

PROJECT TITLE:

RESEARCH AND DIALOGUE – *A Communication Intervention for Small and Medium Scale Farmers to Adopt Research*

Submitted to: **RESEARCH INTO USE, ZAMBIA OFFICE**

PROJECT GOAL:

Empowering small and medium scale farmers to demand research on conservation agriculture to improve productivity and increase in food security.

PROJECT APPLICANT/LEAD:

PANOS Institute Southern Africa



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£ 28, 211

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1. SUMMARY OF THE ACTION

Brief description of the proposed action

There has been widespread concern that most Agricultural research conducted by various research institutes in Zambia is not been utilized effectively to reduce poverty and support improved livelihoods, especially in rural areas. It is a fact that there is lack of adequate information points at the point of delivery in rural Zambia, including the persistent monopoly of research processes by research institutions. Tried and tested technologies in conservation agriculture and community based natural resources management can mitigate harsh realities around poverty and disease in sub-Saharan Africa. Facilitating and empowering rural small and medium scale farmers' voice in Chipata and Monze to demand services and participate in the market value chains in the two districts will be the core business of this action. Various research information gaps and practices by farmers will be discussed and shared through community radio, drama, radio listening clubs (RLCs) and information and farmers training centres (ICs). These fora will target policy makers, research institutes, researchers, farmers, business entities and markets among other audiences of media.

2. RELEVANCE

Relevance to the needs and constraints of the target groups

PANOS Institute Southern Africa (PSAf) partnered with Research Into Use (RIU) Zambia Office. During two district workshops in March and May 2009, stakeholders observed that lack of knowledge and how to create adequate awareness of research findings and stimulate demand for research among the end users was a major challenge in conservation agriculture. As in the words of Professor Isaac Phiri, Permanent Secretary responsible for livestock and fisheries in the Ministry of Agriculture and Cooperatives (MACO):

“Research is not research until it is used by the end-user...As a poor country; it is of no use investing in high science that has no relevance on people's lives...” - 30 June 2009

This action will narrow that gap existing between research on conservation agriculture for poverty reduction and the end user, the farmer.

Problems to be resolved and the needs to be met

“There has been a lot of money secured for purely research projects at such institutions like ZARI, GART, UNZA, Zambia Seed Certification Institute, Fisheries Research under Fisheries Department, Cotton Development Trust...”
Paraphrased - Professor Isaac Phiri (30 June 2009).

The two RIU inception workshops above in Chipata and Monze brought together stakeholders in the agriculture knowledge and services market and conservation farming. Participants included people from the private sector organisations, farmer organisations, government agricultural district offices (MACO), intermediaries, local media houses, NGOs, Panos radio listening clubs, Information Centres (ICs) and others. These workshops summarized the challenges faced in the knowledge/information markets as follows:

- Inadequate information points at the point of delivery – The workshop felt there is need to assist research to package information that is sellable to the end users and improve on the use of radio for communicating research.
- Monopoly of research process by research - To facilitate information sharing among the stakeholders in the platform, packaging and coordinated dissemination.

This action will not reinvent the wheel but bring to the fore its creative intervention in providing the suggested solution(s) as identified by community stakeholders above. In addition, although this action is proposed in the knowledge/information market platform, the intervention by Panos will also affect issues in the conservation agriculture platform highlighted below as identified by different stakeholders at these named workshops above:

- There is lack of an equipment supply system, seed and herbicides especially in rural areas – Through the provision of research information the action will also promote a mechanism that will enhance acquisition of tillage equipment and herbicides to make the adoption quicker
- Limited knowledge management and infrastructure – The involvement of community media and theatre, the action will contribute to private sector involvement in research
- There is limited supply of soil quality improvement legumes to complete the rotational cycles – Information provision will empower activists and farmers to lobby for inclusion of legumes in the national food security packs and Look at boosting a legume seed supply system

- There is a lot of work going on in CF/CA by different organizations in an uncoordinated way – Through communicating and sharing research information, the action will help most organizations working with CF/CA to take advantage of the platform to share best practices
- To change the mindset that CF can only be practiced by the poor hand hoe farmers and cannot be commercialized practiced – Information provision on conservation agriculture will put in place mechanisms that will expose farmers to new technologies

Actors involved (final beneficiaries, target group)

The action aims at empowering small and medium scale farmers to demand research on conservation agriculture to improve productivity and increase in food security. Community journalists will also be empowered to engage with communities' voices and researchers in their publications and broadcasts.

