THE LOGIC BEHIND PROPOSED RIU TANZANIA INTERVENTIONS

1. Introduction

1.1 About RIU Tanzania

RIU program in Tanzania works to explore ways of improving local innovation capacity for increased use of research outputs and new knowledge in developing profitable agribusiness enterprises. The program is guided by the main research question (*"what configurations of actors, policies and institutions, under what circumstances and at what point in the innovation trajectory that allow agricultural research to contribute to innovation and development")* which is investigated by exploring six overlapping innovation narratives, each with its own hypothesis and specific research question (Text box1). Through its activities, the program will experiment on the first five narratives.

The program works with a wide range of stakeholders through innovation platforms to define system problems, propose and select alternative solutions, implement solutions, and specify learning. The entire process aims to improve the way society address issues and solve problems and learn different techniques that can be used to increase capacity of stakeholders to seek and utilise improved knowledge and technologies for increasing their productivity and profitability.

> **Box 1: Innovation Narratives**
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> a. **Capacity development led Innovation**. The rate limiting step in technical change is not technology development or promotion *per se*, but the level innovation capacity.
> b. **Research communication led innovation.** Research products need to be processed into forms suited to different audiences and made accessible through data bases.
> c. **Public-private partnership led innovation**. The private sector has not played an adequate role in public agricultural research and allied activities and partnership between public and private sectors could drive innovation relevant to the poor.
> d. **Opportunity led innovation.** Opportunities presented by large markets of poor people as well as new markets for poor producers are leading the emergence of new types of innovation processes and products.
> e. **Investment led innovation.** Financial resources are a key incentive for innovation and are increasingly used to help encourage the development of new partnership configurations around specific problem areas and research products.
> f. **Poor user led innovation.** Poor farmers and consumers should be at the centre of the innovation process as they have superior knowledge of their production and social context.

Specific roles played by the program to achieve its goal include but are not limited to: Building the capacity of stakeholders – for systems analysis, self-organisation and coordination: Facilitating platform processes: Community mobilisation – for promoting fundamental behaviour change from traditional legacy of subsistence agricultural production to business orientation; and promoting a habit of seeking and using information and technologies to solve system challenges: Building sustainable linkages and partnerships among various actors in the system for increased capacity to unblock system challenges: Training – to impart relevant skills and knowledge: Brokering between service providers and users: and Monitoring progress and proposing new course of action to help system actors improve their practices.

1.2 RIU Tanzania Statement of Ambition

By the end of the program in March 2011, The RIU program in Tanzania expects to have achieved the following:

1.2.1 Poultry Activities

At household level
1. More than 30,000 poor farming households will be keeping improved indigenous chickens as a commercial activity i.e. about 30,000 rural commercial poultry enterprises will be operational.
2. In these 30,000 households, the livelihoods of about 180,000 Tanzanians as beneficiaries (family members) would have improved from living under less than a US dollar a day to an annual income of about 1000 USD a year (or about 3 US dollars a day).

The 30,000 household members would have gained the following capacities:
- Both technical skills and financial capacities to raise and benefit from around 100 chickens.
- To order and procure day old chicks from different hatcheries in the country,
- To specify types of vaccines, veterinary drugs and feeds needed for the enterprise, and demand and pay for them from private service providers,
- Sufficient knowledge, skills and practical experience in poultry feeding, disease control and management and general poultry husbandry,
- To produce or procure poultry feeds from different sources either from the market or from own sources.
- To speculate, approach, bargain and participate in the local chicken market at profit.
- To identify system blockages, search and apply innovative solutions to unblock them.

At Service Providers level
1. There will be privately owned hatcheries producing indigenous chicks at a commercial scale in Tanzania where interested poultry keepers can order and buy chicks at anytime and at volumes they want. By the end of the program, there should be at least 20,000 indigenous chicks released in the market every week.
2. There should be at least one feed supplier and one veterinary drugs agent in every district operating at ward level even in the remotest villages. (Currently their business volume has tripled as a result of the program support and the growing number of poultry keepers demanding their services. Farmers are now working with them directly).
3. More than 30,000 farming households would have access to extension services provided at household level for about 30 days continuously by experts deployed to live with the household members and give them practical training. The model has also been adopted by the Government and out-scaled to other areas where students from Agricultural Training colleges are deployed to farming households every year as part of their field practical training or internship after graduation.

1.2.2 Farm Implements Activities

At household level
1. More than 30% of the 277,330 households in the four targeted Districts in Morogoro, will be using tractor hire services and other modern farming tools as part of phasing out the hand hoe and drudgery in farming
2. At least 90 % of all villages in Ulanga, Kilombero, Kilosa and Mvomero districts will have been made aware of the existing new modern farm implements and more than 70 % of households will have knowledge of where to hire or purchase farm implement tools.
3. More than 30% of households will have increased their acreage by 30% due to the decreased cost for ploughing and other farming services as a result of bundling of ploughing demands

4. Farmers are aware of proper acreage measurements and are using them when hiring ploughing services.

At village level

1. 60% of targeted villages have a mechanism of communicating their bundled demands to farm implements owners in the areas.
2. Every village in all districts have a farm implement catalogue with images of new modern farming tools, their usage, specifications, and where they can be found.
3. Every mechanization officer in the each district has been through a refresher course and is aware of the bundling of demand concept, is following up with the villagers to ensure the bundling of demand concept is strengthened and expanded to include other needed services.

At service provider level

1. In all program villages tractor owners and farmers are communicating and doing business together. At least all villages have the names and contacts of at least 10 reliable tractor owners that have made agreements with farmers for provision of ploughing services
2. Tractors and other farm implements are reliably being maintained and serviced regardless of the distances to the townships. At least every districts' major spare part dealer has agents servicing every ward and has built a business relationship, and where necessary, agents have credit facilities established with the spare part dealer
3. Tractor owners and mechanics have formed organised groups for purpose of meeting the demand of services requests.

1.2.3 INFOCOM Activities

1. The information generation and dissemination model is working to address information needs for innovation i.e. information needs are identified and the business plan for the model is being operationalised to produce content, repackage and disseminate it to relevant target groups to facilitate decision making processes and advisory services.
2. At least five sectors *(agriculture, Information and Communication Technology, education - academia, Non-Governmental, Private for Profit, and public sectors)* are involved in the different parts of the system.
3. 20 Print[1], 10 radio[2], 3 television[3], and 2 electronic media have taken the content and disseminated it to the target audiences through their programs, newsletters, newspapers, websites etc…
4. At least five private sector organisations are working to support different parts of the system.
5. Through the system's business plan, the program should have mobilised about 30,000 GBP from the private sector partners to support the second round of information generation and dissemination.
6. At least 10,000 copies on one theme have been produced and disseminated to households by March 2010.
7. More than 50,000 farming households in Tanzania have accessed information produced by the system through different medium i.e. radio, TV, print and electronic.
8. Institutional capacity - information and communication capacity of at least 4 strategic partner institutions and actors in collecting, analysing, translating, repackaging and disseminating agricultural information into languages and formats suitable for target groups has been strengthened.

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[1] Print media is the largest advertising medium with over 350 registered publications in Tanzania, including newspapers, magazines, periodicals, and newsletters (TCRA 2008)

[2] There are about 47 radio stations in Tanzania, including community radio stations in different regional towns (TCRA, 2008).

