



ZITA

Channel

HOPE REMAINS





# ZITA

A RAY OF HOPE IN THE DARK

*The cover of the darkness of the night will  
be answered... and watered by the  
morning lights.*

*And the dawn will reveal what is hidden...  
and open the door after closing.*

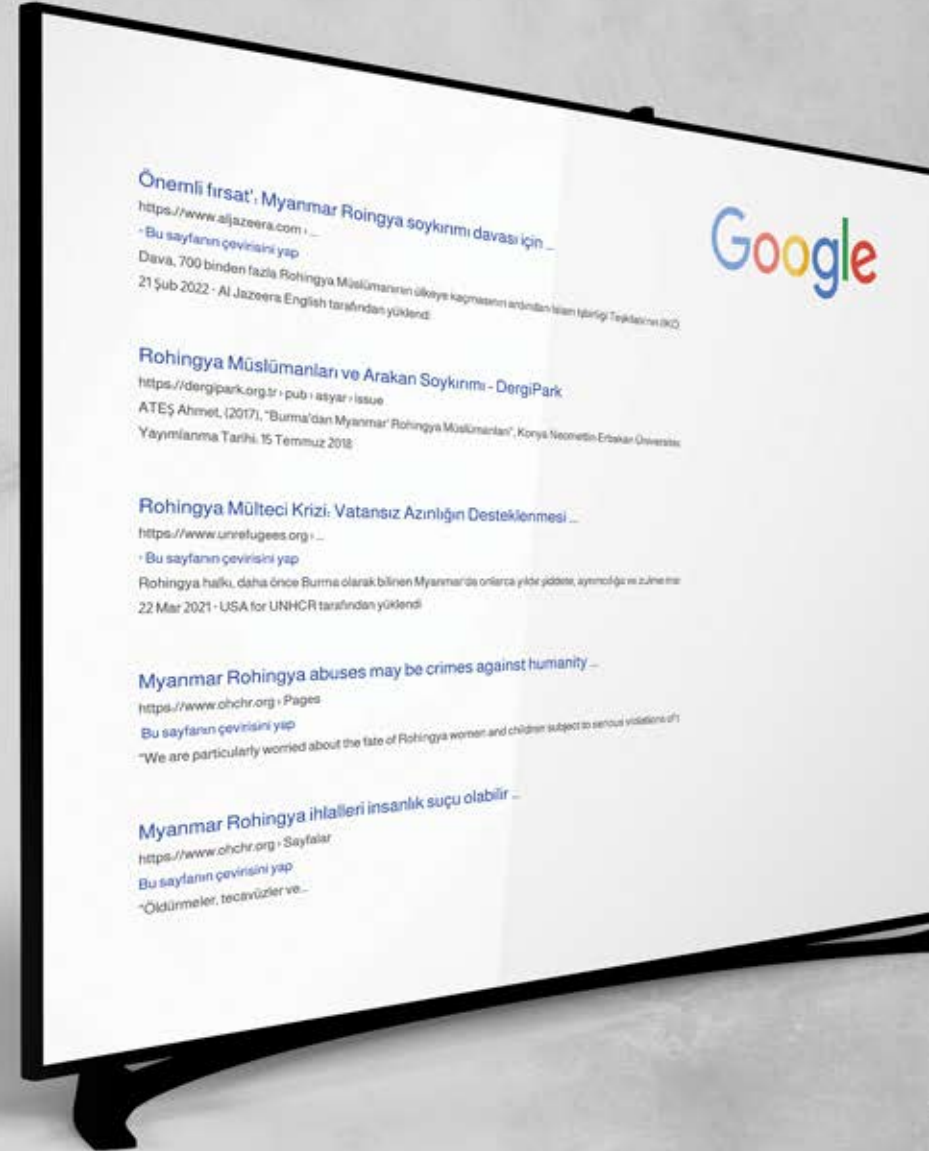
*And wishing birds sing after their  
silence, .... and a crow takes off the robe  
of doom.*



**Whenever someone turns to the Rohingya in any country, they find pain, poverty, and suffering accompanying them like a shadow.**

They will notice that in the media, news bulletins, reports, and statements, and they see it more on their faces when they meet them in the camps or the diasporas, and before that in their homeland, Arakan, that is empty except for a few of them.

Perhaps the most dangerous thing in the matter is the absence of hope in the lives of every Rohingya; Therefore, it was necessary to find a solution to restore and correct this and revive lives even from under the wreckage.



