

# Farm Radio Programming: A catalyst in addressing emerging issues in Agricultural Development

## Proceedings of the Second Farm Radio Symposium

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Organised by  
The Department of Agricultural Extension Services, Ministry of Agriculture and Food  
Security  
In partnership with  
Zodiak Broadcasting Station, Total LandCare, Bunda College of Agriculture  
& Farm Radio International  
13-14 September 2010



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The African Farm Radio Research Initiative (AFRRI) was a 42-month action research project implemented by Farm Radio International (FRI) in partnership with World University Service of Canada (WUSC), and with the support of the Bill & Melinda Gates Foundation. The following are the results of this multi-year, multi country research project that are among the first in-depth studies of rural radio in Africa. The [first report](#) outlines our use of a newly developed methodology called the Participatory Radio Campaign. The [second report](#) presents our analysis of market information services (MIS) and their effectiveness on the radio. The [last report](#) presents our results from integrating newer ICTs with radio to create more effective farm radio programs.

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<b>Acronyms</b>
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<b>ABC</b>	Australian Broadcasting Corporation
<b>ADDs</b>	Agricultural Development Divisions
<b>AFRRI</b>	African Farm Radio Research Initiative
<b>ASWAp</b>	Agriculture Sector Wide Approach Program
<b>AVOs</b>	Assistant Veterinary Officers
<b>BBC</b>	British Broadcasting Corporation
<b>CDs</b>	Compact Discs
<b>CISANET</b>	Civil Society for Agriculture Network
<b>CTA</b>	The Technical Centre for Agriculture and Rural Development
<b>DBU</b>	Development Broadcasting Unit
<b>DVDs</b>	Digital Versatile Discs
<b>EPAs</b>	Extension Planning Area
<b>FAO</b>	Food and Agriculture Organisation
<b>FARA</b>	Forum for Agricultural Research in Africa
<b>GDP</b>	Gross Domestic Product
<b>GoM</b>	Government of Malawi
<b>HIV</b>	Human Immuno-deficiency Virus
<b>ICT</b>	Information and Communication Technology
<b>IDEAA</b>	Institutional Diversity, Equity and Affirmative Action
<b>IDRC</b>	International Development Research Centre
<b>MACE</b>	Malawi Agriculture Commodity Exchange
<b>MBC</b>	Malawi Broadcasting Corporation
<b>MEET</b>	Malawi Environmental Endowment Trust
<b>MGDS</b>	Malawi Growth Development Strategy
<b>MoAFS</b>	Ministry of Agriculture and Food Security
<b>NACAL</b>	The National Census of Agriculture and Livestock
<b>NAPA</b>	National Adaptation Programmes of Action
<b>NGO</b>	Non-Governmental Organisation

<b>NSO</b>	National Statistics Office
<b>PR</b>	Public Relations
<b>PRCs</b>	Participatory Radio Campaigns
<b>RDPs</b>	Rural Development Programmes
<b>SEP</b>	Socio-Economic Profile
<b>SMS</b>	Short Message Service
<b>TLC</b>	Total Land Care
<b>ZBS</b>	Zodiak Broadcasting Station

## **ACKNOWLEDGEMENTS**

The second national farm radio symposium owes its success to individuals and organisations too many to name. However, the Ministry of Agriculture and Food Security through its Department of Agricultural Extension Services, the University of Malawi's Bunda College, Zodiak Broadcasting Station, Total Land Care, and Farm Radio Malawi, an affiliate of Farm Radio International, deserve special mention for their financial and in-kind contributions. Calling these organisations co-organisers would not be a misnomer.

The organisers, thus, jointly thank the presenters and all discussants for taking their time to research and prepare high quality papers. Special thanks go to the Minister of Agriculture and Food Security, Hon Professor Peter Mwanza for personally coming to open the conference and Professor Chris Kamlongera, Principal of Chancellor College, for delivering the opening key note address which set the tone of the conference.

The organisers hope the commitment demonstrated by researchers, presenters, discussants and moderators during the second farm radio symposium will be maintained during future annual farm radio symposia and that new contributors will join the current organisers in financing Malawi's own farm radio symposia.

It is the wish of the organisers that future symposia rotate from region to region in hosting this all-important annual event which brings together the best brains in the field of communications, radio, journalism, and agriculture research with the aim of ensuring agricultural progress and food security in Malawi.



## Foreword

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For two years now the Ministry of Agriculture and Food Security's Department of Agricultural Extension Services has partnered with Farm Radio International and other major players in the field of agricultural communication and research to organise the annual farm radio symposium in Lilongwe where ongoing and completed research relating to the use of radio in agriculture is disseminated.

As the executing agency of the Malawi government policy on agriculture and food security, the Ministry of Agriculture and Food Security welcomes this venture because farmers in the country benefit a lot from information about innovation, improved farming techniques and other technologies. Without radio communication, it would be impossible for agriculture extension officers alone to spread information about hybrid seed, intercropping, correct and recommended application methods of farm inputs such as fertilisers, manure and pesticides, harvesting and storage of produce.

From the presentations we know that due to radio programmes, farmers in such remote areas as Namizimu in Mangochi have been able to trade their farm produce with people from Ntcheu, Blantyre and Lilongwe. We also know that due to interventions from radio, the hectareage of vetiver grass in Dowa has increased fivefold thereby protecting soil from erosion. It is mainly due to radio that in Nkhotakota farmers are practising intercropping of legumes with maize. In Mchinji radio has encouraged farmers to accept and adopt the one-one planting of hybrid maize.

The Ministry of Agriculture and Food Security is also aware that Radio Listening Clubs, which are directly linked to community radio stations and national broadcasters, have inspired many to take up vegetable and livestock farming. That is the kind of country His Excellency Ngwazi Professor Bingu wa Mutharika envisions; a country where farmers in rural communities have more than their daily subsistence needs so that they sell the rest and have money to satisfy their other household needs.

The Ministry of Agriculture and Food Security is committed to supporting the annual symposia because it values the information that is exchanged at such forum. The more stakeholders that participate the better. We thus extend an open invitation to all organisations of good will to join the Ministry in organising the annual farm radio symposia from 2011 onwards. The Minister of Agriculture and Food Security has challenged the private sector and communication training institutions to come together and produce more agriculture journalists so that farmers receive correct information through private, community and public radio stations.

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On behalf of the Ministry of Agriculture and Food Security, I wish you good health and fruitful research in the area of farm radio programming. I look forward to seeing you at the next 2011 Annual Farm Radio Symposium.

**Grace Malindi, PhD**

**Director of Agricultural Extension Services**

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## **CHAPTER I**

### **INTRODUCTION TO THE PROCEEDINGS REPORT**

**By Levi Zeleza Manda<sup>1</sup>**

#### **1.0 Introduction**

Although the 2010 conference was only the second annual national farm radio symposium in Malawi, it attracted a lot of presentations and ignited discussions that exposed the depth and density of agricultural communication and extension taking place in the field. During the first farm radio symposium only nine papers were presented for discussion but the second symposium had fourteen presentations, not counting the keynote address and speeches. The papers were presented by university researchers, journalists, public and private extension officers, non-governmental and environmental experts. The symposium demonstrated that there is a lot more research and there are many more players in the area agricultural communications and extension than are often acknowledged and published.