[3] There are 29 television stations in Tanzania, however only 6% of households owned a TV set by 2006 (TCRA, 2007)

1.3 Intervention Logic 2009 – 2011

Although its processes are experimental, the program is governed by a framework and intervention logic stipulated in the country strategy. However, since changes have occurred as a result of the review conducted in early 2009, some of the approaches and interventions suggested in the country strategy have been revised.

This document presents what the program intends to focus on and achieve during the November 2009 to June 2011 period with key focus on the thrusts initially identified for the country. Key expected outputs, milestones and indicative activities under each thrust are also articulated. Specifically, all outputs are geared to achieving the aspirations articulated by the program around exploring ways of enhancing stakeholder capacity to innovate and utilise relevant research outputs and new knowledge to improve livelihoods. During the given period, RIU Tanzania is focusing on one Immediate Objective[4] and four strategic objectives based on the four thematic thrusts originally proposed by the Country Implementation Strategy as presented on the table below.

Thematic Thrusts	Strategic Objectives
☞ Thrust 1: Demand Led Innovation Process	*Strategic objective1: Enhanced stakeholders' capacity to collectively innovate for increased efficiency and profitability of their respective agro-enterprises.*
☞ Thrust 2: Information and Communication Market	*Strategic objective 2: Improved exchange of agricultural information between information sources and targeted end users through a functional Public-Private Partnership*
☞ Thrust 3: External Communication and Harmonisation	*Strategic objective 3: Improved program communication and harmonisation for effective sharing and influencing local, national and international policy agenda*
☞ Thrust 4: Learning for up-scaling and out-scaling	*Strategic objective 4: Ensured sufficient learning, evidence gathering, documentation and sharing of lessons.*

Thrust 1: Demand Led Innovation Process

Strategic Objective 1: "Enhanced stakeholders' capacity to collectively innovate for increased efficiency and profitability of their respective agro-enterprises"

Background – under this thrust, the program supported development and functioning of four innovation platforms. Two platforms (Dairy and Post Harvest) have been closed due to recommendations from the MTR, and two platforms (Entrepreneurship and Farm Implements) are still operating. The program works through innovation platforms to ensure that respective stakeholders work together to identify system blockages, experiment various solutions to overcome the blockages and they are exploiting innovation opportunities for increased productivity and profitability.

2009 – 2011 Focus – based on recommendations from a meeting held in November 2009, between CRT Members and country team, the program will continue to experiment different solutions to

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[4] *"Maximise the poverty reducing impact of RNRRS and other research outputs and, by doing so, significantly increase understanding of how the promotion and widespread use of research can contribute to poverty reduction and economic growth"*

unblock system challenges and promote innovation in the remaining four districts in Coast region under the Entrepreneurship Platform. The program will also out-scale lessons and experiments from Entrepreneurship Platform (poultry) into four districts in Dodoma region and three districts in Singida region. The main aim is to increase impact at scale and collect more lessons. The program will scale-down operations of the Farm Implements Platform in Morogoro region, and use the next six months (until June 2010) to complete implementation of activities; create an exit strategy; collect lessons and emerging impacts; identify stakeholders who can continue to support the platform; and engage them in platform activities to facilitate smooth transfer by June 2010. Under this thrust, the program will deliver two main outputs whose concepts and respective sub-outputs, milestones and activities are described in detail under the following sections.

Output 1.1:   **A functional innovation platform has facilitated emergence and development of profitable poultry enterprises in Coast region hence the community's entrepreneurship capacity is enhanced.**

Background – in Coast region, RIU has been working under the Entrepreneurship Platform to experiment different approaches to develop agri-business entrepreneurship capacity through poultry farming for sustainable income generation and enterprise development. The major constrain to innovation in Coast is the low capacity, extensive poverty and lack of motivation by the local population to engage and invest in agri-business activities. Imparting relevant skills, stimulating business ventures and developing linkages among different stakeholders was therefore seen as an avenue that will increase demand and utilisation of new knowledge and technologies in the poultry industry and other agricultural products.

Progress to date – from May 2009, the program has been supporting the platform by facilitating activities and experimentations to overcome identified system challenges in indigenous poultry keeping starting with Rufiji district. The programme applies innovation system principles to facilitate establishment of necessary support systems in order to sufficiently provide basic poultry services like; veterinary drugs; feed and poultry equipment; extension and other BDS; and markets and marketing services. As stated above, activities focused on learning and imparting relevant skills, stimulating business endeavours and developing linkages in order to promote utilisation of new knowledge and technologies in poultry industry.

2009 – 2011 Focus – the program intends to continue to experiment different solutions to unblock system challenges in indigenous poultry keeping in the remaining four districts in Coast Region. The platform will be supported to continue sensitising and building the innovation capacity of stakeholders in poultry keeping. Lessons collected will be used to support out-scaling activities in Dodoma and Singida regions.

In the next 18 months, the program will continue to experiment around the following activities to achieve indicated milestones as presented under each sub-output below. It should be noted that these activities have been experimented in Rufiji district and have shown success.

Sub-Output 1.1.1:   *A functional platform is stirring innovation processes towards the emergence and development of profitable poultry enterprises in the Coast region*

The program will facilitate processes towards building relevant capacities for; (i) continuous systems analysis to identify systemic problems; (ii) seeking innovative solutions for the identified problems; and (iii) effective utilisation of selected solutions. Emphasis will be put in promoting the capacity to use new knowledge as solutions. Capacities for the platforms to operate at both regional and local levels will also be built. These will relate to ensuring that platform champions, facilitators and community mobilisers are able to reach critical masses and develop necessary linkages up to the village level. This process will involve facilitating different visits and meetings with different stakeholders, platform members, local authorities, relevant service providers as well as conducting training, exchange visits and facilitating development of concrete platform business plan. Such processes will be carefully done to allow a progressive natural growth of the platform and a free exit and entrance of members as situations demand. The platform will be linked to relevant national and regional processes so as to sustain its initiatives.

Summary of milestones and indicative activities for sub-output 1.1.1

2 yrs Milestones	Indicative activities to achieve the milestones
1. Reviewed business plans approved **(by: Dec 2009)** 2. 6 quarterly platform meetings organised for planning and follow ups **(by: at least 1 meeting per quarter)** 3. Platform capacity gaps identified and solutions implemented **(by: June 2010)** 4. Two more platform system analyses conducted **(by: June 2010)** 5. District level actors meet and make collective interventions to promote chicken keeping. **(by: March 2010)** 6. Platform champions have collected issues/needs from farmers and submitted them to relevant authorities for action **(by: June 2010)**	*1. Review and finalise platform business plans and work plans,* *2. Organise regular platform meetings to review progress and conduct system analyses* *3. Expose platform members to relevant technologies, innovation and research outputs relevant to their themes* *4. Train platform facilitators on community mobilisation and monitoring and following up of platform activities at district level* *5. Organise district level meetings to identify district needs, priorities, solutions and implement solutions.* *6. Facilitate processes to ensure the involvement of marginalised groups in platform initiatives* *7. Link platforms with regional and national level processes as needed.* *8. Facilitate development and implementation of platform feedback mechanisms to members, communities and other stakeholders.*

Sub-Output 1.1.2: Solutions to unblock challenges in provision of support services to poultry enterprises (hatchery, veterinary, feeds, DBS and extension and markets) have been experimented

Under this sub-output, the program approach is to work with existing businesses and individuals to ensure that the platform is finally supported to; (i) develop local capacity to produce and supply enough and quality chicks; (ii) develop appropriate and sustainable systems to supply quality veterinary services up to the ward level; (iii) develop commercial enterprises for ensuring farmers' access to quality and affordable chicken feeds and poultry keeping equipment (like feeders, drinkers etc.); (iv) Ensure farmers' accessibility to extension and relevant Business Development Services including training in entrepreneurship; and (vi) link farmers to well developed local chicken markets.

