kayan | Khong Soo Chin |
| Lainong Naga | Likhy Chin | Moken | Mon |

A Website we recently created featuring mental health resources - cartoons, graphics and video content in 17 ethnic languages (S'gaw Karen, Moken, Daai Chin, Khong So, Likhy, Hakha, Karenni (Kayah), Kayan, Mon, Tedim (Zomi), East Pwo Shan (Tai Lung), Ta-ang, Rakhine, Rohingya Lainong Naga and Jinghpaw).





(OPTIONAL) COMMUNICATIONS CHANNELS TO BE ACCOMPANIED BY CAPACITY DEVELOPMENT/TRAININGS

Social Media Landscape in Myanmar

Over the past year, the social media landscape in Myanmar has seen many changes - Facebook, the biggest platform is now only available by VPN which has recently been banned.

Additionally, the cost of mobile data has increased significantly.

However, data suggests that Facebook is still the most dominant platform in the country.

Level Up Marketing Group
February 3 at 11:50 PM · 🌐

January ဂယက်ကြောင့် Facebook User ကျသွားလားမေးရင် Statcounter က ထွက်လာတဲ့ ဒီဒေတာအရ မကျဘူးလို့ပဲ ပြောပါရစေ။ ကျွန်တော်တို့ လဆန်းပိုင်းရောက်ပြီဆိုရင် ကျွန်တော်တို့ရဲ့ Level Up က client တွေအတွက်ကို အမြဲ platform health check လုပ်ပေးလေ့ရှိပါတယ်။ အခု January မှာ ထွက်လာတဲ့ data မှာတော့ တကယ်ကို သိသိသာသာကျသွားတဲ့ မနှစ်က March to June data နဲ့ ပြန်ယှဉ်ကြည့်မယ်ဆိုရင် Facebook User လုံးဝ ကျမသွားသေးတာကို မြင်ရမှာပါ။

ဖုန်းတွေပေါ်က Facebook သုံးစွဲသူ စုစုပေါင်း သန်း ၂၀ နီးပါး၊ Tablet တွေထဲမှာဆို စုစုပေါင်း သုံးသိန်းဝန်းကျင်၊ Desktop ကနေ Facebook သုံးစွဲသူ သုံးသိန်းဝန်းကျင် ရှိကြပါတယ်။

ဒီတော့ တခြား channels တွေကို Back Up တခုအနေနဲ့ လုပ်နေတာလည်းတ ပိုင်းရှိသလို Facebook ကိုလည်း လွှတ်မထားသင့်သေးတဲ့အချိန်၊ အားစိုက်ထားရ မယ့်အချိန်လို့ မြင်ပါတယ်ခင်ဗျာ။