Objectives and expected results

- Produce 40 quality weekly live interactive community radio programmes on research on conservation agriculture
- Produce 20 bi-monthly community radio dramas on farmers' experiences and livelihoods informed by research
- Produce 40 quality community short radio features on conservation agriculture
- Produce 40 quality weekly radio forecasts for farmers providing precautionary measures informed by research on conservation agriculture and climate change

At outcome level, Panos will focus on the following:

- Strengthened and sustainable relationships between media outlets and research institutions
- Increased access to local and international research on conservation agriculture and community based natural resources management by small scale farmers
- Voices of those (small scale farmers) most affected by the issues being raised by research on conservation agriculture and community based natural resources management are able to take part in media debates on these issues
- Media debate around development research is more sustained and comprehensive

Added value of the action (innovation)

Is this something that has been done before? Or how different is this action from what has been done already?

Community media (print and radio) are a new phenomenon in Zambia with the establishment of the Zambia Community Media Forum, whose secretariat is at Panos, Lusaka. The interaction of policy, research, communities (farmers), media and other information sharing platforms such as the proposed theatre through drama is something that Panos has developed over time and will certainly add value to the proposed action. Research Into Use partnering with PSAf in this action will be an added value to its goals and projects in Zambia.

3. METHODOLOGY AND SUSTAINABILITY

Main project activities and duration (one financial year)

Category A: **Monitoring, evaluation, learning and sharing (ME&L):**

- Three field monitoring visits to community radio stations and information sites in Chipata and Monze. These visits as part of on-going M&E will assess the progress and effectiveness of this action towards intended impact. Particularly, these will assess the development of research-based content through community media and theatre through active interaction between community journalists, community members, farmers and researchers. These visits will be combined with the quarterly media scans and survey above. This will be every four months.

Category B: **Content development and media outputs:**

The challenge of content development lies in consistency, partnership/networking and caliber of print and electronic community media practitioners to deliver quality development content on a regular weekly basis throughout the year. The impact of any intervention on dialogue, policy and practice is founded on the reality of quality content throughout the year. PSAf through radio listening clubs, community media and other partnership agreements intends to make media content qualitative and quantitative.

- Live interactive radio programmes (IRPs) – twice weekly 30 and or 60 minutes = at least 96 weekly IRPs in year 1 (April '09 to March '10)
- Recorded direct response radio features (DRPs) – weekly ranging from 15 to 45 minutes = at least 48 DRPs in year
- Radio dramas by community members – weekly dramas on improved productivity, health and education through best farming practices. A healthy nation is a productive and rich country which meets its basic human needs – health, education, food security, etc. These dramas will translate the benefits derived from development research on agriculture
- Short radio features - from existing and new materials. These will be radio fillers that are broadcast while waiting for the next programme especially news bulletins
- Radio discussion and information clubs (RLCs) concept – see the RLC manual

- Remobilisation activities in Chipata and Monze and surrounding areas
- Coordination at RLC and community radio level
- Production of radio programmes where the community participates in content generation and production
- Weekly radio forecasts and interactive programmes on topical themes raised by research on climate change, community based natural resources management, etc. This will seek to prevent any harm to crops, animals by showing what's happening with say pest or other negative factors where; which information will eventually warn farmers and inform them on mitigation/protective measures to follow.