Through platform facilitators and other stakeholder, systems for supplying quality chicks, veterinary drugs and chicken feeds will be developed up to the ward level by identifying existing suppliers and linking them with local agents in the respective areas. Where necessary, farmers will be introduced to approaches such as "**joint input order system" (JIOS)** in order to procure feeds, vaccines and other drugs at cheaper costs especially in very remote areas where business incentives are low for agents to operate.

Through a coupon system, RIU Tanzania will demonstrate proper chicks rearing by providing subsidised chicks feed, feed stations (so that farmers can learn that chicks need special stations to protect them from drowning), essential minerals, vitamins, drugs and vaccines for one month. This is an important strategy which intends to ensure that a reasonable number of chicks grow up to maturity and allow other interventions like marketing to take place. The coupon system has helped to initiate demand that has supported emergence of the rural supply chains.

Not all locations will have the needed service providers nor with the required capacities. Therefore, RIU will work together with other stakeholders to build the needed capacities among the service providers. For example; linking egg producers with chick producers; training chick producers on efficient hatchery management, handling and treatment of eggs, disease management and control in hatcheries as well as in supporting them to acquire incubators with higher capacities. The program will also link district level feed and vet drugs agents with large and medium producers/distributers and negotiate for favourable terms to suit the circumstances in the rural areas where farmers are.

These activities are expected to among the major undertakings at the beginning of the program period so that farmer will have the enterprises running before commercialization and marketing skills are imparted.

☞ **Facilitating processes to solve capacity problems in chicks supply system in Coast region**

2 yrs Milestones	Indicative activities to achieve the milestones
5 small hatchery units supported to produce at least 5000 chicks per week *(by: March 2010)*	1. Engage consultants to map out existing hatcheries and conduct need assessment on required capacities 2. Build relevant technical and basic capacities for effective hatching services and accessing improved parent stock. 3. Provide full specialized BDS package including interest free credit facility to stabilise their business and increase production capacity. 4. Introduce and communicate hatching technologies and innovations. 5. Develop efficient communication system and linkages between farmers and hatcheries. 6. Mobilise interested entrepreneurs or farmers to open breeding centres within villages, wards or districts to enhance availability of services.
3 contracts signed to supply eggs to hatcheries in Dar from the high eggs producing areas outside Dar es Salaam at profit *(by: March 2010)*	1. Identify & mobilise egg producers in Tabora, Mbeya and Singida 2. Link egg producers with hatchery units 3. Build capacity to supply quality eggs (training, treatment package facilities and quality control mechanisms) to make sure that supplied eggs meet required quality. 4. Establish contract farming for increased supply of quality eggs to the identified hatchery unit including establishment of backup circuit for supply of eggs from outside the program area e.g. Mbeya, Singida and Tabora
At least 100 Farmers in each district are doing business with 5 hatchery units without involving RIU *(by: March 2010)*	1. Facilitate farmers exchange visit to the hatcheries 2. Facilitate meetings for the hatcheries to negotiate and market their hatcheries to villages and media 3. Link transporters with hatcheries and farmers 4. Set task force in each district which will take lead in organising other farmers and link with chicks producers 5. Link large breeders, researchers and information providers with small scale indigenous chicken farmers to enhance availability of information on breed types etc. 6. Provide information and knowledge on production, types, and care of indigenous chicken during mobilisation.

☞ **Linking stakeholders to enhance local capacity to supply veterinary services**

2 yrs Milestones	Activities to achieve the milestone
At least 5 district level Vet services providers (one in each district) have been identified and capacitated to provide services up to ward level at profit *(by: March 2010)*	1. Identify existing vet service providers in each district as well as areas with no provider. 2. Identify reliable wholesale suppliers of vet drugs to work with district agents. 3. Conduct need assessment for the district agents to supply drugs up to ward level 4. Support district agents to establish links and means of working at ward and village levels. 5. Facilitate field visits to link the providers with farmers
All program farmers are capable of procuring Vet services using different approaches relevant to them (joint order system, mobile centres etc) *(by: March 2010)*	1. Identify available services providers for vaccination and treatment of chicken diseases in the districts and wards 2. Mobilise service providers and extension workers to provide information or training on vaccination, treatment, how and when to use both to poultry farmers 3. Mobilise distributors of vaccination and treatment for poultry to provide information on vaccines and treatments and promote their use 4. Advocate service providers to use simple distribution channels that use simple transportation and storage methods
Farmers have been sensitised, trained and linked to relevant regulatory authorities for reporting drug quality disputes *(by: March 2010)*	1. Identify all regulatory authorities dealing with quality and regulation of drugs and vet services 2. Select platform members from each district to oversee the drug and vet issues in their localities 3. Contract regulatory authorities to provide training to platform members and farmers on drug quality and regulatory issues 4. Provide relevant support to make sure that they perform their functions successfully including facilitating meetings with regulatory authorities to control expired drugs and poor quality drugs that may harm chicken

☞ Enhancing local capacity to supply poultry feeds

2 yrs Milestones	Activities to achieve the milestone
Ward level feed supply systems established in each district with links to the large and medium scale feed producers *(by: March 2010)*	1. Map and conduct need assessment to assess current needs on the demand and supply sides 2. Organise meetings to influence distributors to sell poultry feeds in the villages 3. Support agents who are ready to supply feeds to the remote areas 4. Train and support farmers to access appropriate feed regime 5. Develop local capacity to produce and supply feeds up to the local level especially ward level i.e. involve and mobilise the private sector (local entrepreneurs) to make poultry feeds (these can be trained and acquire the relevant knowledge)
All farmers are trained and introduced to local technologies and innovations to produce alternative cheep feeds *(by: March 2010)*	1. Train farmers and other service providers on how to make poultry feeds using the correct quantities and also using natural resources that maybe available in the areas 2. Identify and introduce local technologies and innovations to produce alternative cheap feeds 3. Design a specific training programme that will prepare general crop and livestock farmers to be poultry farmers (training should focus on general knowledge and poultry farming, diseases, feeding etc. according to different needs)
At least 50 entrepreneurs are producing poultry feed protein as a business (maggots, termites, lucaena) *(by: March 2010)*	1. Promote general knowledge and understanding on the nutritional requirements for poultry, its importance and how to locally produce them 2. Identify institutions/individuals who are currently producing poultry feed protein as business and who can train others 3. Sample few farmers from each district and train them on how to produce poultry feed protein. 4. Use trained farmers to disseminate knowledge to other farmers
Locally made poultry equipment (feeders, drinkers) are produced and wherever possible sold in at least 3 local markets *(by: March 2010)*	1. Provide training on creating and improving alternative local equipments using local materials that are available in the areas 2. Mobilise entrepreneurs and businessmen to distribute and sell equipments in areas where they are required 3. Identify local artisans who are involved in creating different equipments 4. Link local equipment producers with poultry farmers