#### **1.2 The Symposium Approach**

To accommodate all the presentations, the symposium was divided into four thematic areas: a) Role of Radio in Addressing Agricultural Policy, 2) Role of Radio in Addressing Climate Change; 4) Gender dimension to access and utilisation of Agricultural Radio Broadcasts by Smallholder Farmers, and 4) Marketing Information Services and other ICT Use in Radio Programming. In addition to the opening speeches and the keynote address, four lead papers, one on each symposium theme were presented in the main plenary. Thereafter, the symposium delegates split into thematic groups for further presentations and discussions where they came up with conclusions and recommendations on their respective thematic areas. The delegates met again in the plenary to decide the way forward and prepare symposium resolutions. A team of experts was chosen to consolidate the symposium resolutions. The summaries of thematic areas and resolutions appear in this report as chapters 3 to 6.

#### **1.3 The Opening Speeches**

The Principal Secretary in the Ministry of Agriculture and Food Security, Dr Andrew Daudi set the tone of the symposium by challenging symposium delegates to think about

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<sup>1</sup> Mr Levi Zeleza Manda is a Lecturer in Journalism and Media Studies at the Polytechnic, University of Malawi. He is also a development communication and farm radio consultant with international media training experience. He edited and designed this symposium report.

challenges that obtain in communicating agricultural extension through radio. For instance, he asked delegates to think of innovative and alternative means of powering up radios because batteries are too expensive for most smallholder farmers. As such some farmers miss crucial programmes because of lack of batteries to power up their radios. Would wind-up or solar powered radios be the solution? He further asked the symposium to think of strategies to address gender imbalances in radio utilisation. For instance research shows that while women spend more time than men do engaging in agriculture related activities (clearing, planting, weeding, harvesting and marketing), it is men who dominate use of radio (AFRRI, 2009). Maybe it is time a sensitisation campaign took place to give women in rural areas a radio they can control. These challenges were discussed (see Chapters 4, 5 and 6).

The Minister of Agriculture and Food Security, Professor Peter Mwanza, went further by reminding the symposium delegates that Malawi's economy relies on agriculture as it is the direct or indirect source of livelihood for some 90% of Malawians and contributes 39% of Malawi's GDP (see Chapter 2). As such, agriculture is also a primary political priority for the Malawi government. For Malawian smallholder farmers to properly and profitably engage in agriculture, they need information and radio has proved to be the most accessible and important medium for such information (see Appendix 3). The Minister then challenged the delegates to come up with strategies that would ensure equitable access to agricultural information and knowledge. Even though the Malawi Agricultural Extension Policy mandates the Ministry of Agriculture's Department of Extension Services to set standards and regulate content that goes out to farmers, the Minister asked the delegates to find ways of regulating the content because despite there being a reasonable number<sup>2</sup> of radio programmes on agriculture the majority of journalists are not conversant with agriculture content.

As direct challenge to the academia the Minister wondered why there were too few agriculture journalists, yet agriculture was the mainstay of the Malawi economy. He suggested that the private sector and the government should work hand in hand to improve the content, quality and amount of airtime of agricultural radio programmes. He promised to work the recommendations and resolutions of the symposium immediately he received. A copy of the resolutions (Chapter 6) was sent to all stakeholders as soon as it was ready in 2010.

It is expected that the Ministry and other stakeholders will report to the 2011 Farm Radio Symposium what strategic actions they took in response to the symposium resolutions.

#### **1.4 The Keynote Address**

The 2010 keynote address was delivered by Professor Chris Kamlongera of Chancellor College, University of Malawi. Professor Kamlongera has been involved in teaching,

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<sup>2</sup> There are 30 agricultural programmes spread over 13 radio stations in Malawi. They broadcast a total of 22.25 hours or 0.8% of the total weekly broadcast schedule (Manda, 2011:28)

researching and designing development communication projects almost all his adult and academic life. He has contributed immensely to the Travelling Theatre concept of development communication (<http://linjem.webs.com/kamlongerataalksdevcom.htm> - 41k). It was no surprise therefore that his address was mainly based on his experiences and that of implementing development communication projects in Africa and Malawi in particular.

Professor Kamlongera emphasised that in Africa, and more so in Malawi, radio is the most important and accessible source of information for the majority of the people. Farm radio has a number of roles to play. These include entertaining and educating rural populations on agricultural and health issues (Kamlongera, 2010). He traced farm radio in Malawi to the post independence era when agricultural extension officers initiated the farmers' radio listening clubs. The concept has evolved positively to include the operation of community radio stations.

Professor Kamlongera identified a number of challenges and constraints that militate against the development of farm radio. Below are some of the challenges:

- lack of clear networks linking extension work and programme hosts;
- setting up of clubs without identification of specific community needs;
- failure to build on what already exists;
- lack of capacity building among the various players in radio work;
- challenges posed by sustainability of farm radio work,
- failure to allow communities to set their own communication/information agenda,
- failure to use rural radio as a dialogic medium;
- failure to realise that democratisation of rural radio is synonymous to the development of radio; and the need to change top-down approaches in communication.
- failure to understand that it is not whether farmers listen to the programmes, but whether the senior agricultural officers listen to them at all.

The constraints he identified are listed below:

- Lack of awareness and empowerment of rural communities in the potential of farm radio.
- Lack of enabling environment and support from national governments towards the rural radio strategy.
- Language diversity.
- Limited availability broadcast technology.
- Inadequate capacity to use technology and maintain this technology.
- Poverty.

- High staff turn over/erosion-sector not attractive.
- Limited accessibility to radio sets.
- Inappropriate timing of broadcasts.
- Gender imbalance among production teams and access to radio in general.
- HIV-AIDS Challenges.
- Differences in training approaches and methodologies due to lack of coordinated and accredited formal training.

Despite the above challenges and constraints, Professor Kamlongera was optimistic that farm radio in Malawi was on the right track as evidenced by the number of radio programmes and variation in content. Many more players are currently involved in farm radio productions than before.

### **1.5 Symposium Resolutions**

The Symposium came up with 33 resolutions (see chapter 6), 13 on the Role of radio in addressing in agricultural policy, 5 on Role of radio in addressing climate change adaptation and mitigation, 6 on Marketing information services and other ICTs use in farm radio programming and 10 on gender and agricultural radio. The resolutions were delivered as requested to the Ministry of Agriculture and Food Security immediately after the Symposium.

### **1.6 Closing Remarks**

The closing remarks, or Technical Remarks as they have been titled in this report, were delivered by Dr Stanley Khaila, Board Chairman of Farm Radio Malawi. He summarised the symposium approach and reiterated the need for farm radio to be holistic and cutting across the whole value chain (See Chapter 5) because that is what farmers demanded during the African Farm Radio Research Initiative (AFRRI) agricultural radio campaigns.

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## **CHAPTER 2**

### **ROLE OF RADIO IN ADDRESSING AND ENGAGEMENT IN AGRICULTURAL POLICY ISSUES**

**By Rex Chapota<sup>3</sup> and Clare Likagwa<sup>4</sup>**

#### **2.1 Introduction**

As is normally the case, *policies* are meant to guide decisions and achievement of national outcomes. Agricultural policies are principles to enhancing agricultural development agenda more especially towards attainment of food, nutrition and income securities.

Malawi's Ministry of Agriculture and Food Security (MoAFS) is mandated to promote and accelerate broad-based, sustainable agricultural development policies to enhance economic growth and contribute to poverty reduction. MoAFS overall objective is to improve food security among farmers in Malawi mainly through provision of a conducive environment for stakeholder participation in the sector by formulating coherent sector policies<sup>5</sup>.

