



MAAIF
Ministry of Agriculture
Animal Industry and Fisheries



Enabling poor rural people
to overcome poverty



Radio's critical role in e-Extension during disruption and shocks





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Why radio as an extension method?



Radio doesn't replace extension... It enhances it!



“One extension officer visits a community once in every fortnight, every two weeks, and the visit cannot last the whole day. So, in a community of over 200 farmers, how can one man visit them at once, all their fields? Sending the information through radio just enhances the process. And its reaching farmers beyond my normal district.”

Alhassan Dramani,
Extension worker in Savelugu, Ghana.



1000+200+

Radio partners

Million farmers

41

Countries

31

Active projects

150+

20+ Million

130+

Districts

3 Active projects





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The disruptions and shocks have emphasized the need for accessible communication methods for rural communities at a distance.

Available to practically everyone and broadcast in local languages, radio has the power to reach remote geographies with critical information during times of upheaval such as **COVID-19** and the 2019-20 **locust infestation**.





Our approach



By combining the two most powerful communication tools in Africa — **radio** and **mobile phones** — we are able to deliver a range of development outcomes at scale, even when traditional ways of reaching farmers are cut off.





Traditional radio

Digital tools add...



Widespread



Interactivity



Accessible



Other *"multimodal"* ways to reinforce information



Convenient



Data and analytics



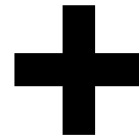
Inexpensive

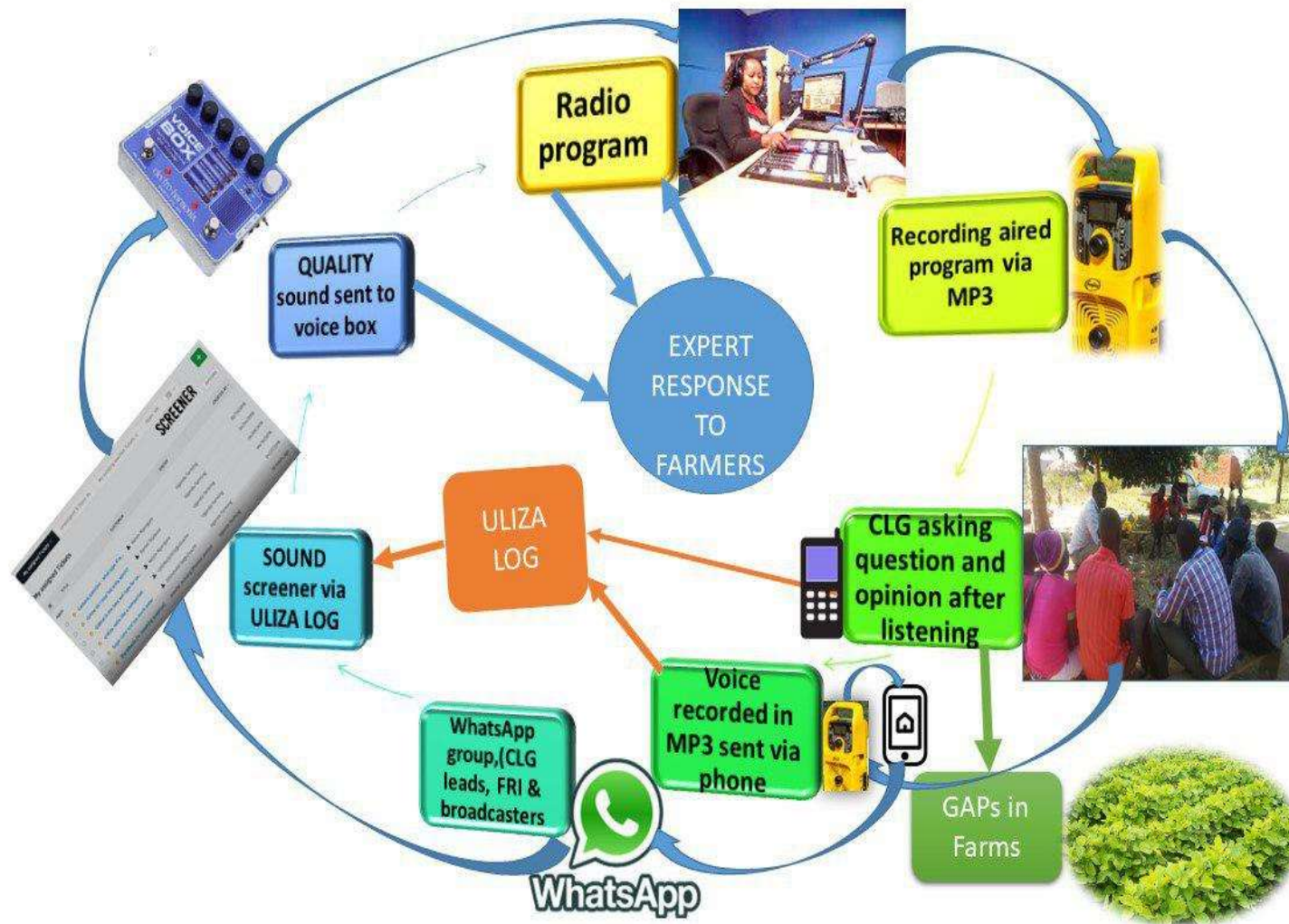


Quality control



Nimble





Example approaches



Participatory Radio Campaign

A PRC is an outcome-oriented radio campaign designed to boost the uptake of a specific farming practice or method over 12-16 weeks. This award-winning approach has been proven to significantly increase knowledge and the uptake of good agriculture, health and development practices.