☞ Enhancing local capacity to provide BDS and extension services

2 yrs Milestones	Indicative activities to achieve the milestone
At least 3 types of poultry extension tools packaging poultry technologies and innovations have been developed and disseminated to farmers in the 5 districts *(by: March 2010)*	1. Gather relevant information on technologies, innovations and research outputs on poultry keeping. 2. Inventories existing poultry extension tools and tailor them to suit identified needs 3. Facilitate development of a simple manual with lots of pictures and illustrations for farmers to read and discuss with the household advisor 4. Use different approaches to disseminate the tools.
About 500 Farmers have gained practical experience and skills to raise day old chicks *(by: March 2010)*	1. Establish a competent human resource base to train farmers on how to raise day old chicks at household level 2. Package and disseminate relevant innovation and technologies for raising day old chicks 3. Subsidise at least by 40% initial costs of vaccines and feeds to ensure that every farmers gets the opportunity to learn by doing how to properly raise day old chicks. 4. Deployment of households level advisors for farmers' effective learning poultry farming by doing.
About 500 Farmers have been trained in basic poultry keeping *(by: March 2010)*	1. Disseminate comprehensive extension materials to all farmers 2. Use household advisors to train farmers in general poultry husbandry 3. Promote exchange visits and learning among farmers between and across wards, villages and districts. 4. Train all farmers on entrepreneurship in relation to commercial poultry keeping. 5. Organise local joint meetings and learning events between and among farmers 6. Introduce poultry in the existing "farmers' field schools" to overcome the shortage of extension services 7. Identify outstanding poultry keepers that can be used to demonstrate good practices to other farmers
At least 3 types of BDS packages relevant to poultry have been developed and mechanisms for dissemination tested *(by: June 2010)*	1. Identify key BDS needs among the communities. 2. Identify existing BDS providers who can work with poultry farmers. 3. Facilitate development of appropriate BDS packages relevant for poultry farming 4. Link BDS providers and farmers and facilitate development of sustainable mechanisms for providing the services

☞ **Facilitating processes towards establishment of reliable poultry markets in Coast region**

2 yrs Milestones	*Activities to achieve the milestone*
Market for local chicken products appraised and strategies formulated *(by: March 2010)*	1. Conduct rapid market appraisal for local chicken products 2. Develop market strategy for indigenous chicken and its products 3. Implement the strategy 4. Develop strategic partnerships for developing sustainable and efficient market 5. Identify existing markets in and outside the region 6. Identify major traders and wholesalers of indigenous poultry in the country and development linkages between them and farmers 7. Identify the market demand of indigenous chicken in both quality and quantity 8. Identify price lists for poultry and poultry products from existing markets, traders and poultry farmers 9. Identify potential markets for poultry and poultry products e.g. major markets, hotels, restaurants, schools, supermarkets, etc
At least 500 farmers have been sensitised on identified key marketing strategies *(by: June 2010)*	1. Organise community meetings to discuss the proposed strategy 2. Mobilise identified farmers and farmer groups to collectively sell their products at agreeable prices through the collection hubs 3. Strengthen the capacity of groups and networks of poultry keepers in strategic business and marketing skills for collective marketing
At least 500 farmers have been trained on product quality and measurements *(by: June 2010)*	1. Contract relevant trainers on poultry product quality and measurements 2. Organise field training sessions on poultry products quality and measurement. 3. Formulate a system for monitoring the quality and prices of poultry products in each district
Ward farmer representatives have been linked to at least 2 marketing agents and are facilitating farmers to do business with the agents *(by: June 2010)*	1. Identify market agents for indigenous chickens within the district and outside the region 2. Organise meetings and links between agents and farm representative 3. Monitor the process and document lessons in each stage
50 farmers have been introduced to value addition concepts and technologies relevant to poultry and are processing poultry products *(by: Sept 2010)*	1. Contact institutions dealing with value additional trainings especially SIDO 2. Develop training manual for farmers training 3. Conduct TOTs for selected few farmers from each district who will disseminate information to others 4. Monitor how farmers adopt the concept and practice it
At least 2 customers are buying processed poultry products from at least 50 farmers *(by: Dec 2010)*	1. Identify companies that deal with processing, packaging and grading for poultry products e.g. MKUZA 2. Identify existing associations for traders and wholesalers of poultry products 3. Link farmers with available processors to enable easy processing and packaging of poultry products 4. Link farmer groups with identified associations of traders and wholesalers of poultry products
At least 1 district and 1 Regional Market centres designated for selling live indigenous chickens are operational and known to farmers *(by: Dec 2010)*	1. Identify existing collection centres in the wards and districts 2. Identify collection centres that may need to be upgraded 3. Identify strategic places for setting up new collection centres 4. Mobilise entrepreneurs to set up new collection centres at the identified places 5. Mobilise entrepreneurs and the local government to upgrade existing markets

Sub-output 1.1.2:   **Lessons and experiments from the Entrepreneurship Platform have been out-scaled to seven districts (four in Dodoma and three in Singida region)**

The program will out-scale lessons and experiments from the Entrepreneurship Platform (indigenous poultry) to four districts in Dodoma region and three districts in Singida region. The program will work to map areas of implementation in the seven districts, conduct systems analysis and facilitate processes that will put in place systems to (i) solve problems in chicks supply capacity, (ii) enhance local capacity to supply veterinary services and feeds, (iii) enhance Business Development Services (iv) develop reliable markers and business skills.