Kamlongera (2010) notes that FAO has, since the 1960s recognized the crucial role radio can play in helping to redress the world food situation crisis as well as bring about rural development and poverty reduction. Chingonda (2009) concurs that radio has a lot of potential to increase and improve interaction among stakeholders, which can increase agricultural productivity.

However, formulated agricultural policies rarely exploit the power and potential of radio in raising awareness, addressing and engaging sticky issues to influence agricultural development at all levels in the country.

Lack of access to information and/or the means of communication are often recognised as constraints to development. This chapter therefore analyses the role of radio in addressing and analysing agricultural policy issues.

#### **2.2 Role of radio in agricultural policy issues**

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<sup>3</sup> Mr Rex Chapota is the Executive Director of Farm Radio Malawi based in Lilongwe, Malawi.

<sup>4</sup> Ms Clare Likagwa is the Research Officer of Farm Radio Malawi based in Lilongwe, Malawi

<sup>5</sup> Ministry of Agriculture and Food Security Profile.

The three papers presented during the farm radio symposium on the theme, mainly tackled experiences of farm radio programming in the context of the agricultural extension and livestock policy frameworks among the pool of sector policies formulated by the MoAFS in food security and fisheries policies among others.

### *2.2.1 The Agricultural Extension Policy*

Malindi (2009) observes that the Agricultural Extension Policy in Malawi operates in the context of the Agriculture Sector Wide Approach Programme (ASWAP) and the Malawi Growth and Development Strategy (MGDS). The Agriculture Sector contributes to **Sustainable Economic Growth**, which is one of the thematic areas within the MGDS.

To respond effectively to changes and challenges that farmers face, given the rising demands on extension for agricultural development, extension services need to be more diverse than ever to bring about sustainable impact. The Government of Malawi developed a new extension policy in 2000 with a vision of having all farmers able to demand and have access to high quality extension services from those best able to deliver them (Government of Malawi, 2000). Thus, the policy aims at improving delivery system in order to respond to the demands of different farmers by supporting development of pluralistic and demand driven agricultural extension services.

According to Malindi (2009), the Agricultural Extension Policy in Malawi provides an enabling environment for promoting radio as a tool for interaction because it emphasises pluralism and provision of demand-driven extension services to clients. Pluralism encourages partnership among media houses to promote use of radio. The Policy gives farmers a voice in demanding extension services that address their needs. Radio provides a forum for articulating demands from and by farmers. It also provides an opportunity for feedback on a variety of extension services provided to farmers.

The Ministry of Agriculture and Food Security is operating at 50% vacancy rate (GOM, 2008). This has negative implications on farmer coverage vis-à-vis agricultural information and knowledge. Radio provides an alternative to increase coverage of farmers with information in such a situation.

Farm Radio International in partnership with World University Service of Canada, implemented the African Farm Radio Research Initiative (AFRRI) from 2007 to 2010. The project aimed at finding out the effectiveness of radio in addressing food security and agricultural issues for farmers in Africa. Prior to AFRRI, there was very little hard evidence to prove that radio programs can help smallholder farmers improve their farming practices. Investments in farm radio had been based largely on the assumption that, since radio is the most accessible and relevant medium used by farmers, agricultural information provided on the radio is meaningful and helpful. AFRRI was not solely designed in line with Malawi agricultural extension framework; however, it is interesting to see how the design has been in consonant with the existing extension



policy framework in Malawi that is aimed towards a pluralistic and demand driven services.

### *2.2.2 The livestock policy*

The agriculture sector contributes about 39% of the total Gross Domestic Product (GDP) with the livestock subsector contributing about 8% of the agricultural contribution (GoM, 2008). According to Pasani (2010), currently livestock has taken centre stage in most livelihood programmes that are being implemented by almost all Non Governmental Organisations (NGOs) in the area food security and livelihood programmes in Malawi.

The policy document on livestock in Malawi (2005) aims at contributing towards improved household, national food security and poverty reduction through sustainable private sector and farmer demand driven livestock services and has themes on: livestock production, animal health and disease control and cross cutting issues.

Pasani further highlights that the livestock subsector has officers represented at mainly three levels of extension service: a) Agriculture Development Divisions (ADDs), b) Rural Development Programmes (RDPs), and c) Extension Planning Areas (EPAs). There are eight (8) ADDs; 32 RDPs and 187 EPAs. Currently, there are 828 established positions at ADDs with 461 positions filled and 371 vacancies representing a 44.8% vacancy rate while there are 178 established positions in RDPs with 127 filled and 61 vacant representing a 34.3% vacancy rate. This gives a total of 1006 established positions for the livestock sector with a total of 588 positions filled and 432 vacant positions for both professional and technical staff. The critical staff here are the Assistant Veterinary Officers (AVOs) who are stationed in EPAs and are supposed to meet the livestock farmers almost every day and offer livestock extension services. For this level of staffing, there are 446 established positions and 220 filled and 226 vacant positions, representing a 50.7% vacancy rate. This situation implies that a lot of livestock farmers have no access to extension or any advisory service on livestock management. This underscores the need and importance to use radio to reach out to the livestock farmers on livestock policy issues or direction and livestock management aspects.

### *2.2.3 Other Policies*

Other important policies are the food security policy, which aims at significantly improving food security of the population and implies increasing agricultural productivity as well as diversity and sustainable agricultural growth and development and national fisheries and aquaculture policy, which aims at maximizing the sustainable yield from the

national waters of Malawi and artificial water bodies. As is the case for the Ministry of Agriculture, there are number vacancies in the departments of fisheries.

Information is power and innovative methods and channels are required to ensure equitable access to the required knowledge and information. Radio is just one of them.

How can we exploit the opportunities that radio offers to ensure that those that need the information have it? Much as we know there are other means of reaching out to farmers with messages but none can surpass the power of radio in the Malawian context.

Other relevant policies are the Malawi Vision 2020, the food and nutrition security policy, the decentralisation policy, the Agriculture Sector Wide policy (ASWAp), the ICT policy, the media policy and the telecommunications policy. All these policies emphasise the importance of mass communication, particularly radio in delivering information for food budgeting and diversification (Vision 2020); nutrition education (Food and Nutrition Security), the decentralisation of extension services to district authorities so that farmers are served faster, more cheaply and adequately because resources will be controlled at the district rather the headquarters level. The ICT policy is one important policy that envisions a Malawi whose national infrastructure, agricultural and education development will be ICT led. The national media policy promotes an open media environment so that Malawians enjoy all their rights. The telecommunications policy promotes the development of telecentres as one means of rural development and enhancement of e-government. Telecentres are known to facilitate agricultural production because read about new technologies and designs via the internet

### *2.3 Challenges*

All these policies provide an opportunity for the further development of farm radio services in Malawi. However, Malawi is known for producing forward looking policies, which are rarely implemented. The other challenge is lack of interest by stakeholders, notably the Department of Agricultural Extension Services to publicise the policies which sometimes leads to media houses broadcasting misleading and inconsistent agricultural messages. Further, production of radio programmes is very expensive because it requires visits to farming families to get information and telephone calls to experts to get the professional side of issues for radio production. However, as there is no policy that prioritises agricultural communication, the cost of calls is very high.

The Symposium delegates observed this could be the result of policy makers not fully appreciating the importance of radio in extension.

## *2.4 Recommendations*

The symposium delegates made the following recommendations, most of them addressed to the Ministry of Agriculture and Food Security as guardian of agricultural extension and communication.