Her Voice on Air

HVOA employs women-only community listening groups and gender training for broadcasters to increase women's engagement in radio programs. It has been shown to improve women's access to radio programs and boost their contributions to on-air content. More broadly, it has helped get communities talking about gender-equality issues.



Cooking Shows

All too often, people avoid crops even knowing that they are more nutritious or hardy. Why? They don't know how to cook and eat them. We developed cooking shows to overcome this obstacle to the production and consumption of more beneficial crops.





More example approaches



Radio Marketplace

Radio Marketplace is a weekly radio segment or program that provides market information and explores marketing topics from the perspectives of farmers, vendors, processors, transporters and more. In addition to increasing knowledge, it works to strengthen linkages between farmers and other actors in a given value chain.



Listening Post

The Listening Post is a 6-week series designed to gather and share the unfiltered opinions of rural citizens with policymakers and other development partners. It combines specialized radio broadcasts with our interactivity platform, Uliza, enabling listeners to participate in polls, leave voice recordings and request specific information.



Climate and Weather Advisory Services

Climate and weather advisory services are short, regular segments that combine current conditions and trends with advice from experts, including other farmers. They work to build climate resilience by giving farmers access to the information they need to adapt to changing conditions.





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Radio Innovations

Finding new ways to make radio better





Uliza-Swahili for “ask,”

Listener Interactivity Services

Uliza Poll (*interaction through voting*)-
Data

Uliza Alert (*push content*)- *E.g.*
Outbreaks

Uliza Info (*pull content*)- *Market, Inputs*

Uliza Log *for storage, monitoring,*
evaluation and delivery of content. + **Uliza**
Podcast

Uliza Answers (*questions asked and*
answered)- *By Experts*



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The screenshot shows the Uliza mobile application interface. At the top, there is a navigation bar with a back arrow, the text "Uliza - Uganda-219-SMARTGIZ-Radio Simba", and the URL "https://polls.uliza.fm". Below this is a blue header with a menu icon, "Campaign List", and "Uganda-219-SMARTGIZ-Radio Simba". The main content area displays three poll results for different episodes, each with a date and a "Completed" status.

Episode 3 (Sun Jul 28 2019):
 Question: "The question of the week is: Do you dig trenches in your coffee garden?"
 Options: Press 1 for Yes, Press 2 for No.
 Results: 277 Yes (50%), 277 No (50%).

Episode #2 (Sun Jul 21 2019):
 Question: "What is the recommended size of planting hole for coffee seedlings?"
 Options: Press 1 for 4*4 feet, Press 2 for 2*2*2 feet, Press 3 for 5* 6*2 feet, Press 4 if you don't know.
 Results: 51 (11%), 102 (22%), 31 (7%), 285 (61%).

Episode #1 (Sun Jul 14 2019):
 Question: "What age category do you belong to?"
 Options: Press 1 for 18 or Below, Press 2 for 18-35, Press 3 for 35-50, Press 4 for Above 50.
 Results: 65 (20%), 186 (55%), 50 (15%), 23 (7%).



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Emergency response

Mobilizing rural communities during times of upheaval, disruption and natural calamities





COVID-19

FARM RADIO INTERNATIONAL'S RESPONSE



Rapid COVID-19
emergency fund



Adapting existing programs
to combat COVID-19



Connecting broadcasters
to share experiences



Interactive COVID-19
hotline for journalists



Broadcaster how-to guides
and other resources

Pivoting programming and remote-led processes



Existing programming and projects now include COVID 19 information – weekly radio production allows for immediate response and pivoting



All project processes adjusted to be run remotely – audience research, radio program design, monitoring and evaluation.



From emergency to recovery

- We're turning our work towards how we can support rural communities in recovery from the effects of the pandemic including:
 - access to markets
 - growing healthy food
 - working with governments to promote remote schooling
 - working with communities to prevent increased rates of gender-based violence.



Recommendations

- Communication services for rural citizens need to be an **integrated** part of the extension and advisory system.
- Radio is a critical component to development programs **“at a distance”** during the new normal after COVID-19.
- ICTs and radio can help enhance more traditional extension approaches, and can allow extension to continue during shocks and disruptions.
- But it takes **active investment**. Communications networks need to be ready in the event of another COVID-19 or locust infestation.





We partner with...

- MAAIF
- NARO
- VEDC
- Makerere University
- Local Governments
- Radio Stations





QUESTIONS ARE WELCOME



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Thank you!

Get in touch:

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