2 yrs Milestones	*Indicative activities to achieve the milestones*
Areas of interventions in 7 districts in Dodoma and Singida regions are mapped *(by: February 2010)*	1. *Map areas of implement* 2. *Stakeholder analysis and identification*
Chicks supply system capacity problems in 7 districts have been solved *(by: June 2011)*	1. *Map existing hatcheries in the areas* 2. *Identify and mobilise egg producers* 3. *Link egg producers with hatcheries* 5. *Link large scale breeders, researchers and information providers with small-scale indigenous chicken farmers to enhance availability of information on breed types etc...*
Local capacity to supply vet services in additional 7 district is enhanced *(by: June 2011)*	1. *Identify existing vet service providers, wholesale suppliers for vet drugs etc in each district* 2. *Link service providers with farmers* 3. *Conduct need assessment for the district agents to supply drugs up to ward level* 4. *Support district agents to establish links and means of working at ward and village levels.* 5. *Facilitate field visits to link the providers with farmers* 6. *Identify all regulatory authorities dealing with quality and regulation of drugs and vet services* 7. *Select platform members from each district to oversee the drug and vet issues in their localities* 8. *Contract regulatory authorities to provide training to platform members and farmers on drug quality and regulatory issues* 9. *Provide relevant support to make sure that they perform their functions successfully including facilitating meetings with regulatory authorities to control expired drugs and poor quality drugs that may harm chicken*
Local capacity to supply feeds is enhanced *(by: June 2011)*	1. *Map and conduct need assessment to assess current needs on the demand and supply sides* 2. *Develop local capacity to produce and supply feeds up to the local level especially ward level i.e. involve and mobilise the private sector (local entrepreneurs) to make poultry feeds (these can be trained and acquire the relevant knowledge)* 3. *Design a specific training programme that will prepare general crop and livestock farmers to be poultry farmers (training should focus on general knowledge and poultry farming, diseases, feeding etc. according to different needs)*
Local BDS capacities in additional 7 districts is enhanced *(by: June 2011)*	1. *Gather relevant information on technologies, innovations and research outputs on poultry keeping.* 2. *Inventories existing poultry extension tools and tailor them to suit identified needs* 5. *Identify key BDS needs among the communities.* 6. *Identify existing BDS providers who can work with poultry farmers.* 7. *Facilitate development of appropriate BDS packages relevant for poultry farming* 8. *Link BDS providers and farmers and facilitate development of sustainable mechanisms for providing the services*
Reliable markets and business skills are developed *(by: June 2011)*	1. *Conduct rapid market appraisal for local chicken products* 2. *Develop market strategy for indigenous chicken and its products* 3. *Implement the strategy* 4. *Develop strategic partnerships for developing sustainable and efficient market* 5. *Identify existing markets in and outside the region* 6. *Identify major traders and wholesalers of indigenous poultry in the country and development linkages between them and farmers* 7. *Identify the market demand of indigenous chicken in both quality and quantity*
6 quarterly platform meetings organised for planning and follow-up *(by: June 2011)*	1. *Prepare objectives and guidelines for each meeting* 2. *Select and book venue and other services* 3. *Identify outside facilitator, if needed* 4. *Invite participants to the meeting* 5. *Contract documentalist, and other service providers*

Sub-Output 1.1.3: ***Solutions at regional and national level to solve hatcheries and markets bottlenecks have been experimented***

The program will explore various solutions at regional and national level to solve bottlenecks in large-scale hatchery services and markets. This includes meeting with large-scale private sector companies to explore the possibility of providing their services to indigenous chicken farmers; conducting a rapid national market appraisal to study the existing local chickens' products market; identify necessary market linkages and capacities including for value addition; and work with the government to establish a local chicken designated market in Dar es Salaam as it is for goats, pigs and cattle.

2 yrs Milestones	*Indicative activities to achieve the milestones*
Blockages in hatchery services are dealt with in order to improve hatchery units, stabilize their business and increase production capacity *(by: March 2010)*	1. *Explore solutions to unblock challenges in provision of hatchery services for indigenous chicken*
Program has facilitated processes to establish a functional national level market for indigenous chicken *(by: March 2010)*	2. *Identify consultants to conduct a rapid market appraisal to study the existing market for indigenous chicken* 3. *Facilitate processes of establishing a national level market for indigenous chicken*
Program has facilitated processes to attract large private sector companies into indigenous chicks hatching business (e.g. Interchick) *(by: March 2010)*	1. *Identify large scale private sector companies in poultry industry* 2. *Hold meetings with identified companies to explore possibility of working with the platforms to improve the problem of hatchery services*
4 meetings at the national level have been organised (including meetings for policy influence) *(by:June 2011)*	1. *Identify policy issues in poultry industry* 2. *Identify relevant stakeholders, ministries, policy makers etc...* 3. *Hold meetings with stakeholders to find solutions for policy issues that affect the operations in poultry industry*

Output 1.2: **A functional innovation platform has enhanced farm productivity of smallholder farmers through increased access to and capacity to utilise improved farm implement opportunities in Ulanga, Kilombero, Kilosa and Mvomero Districts in Morogoro Region.**

Background - In Morogoro region, RIU has been working through the Draught Power Platform to experiment different solutions that will enhance maize and rice productivity among smallholder farmers by increasing their capacity to utilise improved farm implement opportunities in Ulanga, Kilombero, Kilosa and Mvomero districts. The major challenge in the target areas is low land cultivation which is a result of combined factors including low utilisation of mechanisation services, high prices for hiring mechanised services, and a demand and supply deadlock between users and providers of agricultural mechanised services. Low land cultivation (low production), lack of knowledge and poor access are among many factors that limit farmers from demanding and using new information and technologies. It was expected that, enhancing farmer's productivity and their capacity to innovate will result into emerging needs related to access to inputs and output markets and other post harvest management practices, hence putting research into use.

Progress to date – from December 2008, the programme has worked with the platform to identify system challenges and experimented around possible solutions to unblock the demand and supply deadlock in draught power hire. Among activities that were experimented include,

- *Enhancing draught power demand side – building the capacity of farmers to demand and utilise improved farm implements – by mobilising and promoting self-organisation, expanding area under cultivation and bundling of demands to enable them to buy services at affordable rates. The ultimate goal here is to reduce the costs of ploughing for small-scale farmers; improve the knowledge and entrepreneurship skills for farmers; improve productivity and break through the supply-demand deadlock.*

- *Enhancing draught power supply side – through the platform, the program supported tractor owners and operators to better organise themselves for providing services, with common, transparent and fair prices, increased reliability and client orientation so that they can improve the profitability of tractors through a higher running time throughout the year. The ultimate goal here is to lower costs, increase efficiency and availability of services hence promote overall productivity.*

- *Facilitating linkages among different stakeholders in the system through the platform to ensure that all necessary support systems are in place e.g. service centres for farm implements, input supplies, storage and processing facilities, transportation, markets etc...*

2009 – 2010 Focus – during a review of the country implementation plan held in November 2009 between CRT members and Tanzania Country Team, it was observed that the program will spend a long time to solve the demand-supply deadlock and other emerging needs before putting research into use. This will limit the program from achieving desired impacts within its timeframe of 18 months. Also the financial capacity to out-scale such an intervention is limited. It was therefore proposed and agreed that the activities of the platform should be down-scaled and the program should use the next six months (until June 2010 – which is the end of the agricultural production circle in Tanzania) to complete implementation of remaining activities, create an exit strategy and facilitate the transition of the platform to relevant stakeholders. During this time, the program will also be able to collect lessons and show emerging impacts from the intervention.

In the next two quarters, the program will experiment around the following activities to achieve indicated milestones as presented under each sub-output below.

<u>**Sub-Output 1.2.1:**</u>   <u>***Platform's capacity to promote smallholder farmers access to improved farm implements in rice and maize producing areas in Morogoro Region enhanced***</u>

The program will facilitate processes towards building relevant capacities for; (i) continuous systems analysis to identify systemic problems; (ii) seeking innovative solutions for the identified problems; and (iii) effective utilisation of selected solutions. Emphasis will be put on building the capacity of the platform to operate independently both at regional and local levels upon RIU's exit. This will relate to ensuring that platform champions, facilitators and community mobilisers are able to reach critical masses and develop necessary linkages up to the village level. This process will involve facilitating different visits and meetings with different stakeholders, platform members, local authorities, and relevant service providers. The platform will also be linked to relevant national and regional processes in order to sustain its initiatives.