- The Ministry of Agriculture and Food Security (MoAFS) should develop and implement a harmonized approach in content development and packaging messages for farm radio programming in line with agricultural policy framework
- MoAFS to liaise with stakeholders on the development of standards, quality assurance, monitoring mechanism and regulations for farm radio programming and broadcasting
- Stakeholders involved in the agricultural value chain should apportion some percentage of their operational budgets towards farm radio programs and/or support farm radio programs
- Lobby for support from national financing mechanisms such as District and City Councils, Local Development Fund, Constituency Development Fund, and other local private sector stakeholders to include promotion of farm radio programs in their development efforts and social responsibility efforts.
- MoAFS through the Department of Agricultural Extension Services to sensitize the DAESS structures to appreciate the importance of radio in agricultural development
- MoAFS through the Department of Agricultural Extension Services to engage stakeholders in farm radio programming on how to involve DAESS structures
- MoAFS through the Department of Agricultural Extension Services to sensitize the DAESS structures to appreciate the importance of radio in agricultural development
- MoAFS through the Department of Agricultural Extension Services to engage stakeholders in farm radio programming on how to involve DAESS structures
- Sensitize policy makers in broadcasting houses/stations on the importance of increasing the amount of airtime allocated to farm radio programs to the economy and their respective organizations as part of corporate social responsibility and revenue generation

- MoAFS through the Department of Agricultural Extension Services to engage stakeholders in farm radio programming on how to involve DAESS structures
- Stakeholders should promote use of radios that do not use batteries i.e. solar /wind-up radio sets and
- Promote radio listening groups so that members may share the operating costs while they still enjoy the benefits of using the radio sets for agricultural development

## CHAPTER 3

### ROLE OF RADIO IN ADDRESSING CLIMATE CHANGE ADAPTATION AND MITIGATION

By David Mkwambisi<sup>6</sup>

#### 3.1 Introduction to Climate change in Malawi

Climate change is one of the greatest global challenges of the 21st Century. The current and expected effects of climate change include increased frequency of droughts and floods, more extreme weather events, and sea level rise. Climate change is likely to have serious consequences in Malawi, one of the lowest income countries in the world with 90% of its rural population relying on rain-fed subsistence farming for their livelihoods.

In 2006, The Malawi Government (published the Malawi's *National Adaptation Programmes of Action* (NAPA)<sup>7</sup> which showed that Malawi is extremely vulnerable to climate change impacts because it heavily depends on natural resources, particularly water, soils, fisheries from inland lakes, and fuel wood from forests. The situation is made worse by poverty, population pressure, land degradation, and deforestation.

The use of Farm Radio on climate change issues is amongst the strategic approaches that can support farmers to make informed decisions to develop adaptation strategies, share information and be part of the mitigation community. Farm Radio is conceptualized as an effective tool for increasing access to agricultural extension messages by small scale farmers in Malawi.

It is against this background that the Department of Agricultural Extension Services in the Ministry of Agriculture and Food Security (MoAFS) in partnership with Farm Radio International included the role of radio in climate change mitigation and adaptation as one of the four themes that players in the farm radio industry should look into at the Second Farm Radio Symposium. The other themes were (i) agricultural policy (ii) gender and (iii) ICT and marketing. On climate change several issues were presented and discussed including the role of community radio in addressing climate change interventions, radio and climate change adaptation and mitigation, case studies on media and climate change adaptation and experiences from the users.

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<sup>6</sup> Dr David Mkwambisi is a lecturer at Bunda College. He specializes and campaigns for recognition of urban agriculture for food security.

<sup>7</sup> see [http://www.sarpn.org.za/documents/d0003013/NAPA\\_UNFCCC\\_Malawi\\_Mar2006.pdf](http://www.sarpn.org.za/documents/d0003013/NAPA_UNFCCC_Malawi_Mar2006.pdf)

### **3.2 Radio and climate change- Literature perspective**

Malawi has a tropical continental type of climate that is characterized by two distinct seasons: (i) a single rainy season lasting from November to April, and (ii) a dry season extending from May to October. In recent years the timing of the seasons has become variable and less predictable, with consequent impacts on agriculture and other climate-dependent activities. This unpredictable timing requires innovative extension services that can provide required information for planning purposes.

The climate of Malawi is greatly influenced by altitude above sea level and proximity to Lake Malawi. The climate can be classified as: (i) semi-arid (Shire Valley and some parts of the lakeshore plain), (ii) semi-arid to sub-humid (medium altitude plateau), and (iii) sub-humid (high altitude plateaus).

According to Government reports, the mean annual rainfall ranges between 500 mm in low-lying marginal rainfall areas, such as the Shire Valley and some parts along the lakeshore plain, to well over 3,000 mm on high altitude plateaus, such as Mulanje and Nyika plateaux<sup>8</sup>. The rain shadow areas receive the lowest total annual rainfall, whereas high altitude plateaux receive the highest total annual rainfall. However, the total rainfall recorded in Malawi shows a high degree of inter- and intra-seasonal variability. This variability has brought several challenges to farmers, extension personnel as well as development experts. Therefore the role of radio in supporting farmers and different stakeholders cannot be overemphasised.

Radios such as that of the United Nations, the British Broadcasting Corporation (BBC) or Australian Broadcasting Corporation (ABC) have provided guidance, education and planning tools on climate change issues. These include information on major conferences dealing with climate change, impacts of deforestation, agreements to save biodiversity and funding issues among others. Globally, national and community radios do cover climate change issues: These include its effects on our world and in our own backyard.

Across the networks there are news, in-depth science and politics, and analysis of breaking stories. Interviews have covered the pragmatists, the optimists and the pessimists. Radio has also been instrumental in encouraging debates, public discussions, panel discussions and presentation of climate change related jingles. According to the keynote speech during the symposium, FAO has, since the 1960s, recognized the crucial role radio can play in helping to redress food crisis, as well as bring about rural development and poverty reduction.

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<sup>8</sup> See <http://www.metmalawi.com/climate/climate.php>

### **3.3 Issues on the role of radio in Climate Change mitigation and adaptation identified at the symposium**

Several issues were identified under the theme. These were through the opening speech, keynote address, presentations and discussions of the proceedings of the symposium. In the keynote address, Professor Kamlongera noted that radio can be used to sensitize popular masses. This is critical especially where climate change results into floods or drought as is mostly the case in Malawi. In some cases climate change related risks have caused property damage, huge health related problems and radio has played a greater role on disaster risk reduction.

In the opening speech by Minister for Agriculture and Food Security (MoAFS), Professor Peter Mwanza, it was revealed that changes in agricultural dynamics that are also influenced by climate change, demands the creation and exchange of information, knowledge and messages amongst stakeholders to cope with and manage the change and mitigate any effects that may arise from the changes.

In a presentation titled “Using radio in climate change adaptation and mitigation: a front liner’s perspective” by Mr. Edgar Bayani - it was clear that farmers are aware climate change and weather variability but rarely understand its causes and solutions.

Mr. Bayani noted that deforestation and other land uses have an impact on the amount of greenhouse gasses in the air, which requires proper interventions and extension messages that address the knowledge gaps in the farmers.

According to Mr. Bayani, through radio the Meteorological Department is able to warn the nation of impending extreme weather events, promote the tree planting exercise so that more trees are planted, and provide climate adaptation information to farmers to reduce the negative impact of climate change. He reported that using radio, Total Land Care (TLC) was able to promote conservation agriculture as an adaptation strategy during dry spells within the rain season, and discourage the use of Methyl Bromide, educate farmers on the use of floating trays and Basamid, and sensitize and mobilize farmers to control emissions by avoiding loss of organic matter, use of manure, reducing use of chemical fertilizers and incorporating nitrogen into the soils.