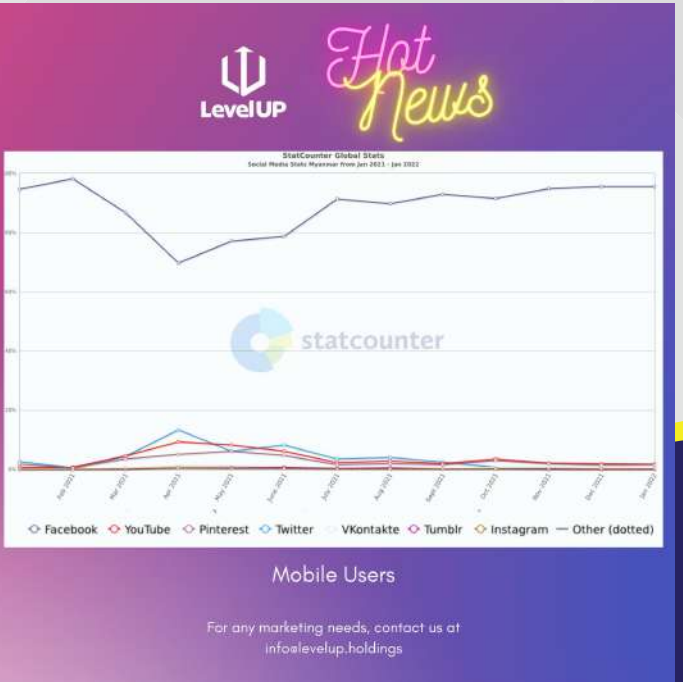
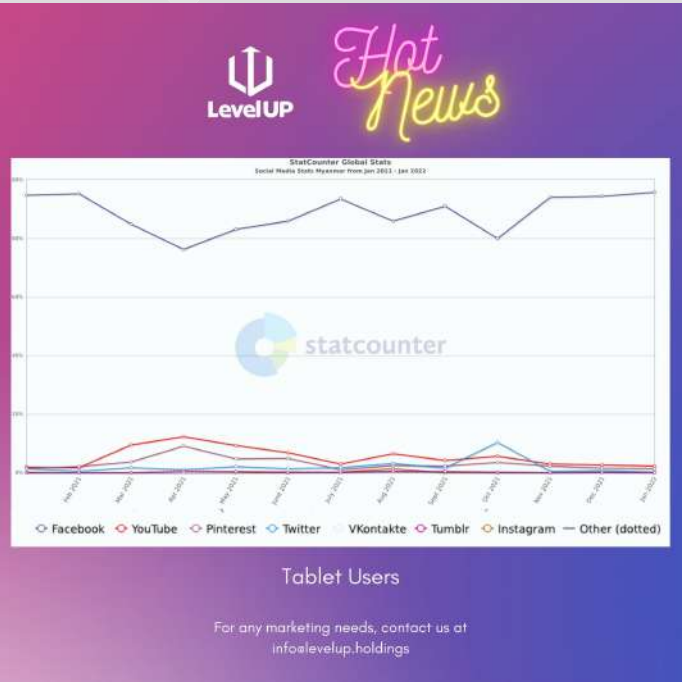
Marketing နဲ့ ပတ်သက်ပြီး SME တွေအတွက်ဆို Facebook ပြီးစားပေးနိုင်တဲ့ Level One Agency နဲ့ Large Company တွေအတွက်ဆိုရင် Digital Marketing တခုသာမကဘဲ Commercial Video ရိုက်ကူးရေးကအစ လုပ်ပေးနိုင်တဲ့ Level Up Agency ရှိနေမိမလို့ marketing အတွက်တခုခုလိုအပ်တယ်လို့ဆိုရင် m.me/lvlpmm ကိုသာ လာခိုပ်စေပေးပါ။

English Summary from our Social Media Partner

According to Statcounter, the number of Facebook users in January didn't seem to be lower than the peak crisis time of 2021, March to June, due to the telecom issues.

There's still around 20 million mobile users and around 300,000 users for tablets and desktops.

So, we suggest it's always best to have back up channels but Facebook is still the most useful platform for your business.



Why We Use Influencers

If we employ influencers to deliver vital message to the Myanmar public. Then they are more likely to accept them and change their minds/behavior on social issues BECAUSE these influencers are widely respected and followed by a large part of Myanmar public and can thus reach these people more easily than conventional marketing campaigns.

Taken from: “Communicating for the Future: Briefing papers, Search For Common Ground,” Nov, 2019.

[in Myanmar] Television personalities and celebrities are by far the most trusted source of “important information,” and their insight is relied upon significantly more than religious, political, or community leaders. When asked to indicate three sources that you trust the most to learn important information, the top three responses are TV personalities, posts from my favourite Facebook pages, and community based organizations at 25%, 14%, and 9%, respectively. By contrast, political leaders of my state/region, international media, and national level political leaders were listed by 4%, 3%, and 3%, respectively.

Full Paper Available at:

<http://www.sfcg.org/wp-content/uploads/2020/07/Search-for-Common-Ground-Briefing-Papers.pdf>



Sin Sar Bar has partnerships with a number of key media outlets across multiple platforms - Facebook, Twitter, Youtube and Television. Below are details of the organisations we have worked with before.



Mizzima - News in Burmese

Myanmar (Burma) News, Breaking News, Business, Opinion, Analysis

17,660,751 people like this including 601 of your friends

20,461,210 people follow this

Mizzima News
37.4K Tweets

Mizzima News
@MizzimaNews

Myanmar News brings you the latest news and insight into Burma or Myanmar as the country transitions. l.me/mizzima

Media & News Company Myanmar mizzima.com
Joined September 2009

869 Following 703.1K Followers

DVB TV News

DVB Multimedia Group - TV and News Media Network
ဒီမိုကရေစီ ရုပ်မြင်သံကြား သတင်းဌာန

The DVB (Democratic Voice of Burma) is a non-profit Burmese media organization committed to independent and responsible journalism.
Our mission is -... See more

16,760,917 people like this including 606 of your friends

18,460,690 people follow this

DVB Burmese
119.2K Tweets

DVB Burmese
@dvbburmese

The Democratic Voice of Burma, DVB Multimedia Group. #DVBTV is daily television channel and news media organization covering for Myanmar/Burma since 1992.