Outline of milestones and indicative activities for sub-output 1.3.1

Milestones	Indicative activities to achieve the milestone
4 platform meetings organised for planning, follow ups and system analysis **(by: June 2010)**	6 *Prepare objectives and guidelines for each meeting* 7 *Select and book venue and other services* 8 *Identify outside facilitator, if needed* 9 *Invite participants to the meeting* 10 *Contract documentalist, and other service providers*
Platform capacity gaps identified and solutions implemented **(by: June 2010)**	1 *Identify platform capacity gaps* 2 *Identify solutions* 3 *Identify resources needed to fulfil identified gaps*
District level actors meet and make collective interventions to promote bundling of demands and those related to other service provision. **(by: June 2010)**	1 *District level actors to do community sensitisation and promote bundling of demands in various location* 2 *Discuss in a meeting on how to go about carrying out collective intervention to promote bundling of demands*
Platform champions have collected issues/needs from farmers and submitted them to relevant authorities for action. **(by: June 2010)**	1. *Collect issues and needs from farmers and submit to authorities for action* 2. *Facilitate farmers to influence local policies for increased access to agro implements*

<u>**Sub-Output 1.2.2:**</u>   <u>***Smallholder farmers' access to improved farm implements has improved through bundling of demands and improving implements hire services in the target areas.***</u>

Under this sub-output, the program aims to increase the capacity of smallholder farmers to innovate by gaining the capacity to access and utilise farm implements. This is mostly done by mobilising farmers to bundle their demands for accessing different farm implements and gain negotiation powers with different service providers. Tractors and other tillage machinery are used as entry points to building the needed capacity for small holder farmers to access other technologies. In the process of using tractors, farmers will be facilitated to develop interest and capacities to access other farm implements beyond ploughing and tilling, inputs and post harvest technologies.

In the remaining period, the program will continue to facilitate processes to identify and sensitise farm machinery owners in all the Wards in the 4 Districts to understand the concept of working with farmers who have mobilised their demands. In the process, they will develop price lists and packages to stimulate farmers to put their demands together for purchasing farm machinery services. Also, intensive sensitisation of farmers towards block farming and general bundling of their demands will be carried out in all villages that grow rice and maize. Village motivators will be selected and their capacity to mobilise their communities will be built. These will later on act as links between farmers and tractor owners.

Joint meetings between farmers and farm machinery owners will be organised to enable both parties to agree on working modalities, the mobilised demands (e.g. number, size and location of block farms) will also be advertised in the local media so that tractor owners can see and appreciate the opportunity for business. In order to ensure sufficient competition and that every mobilised village is serviced, institutions like churches, schools, estate farms etc owning farm machinery will also be sensitised to render services to mobilised farmers in their vicinity. Generally, meetings will be continuously organised with farmers, farm machinery owners, animal draught power owners and technicians/mechanics so as to identify needs from each group.

Outline of milestones and indicative activities for sub-output 1.3.3

2 yrs Milestones	Indicative activities to achieve the milestone
Farmers in 95 Wards have been introduced and sensitised on the concept of bundling their demands for tractors hire services (by: March 2010)	1. Continue to introduce the concept of bundling of demand to access farm implements among farmers in four districts 2. Build capacity of village level facilitators to sensitise and mobilise farmers to bundle their demands 3. Identify areas suitable for block farming and develop intervention strategies. Focus in accessing relevant innovations and technologies 4. Develop mechanism for communicating demand in order to access supply of services 5. Stimulate demand and facilitate access to existing and new farm implement
Representatives of tractor owners have visited all the mobilised farmers and agreed on how to work together (by: Dec 2009)	1. Identify tractor owners that have formed fluid or registered groups 2. Facilitate visits and other logistics for tractor owners' representative to visit mobilised farmers in their locale to discuss and agree on modalities of how to communicate demand for services 3. Tractor owners and farmers discuss on modalities of communicating demands for tractor hire services 4. Follow up visits to the villages where tractor hire services are taking place and monitoring the responses to the farmers bundled demands
Farmers have been introduced to other implements for harrowing planting, weeding and harvesting etc. (by: Dec 2009)	1. Identify farm implements (that are relevant for different wards in the four target districts in Morogoro) to be introduced 2. Sensitise farmers on the benefits of using other implements such as the ones in harrowing, planting, weeding, and harvesting
Each village has a trained mobiliser to sensitise farmers to bundle their demands (by: March 2010)	1. Identify and select potential mobilisers to sensitise farmers 2. Prepare appropriate materials for mobilisation and sensitisation on bundling demands and benefits of economies of scale wealth creation 3. Conduct a short training and sensitisation on how to mobilise farmers to bundle their demands 4. Sensitising and awareness raising on importance of having properly measured acres 5. Define a monitoring strategy on how to ensure quality and consistency on the way mobilization is being conducted
Tractor owners in 4 districts of Morogoro Region have been mobilised and sensitised to package affordable tractor hire services for bundled demands from smallholder farmers. (by: March 2010	1. Continue to introduce the concept of getting benefits in servicing bundled demands from farmers who want to acquire tractor hire services in the targeted four districts 2. Mobilise and sensitise churches, agriculture centres, and research centres as well, to package affordable tractor hire services for bundled demands from small holder farmers 3. Build capacity of tractor owners to combine their hiring services so as to service a larger bundled area 4. Develop mechanism for communicating supply in order to access demand of services 5. Mobilise and build capacity of farm implement service providers to respond to farmers' demands 6. Stimulate acquisition of new farm implements to satisfy the demand of other services such as harrowing, wedding, etc… 7. Encourage tractor owners groups, association and individuals to advertise their services and prices over the local radios or through pamphlets and posters
Tractor owners have developed a price list to attract small farmers to bundle their acreage (by: March 2010)	1. Facilitate target groups to agree on common price list for each respective area 2. Encourage tractor owners to advertise their prices over the local radios or through pamphlets to farmers in the four districts
At least farmers from 25 wards have bundled demands and have accessed hire services for other implements beyond ploughing (by: June 2010)	1. Introduce the concept of bundling of demand to access other types of farm implements for other activities in farming, in four districts 2. Stimulate demand and facilitate access to existing and new farm implements 3. Build capacity of village level facilitators to sensitise and Mobilise farmers to bundle their demands for other services other than ploughing 4. Identify areas suitable for activities other than ploughing and sensitise accordingly 5. Re-visit the developed mechanism used for communicating demand for access to supply of tractor

2 yrs Milestones	Indicative activities to achieve the milestone
	services and apply to other services in farming
Hired services for animal draught power promoted in 6 wards where such services are relevant *(by: March 2010)*	1. Identify areas where animal draft power can be promoted 2. Design and strategise on how promotion will be conducted 3. Conduct promotion activities on utilisation of animal draught power to farmers in identified areas
Through government extension workers and district mechanisation officers LGAs are following up and supporting the bundling initiatives *(by: June 2010)*	1. Conduct meeting between district authorities and platform members and agree on the follow up plans to the villages 2. Develop follow up visits by the government extension workers and district mechanisation officers 3. Conduct joint follow up visits between RIU and government officials 4. Promoting and supporting the bundling of initiatives

Sub-Output 1.2.3 Platform has been handed over to relevant stakeholders for coordination and facilitation of activities

The program will facilitate processes to ensure that relevant stakeholders for taking over platform coordination are identified and engaged in all platform activities to facilitate smooth transfer of the platform upon RIU's exit. Meetings with relevant stakeholders will be organised and an exit strategy will be created to facilitate RIU's exit and ensure platform's sustainability.