In a presentation entitled “Role of radio in addressing climate change adaptation and mitigation,” Mr. Hamilton Chimala explained the initiative by the Development Broadcasting Unit of Malawi Broadcasting Corporation’s (MBC) on climate change. Mr. Chimala identified DBU’s approach as a participatory bottom-up approach where radio listening clubs are used to improve community access to information, improve contact with duty bearers through social action dialogues within the communities. Through a climate change project supported by the Malawi Environmental Endowment Trust (MEET), DBU has been able to provide information on changing seasons, weather patterns and extreme weather conditions and stir social action on reforestation, water

management and use. According to Mr. Chimala, there is a need for more air time for climate change messages. The current program, *Nzotheka Kusamalira Chilengedwe* is a thirty minute programme where ordinary people discuss issues related to climate change and sustainable environmental management.

Similarly, Mr. Gladson Makowa presented the success stories of the *Mwana Alirenji* program by Story workshop in a presentation titled “Mwana Alirenji (food self-sufficiency) radio magazine: the farmers’ friend in mitigating and adapting to climate change.” As indicated by Mr. Makowa, *Mwana Alirenji* focuses on sustainable agriculture the environmental effects and adaptation to climate change, household food resource management, nutrition, and gender barriers to development, food and diet diversification etc. In terms of climate change issues, the *Mwana Alirenji* program has to date encouraged the diversification of crops grown, animal husbandry and fruit culture to act as safety nets during drought and flooding. It also encourages appropriate technologies for water harvesting that do not involve building with cement but rather pits, mulching, river impoundments, etc. Apart from these the program also promotes early land preparation and the use of early maturing varieties.

A presentation by Mr. Justice Sumaili of Mudziwathu Community Radio Station was titled “Role of radio in addressing climate change adaptation.” The presentation sought to highlight how community radio can be used to address climate change and adaptation issues by tracing his radio station’s initiatives in farm radio programming. In essence, it was argued that community radio stations are better placed to address climate change adaptation and initiatives owing to its specificity of target audiences who may share the same climate change situations. Mr Sumaili further argued that:

- Effective agricultural programs are specific, interesting, balanced and properly targeted.
- Counter-development cultural beliefs are addressed more effectively by close understanding and debate.
- Message pre-testing is necessary to avoid confusing the listeners
- Farmers are not ignorant about what they do; they just avoid taking risks

In their presentation titled “The role of radio in climate change adaptation and mitigation in Malawi,” Mr. Wells Utembe, Ms. Selina Khonje and Ms. Talumbe Mhango illustrated the role of radio in climate change mitigation and adaptation using the findings of a study they conducted between November 2008 and January 2009. Mr. Utembe and his colleagues noted that agriculture contributes a great deal to climate change citing the use of fossil fuels and biomass, motorized transport of agricultural produce that produce carbon dioxide, deforestation that is done as forests are turned into farmlands, and the growing of rice that produces a significant greenhouse gas, methane.

Noting the fact that radio use in sub-Saharan Africa is high because of low literacy levels, poor circulation of newspapers, high costs of television sets etc., and the plurality of Malawi media which enables it to facilitate participatory forms of dialogue, they observed that mass media can play a big role in influencing people’s attitudes on climate change. They argued that radio can be more effective in climate change mitigation and



adaptation since it provides for access and opportunities for participation of the affected people in planning and production of climate change messages. It can also be used in the integrated approach of communication which combines interpersonal and mass media approaches, thus calling for collaboration among media houses, environmental, and agricultural authorities, NGOs, farmers and many others.

A presentation from the Department of Climate Change and Meteorological Services by Ms. Elina Kululanga titled: “Climate change awareness creation and adaptation for improved livelihoods among rural communities,” confirmed that there is very limited understanding of the causes of climate change or the best practice climate adaptation strategies within rural communities. Ms. Kululanga further noted that even though climate change” and “global warming” are familiar themes in the media, they are not always very gripping and lack proper perception to the general public.

She observed that climate change has more impacts on the marginalize groups such as smallholder rural farmers. This is mostly due to the fact that poor nations such as Malawi do not have financial resources and that the only way out is to step up efforts in mitigating and adapting to climate change.

Other issues noted under the theme were that farming communities in the country have failed to make the connections between their actions and ongoing climatic changes, and as such, they continue to cut down trees and clear land for crop production leading to the disruption of local hydrological cycles and the resulting recent droughts and water shortages.

The symposium participants also noted that the issue of recent increased crop yield should not undermine the fact that the country is still faced with climate change related impacts, threats and risks. In this case radios can promote diet diversification which is a critical tool to reducing malnutrition which is still high among poor communities. Introduction of alternative technologies to increase food production such as irrigation, soil conservation among others, can be effectively achieved by proper communication strategies including use of radio. Whilst addressing climate change issues, radio should have an integrated approach including issues of HIV, gender, environmental conservation and youth empowerment.

They also noted that anthropogenic activities that have an impact on climate change such as deforestation may lead to other challenges that communities may face such as destruction of maize and other crops by monkeys. This further affects other sectors such as education as children are required to protect the crop.

### **3.4 Lessons learnt on the theme**

In essence, the following lessons were drawn from the presented papers for this theme. First, participants of the symposium noted that radio is a good communication tool to complement traditional extension methods as it can add vibrancy to the extension system through entertainment education and other techniques. The use of radio can

easily help farmers to change farming methods for adaptation to climate change such as planting early maturing varieties; and can also be used to support national campaigns that aim to reduce global warming, and other impending possible hazards.

Participants of the symposium also acknowledged that radio can be used by different stakeholders to pass their information to people quickly and effectively, provide a channel for the provision of feedback by the listeners

It was also noted that the presence of community radios can provide a window to policy makers to understand and address local community needs which are often neglected by national broadcasters. The specificity of community radios can also help in the revision of district-specific development plans and policies as well as Socio-economic Profiles (SEP) including climate change plans that can all be fed into a national climate change policy. At the community level community radio can be used as a tool for community members to share experiences and critically examine issues and policies affecting their lives.

### **3.5 Challenges learnt on the theme**

Several challenges were identified on radio and climate change. These were also generic to other themes. The challenges were:

- Sustainability of Agriculture Programmes as most of agricultural programmes on these radios are financed by NGOs or donors.
- Limited airtime to broadcast key issues affecting communities.
- For commercial purposes most radio stations seem to target the urban and peri-urban societies who in many cases are not vulnerable to climate change and weather variability.
- Since climate change is a scientific area there is a general problem in translating scientific and English messages into comprehensible local languages. Consultations with communities (Mkwambisi *et al.*, 2010) revealed that predictions of weather through radios are not reliable and presently seem to fail to send the right message to the listeners on climate change.
- Mechanisms for trickling down climate information to the rural masses is weak or does not exist and this contributes to a general lack of awareness about climate change issues and anthropogenic contributions.
- Lack of effective partnership for communication of messages especially that work engagement of media is low in climate change related issues; as such weather and climate have not taken a major role in their reporting.
- Lack of resources reduces ability to deliver messages and awareness campaigns have been hampered as resources have not been enough to sustain delivery of messages over time.
- Exclusion of cultural diversity (cultural barriers) in dissemination of the science of climate change and limited uptake capacity combined with low literacy levels.
- Lack of advocacy for positive findings to policy makers.