#Burma #Myanmar DVB.no Joined July 2011

329 Following 380.4K Followers

BBC Burmese

ဘိဘီစီ မြန်မာပိုင်းရဲ့ Facebook စာမျက်နှာမှာ တင်ပြပေးနေတဲ့ သတင်းတွေ၊ သတင်းအတိတ်တွေမှာ ကိုယ့်ရဲ့ သဘောထား၊ မှတ်ချက်တွေ ရေးသားပေးနိုင် ပါတယ်။ အဲဒီလို ရေး... See more

20,441,563 people like this including 740 of your friends

22,751,484 people follow this

BBC News မြန်မာ
35.6K Tweets

BBC News မြန်မာ
@bbcburmese

BBC Burmese.

If you can't see this page, please try a different browser, and check that you have the correct font installed (see our website).

London bbc.in/LnUam Born September 2 Joined March 2009

9 Following 579.2K Followers

Khit Thit Media

Your reliable Media in Myanmar.

ရန်ကုန်ခေတ်သစ်သတင်းဌာနသည် ၂၀၁၈ ခုနှစ်၊ ဇန်နဝါရီလ ၁ ရက်နေ့တွင် စတင်ထူထောင်ခဲ့သော သတင်းဌာနဖြစ်သည်။

3,730,312 people like this including 426 of your friends

4,284,801 people follow this

Khit Thit Media
9,509 Tweets

Khit Thit Media
@Khitthitofficial

ရန်ကုန်ခေတ်သစ်သတင်းဌာနသည် ၂၀၁၈ ခုနှစ်၊ ဇန်နဝါရီလ ၁ ရက်နေ့တွင် စတင်ထူထောင်ခဲ့သော သတင်းဌာနဖြစ်သည်။