Category C: Documentation and publication:

- Three media and policy briefs – These will focus on policies issues in conservation agriculture to advocate for a conducive environment which supports the promotion of conservation agriculture and the adoption of research therein.
- End of project report – Should funds allow, a glossy end of project report will be prepared for dissemination for reporting, learning and sharing purposes

Main implementing partners and how they will be involved

- Breeze FM, Chipata
- Radio Maria, Chipata
- Chikuni community radio station, Monze
- Sky FM, Monze

These will form the core secondary beneficiary partners in the two districts. Their role will involve production and broadcasting creative formats of community radio to communicate research on conservation agriculture. There will be full participation in these productions from government agriculture district departments through extension workers, farmers' cooperatives and groupings in farmer training centres, extension service centres, radio listening clubs and information centres, including individual farmers and their respective families and communities. The Panos RLCs will be very instrumental including collaborations with ZNFU in through mobilizations and the interaction and production of programmes, RLCs, information centres and research. Through the IC, private sector such as ZNFU will be an instrumental private partner in facilitating information flow with its IC and also will act as a resource on most media outputs. In both districts, ZNFU, ZARI and MACO including mobile and internet service providers (ZAIN, MTN and ZAMTEL) will be key players in the provision of research and technologies that enhance agriculture. The national

broadcaster (ZNBC Radio 1 and 2) will rebroadcast major programmes and content from the two districts at the national scale.

How sustainability will be achieved or addressed

- By making community media practitioners understand and appreciate the significance of producing and disseminating relevant research content on development issues, the media are likely develop interest and continue with the diffusion of such content
- By enhancing the capacity of community media to develop relevant content, communities will be stimulated to participate in the development discourse and therefore influence policy decisions at a higher level
- Through continued collaboration among all stakeholders (policy makers, researchers, legislators, development organisations and public) there is likely to be continued sustenance of the production and dissemination of research information that promotes development and improves the livelihoods of farmers' families and communities; and
- By building the capacity of local implementing partners in the different two target districts, there will be increased buy in and transfer of skills to continue managing the project.

Any envisaged multiplier effects

We see more stakeholders utilizing this platform of knowledge/information market – government including parliament, donors, etc.

4. TENTATIVE WORK PLAN AND BUDGET TAKING INTO ACCOUNT THE RELEVANT PLAYERS AT PLATFORM LEVEL

Workplan – see attached excel calendar sheet

Budget – The total annual proposed budget is **£ 28, 211** - see attached excel budget sheet

5. CONCLUSION

The proposed action contributes to strengthening the knowledge and services market through enhancing the ICT based mechanisms including radio programmes (interactive and others), SMS facility, etc, based on market principles. The action also will support policy forums for advocacy purposes based on evidence generated through the facilitation process as well as case studies on key issues/structural constraints occasioned by remoteness and isolation.

The action will support the RIU in Zambia pursue activities in its identified strategic thrusts/aims and platforms with potential to achieve the following outcomes:

- Enhanced capacity of farmers and intermediaries to demand services and participate in the market value chains.
- Strengthened knowledge market mechanisms and services in the innovation systems and value chains.
- Enhanced capacities to support and facilitate learning and trust building in stakeholder forums, value chains and innovation platforms.

This action will also contribute to some significant degree, mechanisms that will assist in enhancing the adoption of conservation Agriculture and eventual increase in productivity and ultimately increase in food security and incomes for farmers.

ABOUT PANOS INSTITUTE SOUTHERN AFRICA (PSAf)

PANOS Southern Africa (PSAf) is a communication and information NGO that works to ensure that information is effectively used to foster development by empowering communities to shape their own agenda. We particularly focus on amplifying the voices of the poor and marginalised through:

- Innovative communication approaches.
- Working with mainstream and alternative media.
- Interfacing between development actors and local communities.
- Providing platforms for informed debate.

Our strategies focus heavily on **public policy analysis and research, communication methodologies, rights-based approaches to development, and gender mainstreaming**. We also recognise that for information to be effectively generated, the poor and the marginalised must be engaged in a two-way dialogue so that subsequent decisions, development plans and policies are meaningful and relevant to them – for more information visit www.panos.org.zm