### 3.6 Recommendations

Following the identified challenges, the following recommendations were put forward by the symposium participants:

- There is need for continuous innovation in programming and content management by radio stations to make sure that information is trustworthy, clear and effective. Use of drama and farmer talk shows and interviews have proved effective in communicating with farmers and hence must continue and thus should be encouraged
- Capacity building of radio producers and announcers on communication as in training *and facilitation skills* is of paramount importance. It is imperative to have a post programme analysis and assessment using appropriate techniques. This capacity building should be facilitated by different experts working on climate change related issues.
- The utilization of research findings from universities could also help to enhance the capacity of radio personnel. The usage of Department of Climate Change and Meteorological Services by radio stations should be encouraged.
- More and more stakeholders including NGOs and the private sector should be encouraged to support the establishment of community radios to address local needs and encourage participatory radio programming within a locality. Communities could be empowered to identify local level climate change issues and be discussed with experts to improve their livelihoods.
- Forming Citizen Radio Clubs through a programme entitled "Strengthening citizen voice through community radio". This project will see the development of innovative participatory radio programmes to support citizens' groups at a local scale.
- Communities should form public forums, drama clubs, develop a number of information centres to display climate change information, develop education and communication resources through farmer-led documentation approaches for disseminating local climate change adaptation practices.
- Development of strategies at community level that will engage people through everyday social communication practices, gossip, debate, chat, etc. can facilitate climatic change information to be passed from radio listeners to non-listeners, and in the process the boundaries between targeted risk groups, audiences and wider societal impacts can be reduced.

### 3.7 Conclusion

Work on this theme has noted that there is still more to be covered by the radio on climate change especially through awareness raising. This critical role is being hampered due to weak capacity building interventions between those that are experts in various fields and the journalists. Community participation should be encouraged to make sure that local level issues are incorporated in planning adaptation strategies. Some of the policies that promote food security could also lead to climate change and weather variability as such radios have an important role to play.

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## CHAPTER 4

# ACCESS AND UTILISATION OF AGRICULTURAL RADIO BROADCASTS BY SMALLHOLDER FARMERS: A GENDER DIMENSION

**By Catherine Mthinda<sup>9</sup>**

### **4.1 Introduction**

The smallholder farmer subsector contributes more than 70% to agricultural GDP in Malawi (Government of Malawi [GoM], 2007). Amongst these smallholder farmers, women take the centre stage, as they comprise about 70% of full-time farmers in the sector. They are responsible for the daily food supplies and contribute labour to both cash and food crops. Their contribution to nutrition and a balanced diet is considerable since they are the major growers of legumes and vegetables for the home and care for all important small livestock - poultry, goats, and pigs. Throughout the 1990s women in Africa made up more than one-third of the continent's work force; and accounted for 70% of agricultural workers, 80% of food producers, and 60% to 90% of the marketers of food (The Technical Centre for Agriculture and Rural Cooperation [CTA] 1993). In a paper presented by Mr. Rex Chapota, in the plenary session, it was noted that even today the situation is not different as evidenced by findings compiled by the African Farm Radio Research Initiative (AFRRI)<sup>10</sup>.

The mandate of the public agricultural extension system is to target smallholder farmers with the necessary information, opportunities (including market access and other needs) and technologies that can help them attain better returns from their agricultural activities. However, despite the important role of women to the country's agricultural production, agricultural extension service has traditionally targeted men. Farmers are often perceived as men and household heads perceived as male by planners and agricultural extension service providers. Studies consistently show that women, compared to men, have much poorer access to extension services such as demonstrations, meetings, training and research activities. Even radio broadcasts on agriculture are accessed more by men than women. This chapter presents in a summarised manner the issues that were raised at the second Farm radio Symposium regarding gender dimensions to access and utilisation of agricultural radio broadcasts.

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<sup>10</sup> An action research-based project that was run between April 2007 and December 2010 by Farm Radio International in five African countries of Malawi, Tanzania, Ghana, Mali and Uganda with support from the Bill and Melinda Gates Foundation.

## **4.2 Gender and Radio: Access and Utilisation**

Although not much literature exists on this theme, Mary Myers' writings (Myers, 2008 and 2009) based on her PhD thesis have been extensive and therefore inform this paper. In her writings, Myers identifies gender as a cross-cutting issue, meaning that gender issues come up in all aspects of farm radio such as radio producers, production of materials, programming, broadcasting, access to and control over radio, as well as utilisation of radio programmes. She identifies a number of gender issues; some of which are highlighted below.

Media production is dominated by men. This is true all over the world and tends to be worse in Africa. In his opening speech, the Principal Secretary for Agriculture and Food Security, Dr. Andrew Daudi complained about the gender imbalance among production teams and access to radio in general in Malawi while Professor Chris Kamlongera in his keynote address listed this as one of the constraints to the development of farm radio. He reported that studies sponsored by CTA and FAO in 1999 and 2000 show that most personnel working with rural radio are male even though most of the development programmes on the continent are spearheaded by women.

According to Meyers, women have limited access to education let alone, the journalism profession which is considered to be a man's job in Africa. Myers observes that socio-cultural factors affect the performance of female journalists mainly because the job demands extensive travelling, working at odd hours, and covering political issues among others. Even among other roles such as technicians, engineers, and managers, women representation is very rare. Women therefore have limited access to decision making in radio and other media activities.

In terms of radio content, women's topics relate to the reproductive role of women such as cookery, home improvement, child care and the like. When it comes to agricultural production, men tend to be featured more, despite the significant role of women in agriculture as stated above (Myers, 2008).

Myers reports that there are significant differences between men and women in terms of access to radio and its utilisation. Women have less access to radio sets than men. In addition, women and men use the radio differently. She identifies the following factors as having negatively affecting women listeners: men's ownership and control of radio sets, women's lower levels of education, and women's higher domestic workload which leaves them with little leisure time to devote to radio listening. The symposium also noted that this limited access to radio is compounded by the limited electricity supply and battery costs in rural areas.

#### **4.3 Gender Issues in Agricultural Radio Broadcasts and ICTs raised in the symposium papers**

On this theme, two papers were presented namely: “Gender dimension in access to and utilization of agricultural broadcasts: The AFRRI Malawi Experience” by Mr. Rex Chapota and “Integrating female leadership in agriculture to increase access to radio by women” by Mr. Kondwani Munthali. This section presents the gender issues identified in the symposium based on these papers.

In his paper presented in the plenary session of the symposium, Mr. Chapota shed light on the status of and barriers to access to information by female farmers based on AFRRI’s experience with Participatory Radio Campaigns (PRCs) in Malawi. PRCs are radio programs run on a weekly basis focused on a single farmer-selected ‘improvement’ that can make an impact in the farmers’ food security goals. The ‘improvement’ then became the feature of the weekly series of radio programmes over a period of six months with five (public, private and community) radio stations participating.

In essence Mr Chapota noted that through AFRRI’s PRCs, the following gender issues were established:

- Women tend to shy away during participatory research activities, programme recordings sessions and feedback sessions and they require more prodding to provide information than men. Save for a few of them who may be vibrant and end up taking all the in-depth interviews.
- Most women become active when they participate in group activities like singing songs etc. Women, men and the youth have different ways of accessing information as well as different listening habits, and hence require tailored programming.
- In terms of access to radio broadcasts, more men than women personally own radio sets. Men usually carry their radio sets around and they listen to the radio as they ride bicycles, in the bus, as they play games, as they chat, and even at public gatherings such as sporting events and meetings. Women easily access broadcasts in radio listening clubs and the best time for women to listen to the radio is the afternoon. In the households the balance of power between the women and their husbands makes it difficult for the women to access broadcasts in their homes. Thus, they mostly prioritise purchase of food items than say batteries for the radio set.
- Even though women have relatively lower access to broadcasts compared to men, they are always the ones implementing the promoted practices. They try out implementing the little they hear in the programmes.
- More men than women participate in ICT initiatives like SMS alerts, call-ins from farmers and call-outs to experts, largely because cell phones are commonly owned by men than women and even when a woman owns it, it is her husband who usually uses it most.