Media & News Company Thit Tav St, Yangon, Myanmar. yknews.com
Joined April 2021

20 Following 114.9K Followers

MizzimaTV
1.19M subscribers

BBC News မြန်မာ
778K subscribers

DVB TVnews
1.09M subscribers

958K views • 2 years ago

952K views • 1 year ago

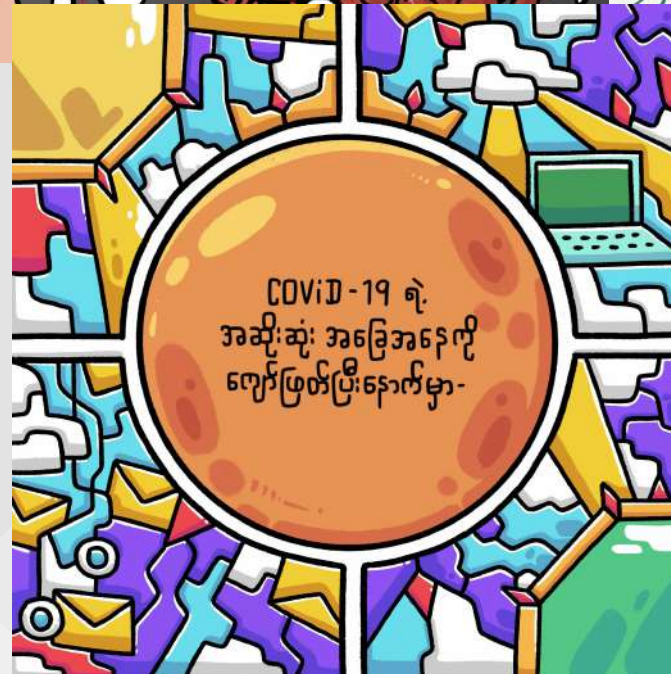
912K views • 11 months ago

831K views • 4 years ago

785K views • 1 year ago

3. Mizzima TV - Viewer Data

| | A | B | C | D | E | F | G | H | I | J |
|----|------------|----------------------------------|------------------|---------|----------|------------------|------------------|------------------|------------------|--------------|
| 1 | Date | Channel | | | | | | | | |
| 2 | 7/27/2025 | MIZZIMA | | | | | | | | |
| 3 | Variable | | 302% | | | | | | | |
| 4 | Start time | Description/Target | Total Individual | (MALE) | (FEMALE) | AGE(10 - 17 YRS) | AGE(18 - 24 YRS) | AGE(25 - 34 YRS) | AGE(35 - 49 YRS) | AGE(50+ YRS) |
| 22 | 1/08/2020 | MIZZIMA | | | | | | | | |
| 23 | 16/18 | Mi Thar Su Twin Ah Kyan Phat Hmu | 369 | 359 | 0 | 0 | 0 | 0 | 0 | 959 |
| 24 | 5/08/2020 | MIZZIMA | | | | | | | | |
| 25 | 20/06 | Mi Thar Su Twin Ah Kyan Phat Hmu | 18163 | 6067 | 12156 | 464 | 0 | 3620 | 3108 | 3945 |
| 26 | 7/06/2020 | MIZZIMA | | | | | | | | |
| 27 | 09/10 | Mi Thar Su Twin Ah Kyan Phat Hmu | 747 | 363 | 384 | 0 | 364 | 0 | 383 | 0 |
| 28 | 18/38 | Mi Thar Su Twin Ah Kyan Phat Hmu | 36302 | 9514 | 26838 | 5526 | 683 | 12274 | 9854 | 2383 |
| 29 | 0/08/2020 | MIZZIMA | | | | | | | | |
| 30 | 09/01 | Mi Thar Su Twin Ah Kyan Phat Hmu | 1968 | 1968 | 0 | 0 | 0 | 0 | 0 | 1968 |
| 31 | 3/06/2020 | MIZZIMA | | | | | | | | |
| 32 | 18/30 | Mi Thar Su Twin Ah Kyan Phat Hmu | 36392 | 14192 | 24200 | 6760 | 4794 | 7609 | 7638 | 2232 |
| 33 | 19/39 | Mi Thar Su Twin Ah Kyan Phat Hmu | 16747 | 3763 | 7644 | 413 | 319 | 486 | 8350 | 1179 |
| 34 | 4/06/2020 | MIZZIMA | | | | | | | | |
| 35 | 18/26 | Mi Thar Su Twin Ah Kyan Phat Hmu | 35861 | 12248 | 23613 | 6620 | 2364 | 7609 | 8164 | 1435 |
| 36 | 5/06/2020 | MIZZIMA | | | | | | | | |
| 37 | 18/40 | Mi Thar Su Twin Ah Kyan Phat Hmu | 30807 | 10118 | 20689 | 0 | 6291 | 8285 | 8694 | 1419 |
| 38 | | | | | | | | | | |
| 39 | | | 395,584 | 139,788 | 255,796 | 63,874 | 46,871 | 94,894 | 85,885 | 42,773 |





Full Video Link:

<https://www.facebook.com/watch/?v=1715930188771263>

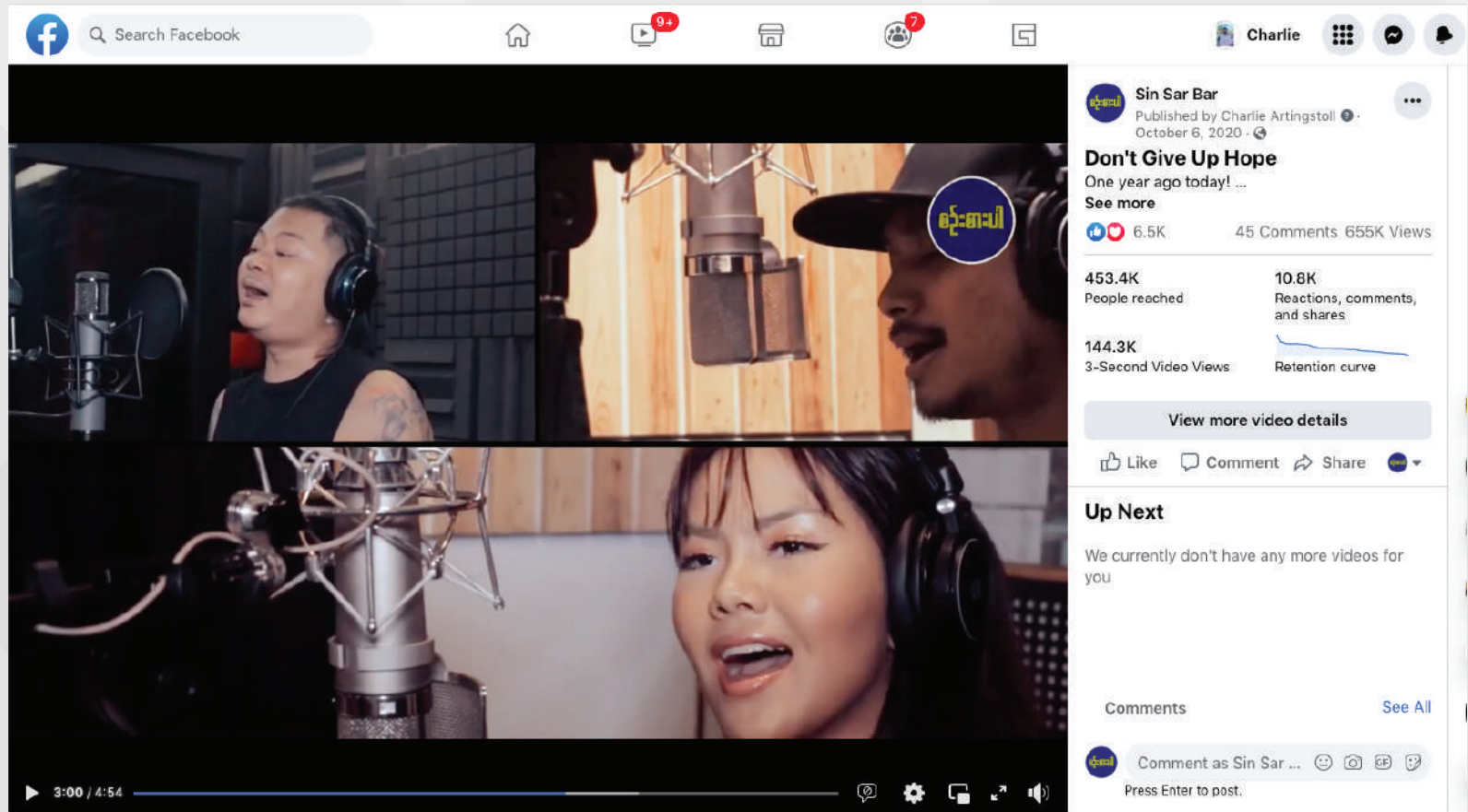


The screenshot shows a Facebook Live video player. The main video frame features a woman with dark hair wearing a white shirt and earphones, speaking. In the top left corner of the video frame is the CPI logo (Community Partners International). In the top right corner is a blue circular icon with the Burmese text 'စဉ်းစားပါ'. A smaller inset video in the bottom right shows another woman with red hair. Below the video frame is a blue banner with white Burmese text: 'စကားလုံးရေးတာကြင်နာပေးလိုရှိရင် ကျွန်တော်တို့အတွက်ဆေးတစ်ခွက်ပါ။'. The video progress bar at the bottom shows 20:27 / 28:56.

On the right side of the screenshot is the Facebook post interface. At the top, it says 'Sin Sar Bar posted a video to playlist Corona Virus 2020. Published by Charlie Artingstoll · July 18, 2020'. The main text of the post is in Burmese: 'Stigma & Covid ကာလတင်း အရိပ်မည်းမှု ကိုး၏ နောက်ဆက်တွဲ ဆိုးကျိုးများ Live...'. Below this is a paragraph of Burmese text discussing stigma and COVID-19, followed by a paragraph starting with '#COVID19'. The post has 334 likes, 13 comments, and 71K views. It also shows engagement metrics: 91.5K people reached, 401 reactions/comments/shares, and 57.7K 3-second video views. A retention curve graph is partially visible. At the bottom of the post are buttons for 'Like', 'Comment', and 'Share'.

Sin Sar Bar would work with influencers and technical experts on the given topic as a way of raising awareness and educating the general public about an issue.