2 yrs Milestones	Indicative activities to achieve the milestone
Stakeholders to take over platform coordination and operation are identified and engaged into platform activities *(by: June 2010)*	1. Organise meetings with key stakeholders to strategize the RIU exit 2. Identify relevant stakeholders to coordinate and lead platform activities 3. Engage identified stakeholders in all platform activities to facilitate smooth transfer of the platform

Thrust 2: Information and Communication Market

Strategic Objective 2: "Improved exchange of agricultural information between information sources and targeted end users through a functional public-private partnership"

Background – under this thrust, the program is planning to pilot an information generation and dissemination system that can effectively link knowledge providers and innovators. The idea is to experiment and learn how availability of information can stimulate and support use and demand of information and technologies to unblock system challenges. The program will therefore facilitate setting-up of a sustainable public-private business model for brokering linkages between providers of agricultural information and knowledge, users and intermediaries and vice versa thus promoting innovations to improve livelihoods. The system will be linked to information bottlenecks that are present in the platforms as well as other information access bottlenecks within the agricultural sector.

Progress to date – from May 2009, the program has developed a concept for the system's operation. The system is divided into three subsystems responsible for content development and validation, repackaging content into forms suitable for different audiences and medium, and dissemination of final products to target groups. It is envisaged that the system will be funded by the private sector. Relevant actors for each sub-system are still being indentified. It should be noted that the system could not take off as planned (i.e. June 2009) because the country team was waiting for recommendations from the Mid Term Review.

2009 – 2011 Focus – During the meeting with CRT members, it was agreed that the program will develop and test the system. However, RIU Tanzania will fund the first round (until March 2010) to get the system off the ground, then a mechanism for supporting the system – possibly through the private sector - will be put in place. Prior to operationalisation, a Business Plan for the system will be developed to provide overall direction in terms of operation, funding mechanisms, tasks for sub-systems etc... Activities under the system will be implemented at the national level but piloting on specific commodities produced in specific areas. However, depending on the business requirements of the engaged private sector, large coverage might become necessary to make processes cost-effective. The program will work to improve the developed model. Specifically the program will work to pilot a public-private sector information generation and dissemination system starting with poultry. Through the system the program will experiment on generation and validation of agricultural content; repackaging content into forms that can be easily used by target groups; facilitate dissemination and uptake of developed print and electronic information by other stakeholders through other channels like, newspapers, newsletters, TV and radio programs, mobile web, spoken web etc,; and facilitate uploading of all developed content to a reliable website for further reference by other actors including extension workers, media, general public, etc... The program will take the coordination, facilitation and brokerage role in the system.

The programme will experiment around the following activities to achieve indicated milestones, outputs and sub-outputs as described in detail below,

Output 2.1: Functional AGRO-INFO-COM system has been developed through a Public-Private-Partnership

The program will work to experiment different approaches aimed at increasing access to relevant agricultural information. The main aim is to test how to stimulate innovations through use of relevant knowledge and research outputs. The program will support processes to identify and mobilise different actors who will directly perform the functions and those who will finance the system. The programme has already held preliminary discussions with various actors, and it has been shown that private sector actors are willing to participate if content is reliably generated. The system will be divided into three sub-systems i.e. a) content development and validation team, b) repackaging team, and d) dissemination team. Each team will work to deliver the following sub-outputs

Sub-output 2.1.1: Functional systems for developing and validating agric-information content are in place;

The program will start by identifying and contracting qualified consultants to develop a Business Plan for the entire system. The business plan will guide the system's operations including specifying ToRs for sub-system actors, funding mechanisms, how the system will be sustained and where it will be anchored once RIU program phases out. The program will continue the process by supporting activities towards establishing a team of actors responsible for content generation and validation. These include but are not limited to actors from academia with background in research, rural development, agriculture, livestock etc... The program will continuously work with the team to troubleshoot information blockages in the platform and in the sector in general, and work to identify, produce and validate relevant content from RNRRS and NARS that would unblock the challenges. This will be a continuous process and will change according to identified blockages in the system.

Outline of milestones and indicative activities for sub-output 2.1.1

2 yrs Milestones	Indicative activities to achieve the milestone
Business plan for the system developed and shared (by: Jan 2009)	1. Engage consultants to develop a business plan for the system 2. Operationalise the framework to establish a system
Relevant stakeholders to be part of the content development team identified and sensitised (by: Dec 2009)	1. Identify relevant individuals or institutions to develop content in the context of DFID's RNRRS outputs 2. Organise meeting with identified stakeholders and discuss their roles in the system
Terms of Reference for content development team developed (by: Dec 2009)	1. Develop Terms of Reference for content development team
A competent team to develop and validate content established. (by: January 2010)	1. Select the content development team 2. Contract the team
Funding mechanisms for content development developed and agreed upon among the interested public and private parties (by: March 2010)	1. Identify possible funding sources for the sub-system 2. Organise meetings of all potential funders to discuss funding possibilities 3. Develop memorandum of understanding and commitments
Content based on priorities in each agro-ecological zones and on selected commodities developed and validated (by: March 2010)	1. Agree on working modalities and timelines for activities 2. Identify priorities of each agro ecological zones and commodity 3. Select agro-ecological zone to pilot the system 4. Select commodity to be piloted 5. Link with the selected team to develop content for identified commodities 6. Select sources of information for content generation (RNRRs, NARs etc) 7. Develop and validate different information packages for disseminate 8. Synchronise content by season

Sub-output 2.1.2: _A functional private sector managed information packaging and brokerage system developed_

This sub-system will be developed in line with the content development and dissemination sub-systems. Here the program will work to facilitate the process of identifying actors and establishing a competent team for repackaging content into print and electronic forms for dissemination as printed materials (like posters, flyers, etc.), as digital data (like SMS e.g. by the Nokia XL Browser, as spoken web and other mobile web services) and as radio programs, etc. The team will include actors from the private sector such as mass communication specialists, journalists, documentalists, graphic and layout designers, printers, photographers, cartoonists, translators, webmasters, etc. Repackaging process will focus on making the content reader friendly and attractive for the target group. Factors such as language, tone, font, colour, design, paper qualities and sizes to stand rural limitations (rain, poor eye sight, etc.) will be taken into consideration. Program's activities for this sub-system will include holding discussions for planning and organising working modalities between different actors in the sub-system; discussions with the private sector – possible financers – for the sub-system; facilitate generation of possible pilot products; creating relevant linkages with private and public institutions to increase private sector ownership and sustainability of the processes.