APPENDIX 1: RESEARCH AND DIALOGUE BUDGET PROPOSAL

Line item / Description of activities by milestone or objectives	Unit Cost / \$	Units	Total / \$
Category A: Monitoring, evaluation & learning (ME&L)			
Activity 1.4 - Monitoring field visits to implementing partners and learning sites (4 months)			
Accommodation for staff for 2 nights - driver + 2 staff	60	3	360
Out of pocket for staff for 3 days	20	3	180
Meals for staff members for 3 days - travel days inclusive	50	3	450
Fuel @ ZMK 6, 000/ltr - 2way	1	450	1,200
Communication	15	3	45
Preparation of materials	Staff time	1	-
Report writing	Staff time	1	-
sub-total			2,235
sub-total activity 1.4		3	6,705
Category B: Content development and media outputs			
Activity 2.1: Produce and broadcast weekly live interactive radio programmes			
Preparation of broadcast materials by producer	85	10	850
Production costs for 10 months @ ZMK 60, 000 per programme	13	10	133

Presenter's fees for 10 months @ ZMK 60, 000 per programme	13	40	533
Airtime for 10 months @ ZMK 297, 800 per 60 minutes programme	66	40	2,647
sub-total			4,164
16% VAT			666
sub-total activity 2.1			4,830
Activity 2.2: Produce and broadcast weekly recorded direct response radio programmes			
Preparation of broadcast materials by producer	85	10	850
Production costs for 10 months @ ZMK 60, 000 per programme	13	10	133
Presenter's fees for 10 months @ ZMK 60, 000 per programme	13	40	533
Airtime for 10 months @ ZMK 188, 000 per 30 minute programme	42	40	1,671
sub-total			3,188
16% VAT			510
sub-total activity 2.2			3,698
Activity 2.3: Produce and broadcast community radio dramas			
Preparation of broadcast materials - research, scripts, talents, etc	85	10	850
Production costs for 10 months @ ZMK 60, 000 per programme	13	20	267
Airtime for 10 months @ ZMK 188, 000 per 30 minutes programme	42	20	836
sub-total			1,952
16% VAT			312
sub-total activity 2.3			2,265
Activity 2.4: Produce and broadcast community short radio features			
Preparation of broadcast materials by producer	85	10	850
Production costs for 10 months @ ZMK 60, 000 per programme	13	40	533
Airtime for 10 months @ ZMK 115, 000 per 10 minutes programme	26	40	1,022
sub-total			2,406
16% VAT			385
sub-total activity 2.4			2,790
Activity 2.5: Produce and broadcast weekly radio forecasts and interactive programmes on topical issues			
Preparation of broadcast materials by producer	85	10	850
Production costs for 10 months @ ZMK 60, 000 per programme	13	40	533
Airtime for 10 months @ ZMK 115, 000 per 10 minutes programme	26	40	1,022
sub-total			2,406
16% VAT			385
sub-total activity 2.4			2,790
TOTAL CATEGORY B			16,373
Category C: Documentation and publication			
Activity 3.1 - Policy & media brief (4 months)			
Research & editing	Staff time	3	-

Preparation of study materials	Staff time	3	-
Data collection, entry, analysis & report writing	Staff time	3	-
Design, Layout & Printing 200 copies	2,500	3	7,500
Dissemination	450	3	1,350
sub-total activity 4.1			8,850
3.2: End of project cycle report			
Preparation of materials	Staff time	1	-
Report writing and compilation	Staff time	1	-
Printing and dissemination	1,000	1	1,000
sub-total activity 4.4			1,000
TOTAL CATEGORY C			9,850
TOTAL BUDGET			32,928
<u>Administration, management & coordination</u>			
PSAf levy @ 15% of total			4,939
<u>Staff time</u>			
Project Assistant	750	12	9,000
sub-total staff time			7,500
TOTAL PROJECT BUDGET			46,868
TOTAL PROJECT BUDGET			£ 28, 211
Notes			
1. Airtime conditions include:			
a. 16% VAT included on all rates			
b. Production fee ZMK 60, 000			
c. Presenter's fee ZMK 60, 000			
d. Panos pays 50% of the total airtime charge			
2. US\$ 1.00 = ZMK 4500			
3. US\$ 1.6613284065254 (www.boz.zm 31 July)			

APPENDIX 2: WORKPLAN CALENDAR – see attached.