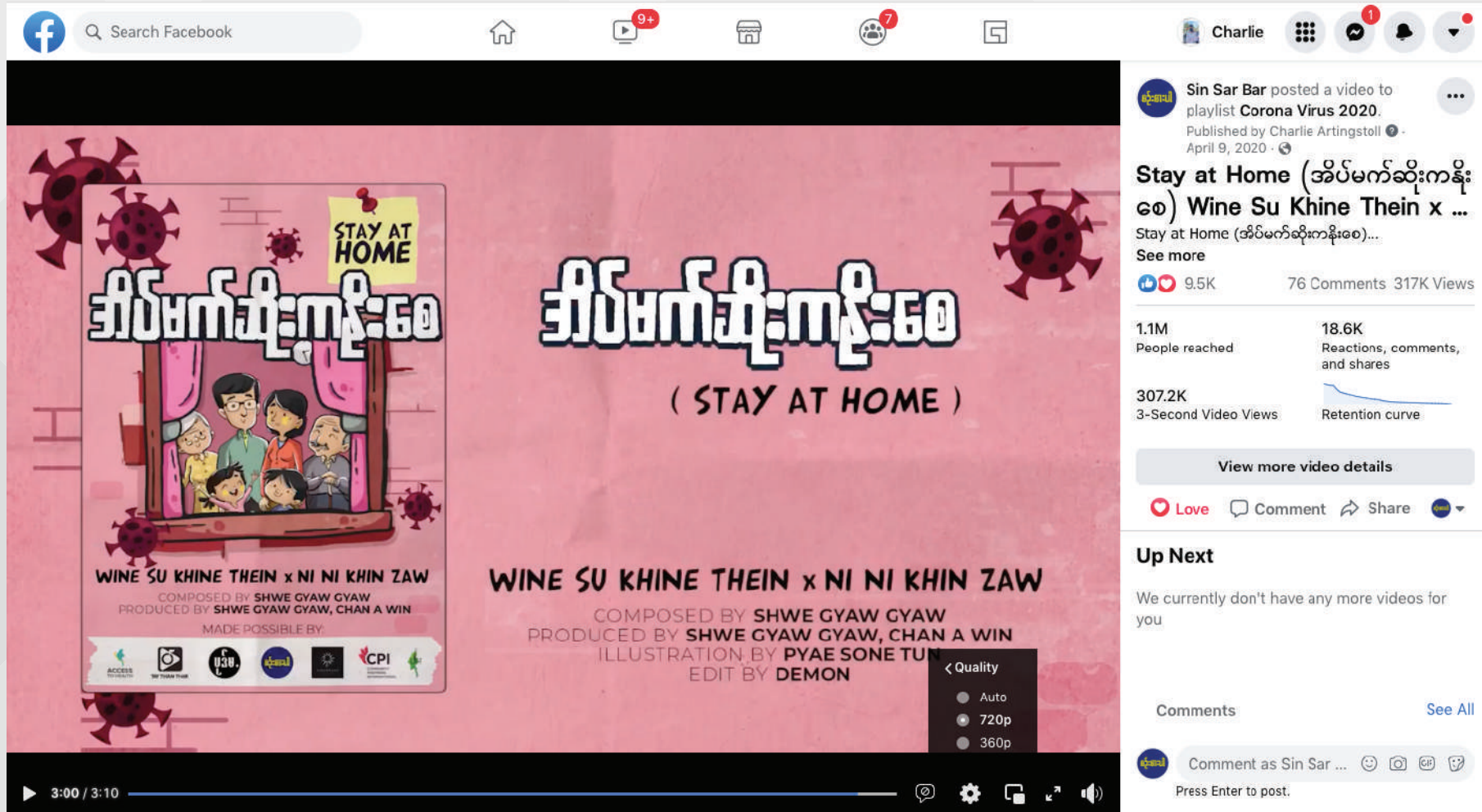




Don't Give Up Hope

A song focused on providing support for those suffering with drug addiction, which was release on music platforms and radio stations

Video link: <https://tinyurl.com/yf52vky3>



Stay at Home

A song focused on maintaining social distance during the COVID-19 Pandemic.

Video link: <https://tinyurl.com/y2dr3f8h>