The following milestones and indicative activities are expected for sub-output 2.1.2

2 yrs Milestones	_Activities to achieve the milestone_
Terms of Reference for information packaging and brokerage developed **(by: Dec 2009)**	1. _Develop ToRs for repackaging information_
A competent team (including mass communication specialists, journalists, documentalists, graphic and layout designers, printers, photographers, cartoonists, translators, webmasters, etc.) responsible for re-packaging validated content established **(by: January 2010)**	1. _Identify relevant stakeholders for repackaging of information_ 2. _Invite stakeholders to a brainstorming / introductory meeting_ 3. _Agree on working modalities and coordination of activities within the sub-system – including selecting activity coordinator for the sub-system_
Funding mechanisms for repackaging content developed and agreed upon by interested public and private parties **(by: March 2010)**	1. _Identify possible financers from the private sector_ 2. _Organise a meeting to present the concept_
Developed content has been re-packaged into print form, electronic form and digital data ready for dissemination through the appropriate channels **(by: March 2010)**	1. _Repackage content into different forms that can be accessed and used by target groups_
At least 10,000 copies on 1 theme has been designed and printed **(by: March 2010)**	1. _Select themes and produce content_ 2. _Identify printers and gather quotations for the work_ 3. _Print and package information ready for dissemination_

Sub-output 2.1.3: A functional community-led system for disseminating and communicating agricultural information developed

Under this sub-system the program will test an information dissemination model that will work to ensure that repackaged information is communicated and disseminated up to the community level. The program will facilitate processes geared at creating a sub-system consisting of private and public institutions that will work together to ensure that the content reaches target groups as planned and the information is being used. For efficiency, the program, together with stakeholders brainstormed and agreed that the sub-system should be sub-divided into three levels. The program will therefore work with different stakeholders to identify, contract and coordinate the operation of

a. *A National Level Distributor (NLDs) – i.e. a courier or postal company that will collect printed materials from the repackaging sub-system and deliver it to pre-identified local institutions at District and Ward levels and collect feedback from the same institutions in return. Payments for this group is expected to come from the*

b. *Village Level Disseminators (VLDs) – including Churches and Mosques which are known to be everywhere and are trusted by the communities. (These have been chosen because; they are permanent institutions close to the people, are respected by communities, have development agenda too, can be very efficient and are cost effective). The actors here will receive printed materials and distribute them to household level disseminators for further delivery. (So far no payments are expected at this level.*

c. *Household Level Disseminators (HLDs) – will receive materials from VLDs and deliver them to individuals. These actors are key to the process because they have direct contact with end users. Actors at this level will include, relevant church/mosques' committees, CBOs, primary and secondary schools, village governments, Farmer Field Schools, Ward Resource centres (if any), farmer groups and networks, SACCOS and Cooperatives, and any other organization found relevant. The program will work to map out these actors and agree on how to distribute materials, how to facilitate discussions on the content, how to encourage the recipients to use the information, how to seek further clarifications from different sources, how to ask for help or field demonstrations, as well as how to demand new information, e.g. on a new crop, technology etc. The HLDs will be sensitised to be community mobilisers using NGOs existing in their areas and they will be used as feedback points for the sub-system.*

The program will also work to explore the possibility of having various distributaries filtering the content out for dissemination. These will mainly involve the electronic/digital outlets, including Mass-media Channels like radio stations, Local Government Television services (which are controlled by District Councils), Newspapers, Newsletters, National TV Broadcasters etc. and the other ICT based services like mobile and spoken webs. The Nokia XL Browser program will be linked to the system to deliver Agric tips through SMS-ing.

The following milestones and indicative activities are expected for sub-output 2.1.3

2 yrs Milestones	Activities to achieve the milestone
Relevant stakeholders responsible for disseminating re-packaged content identified and sensitised (by: Dec 2009)	1. *Identify overall stakeholders engaged in information dissemination*
Terms of Reference for information dissemination developed (by: Dec 2009)	1. *Develop ToRs and circulate to stakeholders for comments*
Teams responsible for dissemination at national, village and household levels established (by: January 2010)	1. *Identify all dissemination points of the commodities* 2. *Select teams for disseminating information at the national level, village level and household level* 3. *Sign memorandum of understanding and contracts to disseminate*
A private sector managed website but owned by the government to up load the content developed	1. *Identify potential actors to develop and manage the website, including content and structure; collect quotations*

(by: March 2010)	2. *Select one organisation to handle the task* 3. *Organize meeting with the selected company and develop plan* 4. *Establish terms for website management* 5. *Upload all content developed in the website and update it on daily basis*
At least 10,000 copies on one theme has been disseminated through local institutions (by: March 2010)	4. *Identify dissemination points/ outlets* 5. *distribute designed and printed materials to different stakeholders through identified outlets*
Developed content has been shared / disseminated through different channels like Nokia managed XL Browser SMS facility, (ii) Community radio international program, (iii) Tanzania Broadcasting Corporation (TBC), and (iv) Local FM radios and District based TV station (by: March 2010)	1. *Identify different channels of dissemination* 2. *Adopt content to be disseminated to respective channels* 3. *Disseminate content* 4. *Organize discussion meeting for feedback and learning*
Public has been sensitised on the information dissemination channels (by March 2010)	1. *Publicise different channels of agric info dissemination through print, and electronic media; innovation platforms;*
The program has worked with platforms and other medium to publicise availability of information and distribution channels (by: March 2010)	1. *Engage platform mobilisers and facilitators to publicise available information and distribution channels* 2. *Identify different medium and use them to publicise information available and distribution channels*
At least 5 poultry technology and entrepreneurship skills disseminated in five schools in each district (by: March 2011)	1. *identify schools with interest to learn and potentials to acquire basic poultry technology skills* 2. *develop simple literatures and self explanatory books most pictorial stories* 3. *disseminate in the schools and find methodologies to collect feedback on their usefulness*

Thrust 3: External Communication and Harmonisation

Strategic Objective 3: "Improved program communication and harmonisation for effective sharing and influencing local, national and international policy agenda "

Background – the main purpose of this strategy is to make sure that all RIU activities at country level are aligned with ongoing agricultural and natural resources development initiatives as well as relevant national and sectoral strategies in the country.

2009 – 2011 Focus – Based on developments and lessons from the platforms and information and communication system, the program will work to ensure that relevant linkages with national processes and other RIU initiatives are identified for sharing lessons, experiences and influencing policy.

  a. *Identification of relevant national processes for linkage with RIU interventions will be done under respective activities under thrust one and two. The main purpose for linking and harmonising activities with relevant processes is to nurture and strengthen relationships with relevant stakeholders in government and other organizations in order share lessons, learn and facilitate out-scaling or adoption of RIU's lessons whenever suitable.*

  b. *Experimenting processes for facilitating policy engagement and communicating program policy lessons to relevant bodies for action will be conducted under respective activities under thrust one and two. As operations continue, policy lessons will continually be collected from platform activities.*

Thrust 4: Monitoring and Learning for Up-scaling and Out-scaling

Strategic Objective 4: "Ensured sufficient learning, evidence gathering, documentation and sharing of lessons".

Background – the main purpose of this strategy is to ensure that the program is focused towards its intended objectives and tracks changes over time. Through this strategy the program will continuously work to make sure that, lessons and success stories are collected and shared and are linked to RIU International where synthesis and merging of overall performance of the program will be measured.

2009 – 2011 Focus – during the meeting between the country team and CRT members, it was recommended that the program should focus on implementation learning i.e. continuously monitor whether the current systems are working to achieve desired goals, and identifying what is working, what is not working and whether the implemented activities are leading to achievement of program goals. Lessons from platforms and information and communication system will be continuously collected and communicated to different stakeholders.