Mr. Chapota's presentation suggested, among other things, the need for extension workers to use groups as a way of encouraging women to influence the radio broadcast agenda. Again, to sort out power problems that see women not receiving radio broadcasts because they prioritise food over batteries, providing free solar powered radio sets on a group basis may be considered.

One major issue that participants noted was that there were gaps in terms of information that would help service providers address some of the identified issues. For example, there is information gap on how best to reach women through radio, integrate messages that are liked by women, time the programmes, and integrate men and women in radio listening groups. We also need to identify innovative ways of reaching women with radios and ICTs.

Munthali's paper on the other hand noted that there was limited female representation in the media houses, especially in the senior management positions (see Manda, 2010). As a result, most of the decisions and policies in the media houses are made by and for men. Few women produce and present agricultural programs on radio. Women rarely make news sources on radio broadcasts and newspapers; they rarely feature in success stories or just as participants in agricultural related activities.

A similar trend of male dominance was noted in the agricultural service. Due to social cultural factors, the male extension workers are more likely to target male than female farmers. That is, they are likely to interview men for radio broadcasts and newspapers. For the same reasons, female farmers are more likely to shy away from the male extension workers. This situation perpetuates the stereotypical thinking that a farmer is a man and further limits access of the female farmers to the much needed information and technologies that would boost agricultural productivity and income in their households.

The symposium concluded that these gender imbalances reflect the limited gender mainstreaming activities in the media outlets, extension service providers as well as the agricultural training institutions. The symposium could not confirm whether or not all media houses and agricultural organisations have gender mainstreaming policies and whether the policies are being actively pursued. This situation suggests a lack of monitoring of the gender mainstreaming activities. In addition, the symposium confirmed that training organisations are also producing very few women in agriculture and media related programmes although at the Polytechnic the Journalism Department recruits equals numbers of male and female students but most of the female graduate journalists opt for Public Relations jobs rather mainstream media work (Genderlinks, 2010). This means that for a long time, Malawi will rely on the male staff in both agriculture and media organisations. Innovative ways of reaching female farmers through the available men in the media must therefore be developed.

The symposium also observed that most radio broadcasts are sponsored. Agricultural service providers have to pay to have their agricultural radio programmes aired on both private and public radio stations. Unsponsored programmes, even if gender sensitive,



may receive low priority. Media houses argue that it is expensive to produce and air radio programmes; so clients must pay. The question is: should the agricultural extension service providers just sit and watch?

#### **4.4 Recommendations**

The major recommendations agreed by the symposium participants were as follows:

- Research should be conducted jointly by media houses and agricultural organizations and institutions to generate qualitative and quantitative information on the raised gender issues. The need for qualitative data was highlighted to explain the whys and hows that quantitative data may not convey.
- There is need for media houses and agriculture organizations and institutions to train media and agricultural personnel at all levels on how to mainstream gender in radio programming.
- There is need for media houses and agriculture organizations and institutions to jointly conduct a study to find out if women in senior positions would make a difference in addressing gender issues.
- There is need for media houses and agriculture institutions and organizations to take affirmative action to integrate women in senior positions.
- There is need for media houses and agriculture institutions and organizations to verify implementation of their gender policy if there is one.
- Where there is no gender, there is need for the media houses and agricultural institutions and organizations to develop one.
- Agriculture organizations to promote female and youth listening groups.
- Agriculture organizations to conduct deliberate gender awareness campaign to men to promote access, utilization and benefits of radios and ICTs to women and youth. For example, 'give a woman a radio campaign'.
- There is need for media and agriculture institutions and organizations to conduct gender awareness for their personnel to change the attitudes.
- There is need for stakeholders to institute affirmative action to deliberately respond to gender categories' needs and priorities.
- There is need for stakeholders to have equal representation of men's and women's voices on the radio.
- Encourage group listening especially among women as one way of promoting access to farm radio programmes listening amongst women..
- There is need for agriculture and media institutions to deliberately target females to be trained in agriculture, journalism, and communication development.
- There is need for media houses to help stakeholders understand that producing programmes is costly. As a result, sponsored programmes are given priority in terms of airing and timing. While non-sponsored programmes, even if they address gender issues, they are switched around or completely omitted.
- There is need for stakeholders to partner with organizations that already have sponsored radio programmes so as to mainstream gender.

- There is need for stakeholders to invest in radio programming by developing project proposals that donors can sponsor.

#### 4.5 Conclusion

The theme on gender dimension to the access to and utilisation of agricultural radio programmes reaffirmed the importance of women in agriculture and showed how despite this, agricultural extension services continue to target men. The symposium highlighted a number of gender issues arising from this trend such as the dominance of men in the media houses although journalism training institutions graduate an equal number of male and female journalists (but female journalists prefer PR work to mainstream journalism), male bias in programming usually because women shun interviews, the limited access of women to and control over radio sets and ICTs, and the challenges of addressing the needs and demands of radio listening groups in which both men and women participate. In addition, a number of recommendations have been made which call for partnerships among service providers as well as generation of information and knowledge to improve women's access to and utilisation agricultural radio broadcasts.

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## **CHAPTER 5**

### **MARKETING INFORMATION SERVICES AND OTHER ICT USE IN RADIO PROGRAMMING**

**By Levi Zeleza Manda**

#### **5.1 Introduction**

While ICTs are traditionally understood to mean Information Communication Technologies and narrowed to “new media” that is, such hardware as computers, mobile phones, MP3 recorders, DVDs and CDs, ICTs ought to include a) established mass media such as radio and TV; b) related information services, such as the internet, email Short Message Service (SMS) and c) communication operation centres such as telecentres and communications bureaux.

Compared with “new media” radio is relatively old. However, it remains the cheapest (to buy and operate) and the most accessible and most user friendly ICT. This makes radio the most important ICT for promoting agricultural development particularly amongst smallholder farmers, most of whom are poor and illiterate or semiliterate.

At the second Farm Radio Symposium, the importance of ICTs in agriculture was strongly emphasized throughout the core conference presentations, the agriculture Minister’s and principal Secretary’s speeches, Professor Chris Kamlongera keynote address and Dr. Stanley Khaila’s closing or technical remarks.

This chapter summarizes and synthesizes the presentations and resolutions about the role of ICT in agricultural development that were made at the Symposium.

#### **5.2 The Use of ICTs in Agricultural Development**

Literature on the use of ICTs in agriculture points to a worldwide success. This was aptly summed by Mr. Levi Z Manda’s thematic paper, “ICTs in farm radio programming: A review of successes, lessons and challenges”. Among other things, Mr Manda’s paper revealed how in India radio campaigns on backyard poultry farming mobilised people and increased farmer participation in the farm school and poultry farming (Sasidhar *et al.* 2008); and how in Osun State Nigeria, participatory communication helped in the promotion and achievement of self-help projects (Babalola and Babalola, 2004).