# ZITA

**From here, the idea of the "Zita" media platform arose**

To restore hope to the Rohingya people; Through a series of programs that seek to rebuild the Rohingya personality with a vision full of hope and determination; So that they could resist the tide of despair considering the absence of any significant Rohingya media influence.

It is no secret to every media practitioner that the media's role today is guiding opinion, creating impressions, and spread knowledge and awareness.

The Rohingya people today need a media outlet through which they derive the correct opinion, build their system and perceptions, and see in them what guides them to the right and repels them from wrong.





## Our goals

- Spreading hope and optimism and raising morale in the hearts of the Rohingya people.
- Strengthening the identity and belonging of the Rohingya people.
- Assisting in the dissemination of education and literacy.
- Contribute to increasing religious awareness and instilling values and morals.
- Assistance in solving the camps' educational, health, psychological, economic, and other problems.
- Developing personal skills and raising individual capabilities.





## **Our highest goal**

Rebuilding the Rohingya people intellectually, healthily, and psychologically.



## **Our message**

Creating a digital visual network that seeks to promote the Rohingya with realistic and optimistic creative content



## **Our vision**

Getting the network to a level that makes it the first Rohingya platform for the Rohingya people.







# ZITA

**It is a purposeful social, cultural, and developmental platform that addresses the 3.5 million Rohingya people in more than 56 countries worldwide.**

The platform addresses the Rohingya people of all categories in the Rohingya language, including men, women, youth, girls, young and old, through cultural, social, religious, development, and entertainment programs, within innovative templates that feel the reality of the Rohingya individual human being, and promote him to open a window of hope towards a brighter future.





# ZITA

Because the Rohingya people are living a battle in which they have no choice but to win or perish. That is why we gave this channel a suggestive name to inspire the Rohingya people and energize them without fading continually.



As they have been through a vast number of crises and challenges, such as;

- their dispersal
- decline in morals
- Buddhi family disintegrationst violence
- displacement
- Diaspora
- loss of Rohingya identity
- poverty
- problems in the camps
- psychological problems
- deviations in their faith
- the absence of vision
- withdrawal of citizenship rights
- unemployment
- displacement
- the force to convert to Christianity
- ignorance, and illiteracy





# Our audience

- Zita addresses 3.5 million Rohingya in more than 50 countries worldwide.
- Audience of all age groups of both sexes.
- Rohingya speaking audience (oral).





# Our audience

*in*  
more than

**56** *country*

*more than* **3.500.000**

*people*

## The main target groups are:

Audience inside: **500.000** people inside Myanmar

Camp audience: **1.500.000** people in camps in Bangladesh and neighbouring countries.

The audience in the Diaspora: **1.500.000**

The scattered audience abroad gathered in the Middle East, Pakistan, Malaysia, India, Indonesia, Turkey, and others.





# Programs examples

The subject areas of the content

Religion



Education



History



Sociology



Health



Economy



PEOPLE'S  
STORIES

Window  
to the  
World

Skills

Objectives  
of  
Shariah

EVE

Prevention





# Programs examples

**PLACE**  
STORIES

*Your*  
**Psychiatrist**

**Rohingya**  
*Story*

**Rohingya**  
*art*

**Problems**  
and  
**Solutions**

**P L A N**  
**Your Life!**

**Uncle Mamo's**  
*Rohingya Kitchen*

**Rohingya**  
*Friends*

**Picture**  
and  
**Story**





## General policies of the platform

- Intellectually, the platform adopts a moderate approach, always considering social cohesion, reducing points of difference, and enhancing points of convergence and agreement.
- The platform is keen not to be affiliated with any foreign agendas that are not in the interest of the cause or any people with political orientations that conflict with the Islamic environment and pledges itself to stand by everyone at the same distance.
- The platform adopts the narration of fixed and precise terms that reflect its nature and orientation towards the issue.
- The platform is committed to a general editorial line not to engage in side battles for other matters.
- The platform is committed to rejecting intolerance, avoiding excessive negligence, and adopting moderation and methodological mediation.
- The platform abides by the legal regulations and Islamic morals and the adoption of wisdom, good advice, and facilitation methods in conveying the message of Islam to non-Muslims.
- The platform is committed to considering diversity, integration, and specialization in those who provide content.
- The platform adopts simplification, persuasion, suspense, and enjoyment methods in presenting various programs.
- The platform emphasizes the seriousness of the content and the provision of meaningful and impactful content.
- The platform focuses on initiative and spreading the spirit of excellence, work, and achievement.





**1430-1784**

The currency of the state  
of Arakan, which was  
used during the Islamic  
rule (1430 - 1784 AD)







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