Citing work by Chapman *et al.* (2003), Mr. Manda also revealed that in Northern Ghana, vernacular rural radio programming raised awareness and popular participation in a soil and water conservation project. In Kenya a radio program on symbiotic relationship

between farmers and domestic animals helped Kenyan male youths to start treating donkeys in a friendlier manner than before (Child, 2009). And in Sudan the use of packet radio facilitated local self-help in rural areas (area development schemes) by assisting extension staff to communicate efficiently with headquarters in the absence of traditional telephones (Zijp, 1994).

Mr. Manda further revealed that radio listeners clubs have empowered hitherto uncared for rural audiences to demand (general rights) services from the government (Manyozo, 2005). He cited AFRRRI's action research and PRCs that have empowered Malawian smallholder farmers to demand agriculture-related services such as how to access farm inputs (Chapota, 2009).

In terms of Agricultural marketing, Manda made reference to FARA's (2009) report that IDEEA/MACE, through *Misika yapa Wailesi* (Markets on Air), traded agricultural commodity valued at over MK32.7 million from January to September 2008.

Most of these success stories have been recorded by Dagron (2001) who, with sponsorship from the Rockefeller Foundation identified at least 50 cases in Asia, Latin America and Africa where ICTs have improved human life (including agricultural production and marketing), promoted self esteem in marginalized communities, and improved democracy<sup>11</sup>. Dagron (2001) even compared the power of community media to a giant tidal wave or tsunami. Another study commissioned by the African Farm Radio Research Initiative (AFRRRI), entitled, *Communicating with radio: what do we know?* (2008) sums up initiatives that have successfully used radio to communicate development and agricultural development.<sup>12</sup>

To commemorate its 50<sup>th</sup> edition, the ICT Update (2009) produced a map to illustrate the importance and ubiquitous use of ICTs in the world and Africa in particular (see <http://ictupdate.cta.int/en/maps/items>).

### 5.3 Issues identified and lessons learnt

Participants to the symposium acknowledged that radio is an important means of bringing awareness to farmers, who mostly live in remote and poor areas of Malawi. However, these are underserved by radio and other ICT providers as the signal is often weak making information inaccessible to farmers.

As Mr Dickens Mahwayo reported in his paper entitled, "Sweet Songs of the agricultural marketing breakthrough from the Namizimu Strip", farmers are prepared to invest in mobile phone airtime and batteries to power up their radios if they deem the radio programmes are relevant and beneficial to their livelihoods. Mr Mahwayo reported how the MACE/IDEEA programme, *Misika Ya pa Wailesi*, improved the agricultural produce marketing scenario in the Namizimu area of Mangochi by simply making available to the

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<sup>11</sup> [http://www.communicationforsocialchange.org/pdf/making\\_waves](http://www.communicationforsocialchange.org/pdf/making_waves)

<sup>12</sup> <http://www.farmradio.org/english/partners/afrrri/communicating-with-radio.pdf>

farming community of Lungwena and Mapilili extension planning areas market information while Story Workshop's *Mwana Alirenji* taught people new farming methods. Mr Mahwayo's observations were validated by the director of IDEAA, Dr Elisabeth Manda, who said that there is a lot of SMS traffic at the centre indicating that people find the SMS commodity trading service useful. When ICTs are properly integrated into radio programming, the programmes usually succeed.

Mr Sam Kambani's paper, "ICTs, the Catalyst of Effective Agricultural Radio Programming," reported the success of the Frontline SMS package that AFRRI had installed at MBC to encourage the station to call out to farmers and vice versa so as to encourage farmers to listen to the programs and get their voices into the programming. Because of this facility, even passive listening communities such as Benadi in Thyolo were able to participate in the MBC programmes, *Muuni wa Mlimi* and *Mudzi Wobiliwira*. Mr. Kambani observed that when a continuous stream of economically viable *new technology is not available* to farmers, the return on investment in information flows to farmers is small or zero. This austere means unavailability of technology and feasibility of innovations which are crucial to the succession of every development

From his involvement with the AFRRI project in Thyolo, Macdonald Chiwayula of the research department of the MBC reported in his paper titled "Marketing Information Services and ICT in Radio Programming" that most farmers in the Dwale Extension Planning Area did not have a proper grasp of management and marketing skills. Since about 32% of Malawi's GDP is generated by smallholder farmers (NSO 2004), Chiwayula recommended that marketing information services including training in business management need to be strengthened in radio programming.

In his remarks Dr Stanley Khaila recommended that radio programming should be holistic, that is, issues of production, gender relations, weather forecasting, food consumption and marketing are of equal importance as farmers need all this information. Dr Khaila's remarks were also earlier mentioned by Professor Chris Kamlongera in his keynote address. Professor Kamlongera further challenged symposium to seriously consider including indigenous knowledge on agriculture and finding solutions to how to "mobilise communities to use ICTs in rural communication given the high cost of tariffs, which make it difficult to promote the use of ICTs" (2010: 8); thus making such programming relevant and responsive to farmers needs.

## **5.4 Challenges**

Despite the many successes reported in Malawi, use of ICTs pose a lot of challenges. These include:

- Unlike radio, mobile phone and the SMS system are not easy to operate particularly amongst illiterate farmers. Firstly, although the CTA claims that "it does not take a high level of literacy to make a phone call and telephones give people the chance to express themselves in their own language and dialect" (CTA, 2008: 2), the SMS poses a challenge as its predictive dictionary is usually in

English and therefore local users with low literacy in English may be put off. Secondly, the SMS system requires keyboard or typing skills which many Malawians, including those literate, are unable to do.

- This challenge is not restricted to farmers. Media personnel, particularly producers have very inadequate skills in handling new media ICTs and using them creatively in agricultural radio production.
- Both radio and mobile phones require a monetary investment. Batteries to power up the radio, and mobile phone airtime are expensive. These, coupled with inadequate bandwidth and mobile phone line congestion, mean that the cost per unit is higher and unaffordable.
- Poor radio reception in some areas like the Namizimu strip means that farmers there miss out on some radio programmes. As AFRRI studies have revealed, areas with little or no radio reception suffer lack of basic information.

## 5.5 Recommendations

Following the above successes and challenges the following recommendations, as captured in the symposium's resolutions, were made:

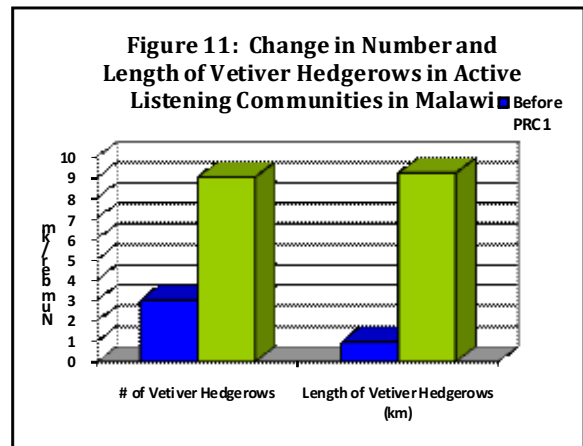
- Lobby mobile phone service providers to offer training on available ICT packages for agricultural broadcasters and users.
- Lobby government to allocate more resources to ICT on agriculture to ensure effective and efficient marketing of agricultural produce and inputs both at national, regional and international level.
- Lobby mobile phone service providers to offer subsidized rates to small holder farmers on both SMS and call 'ins' to radio station.
- Government should reduce taxes on mobile air time for the benefit of the rural farmer
- Support establishment of Community radio Stations in different parts of the country in order to increase access to specific and local agricultural information.
- With the support of the private sector, lobby journalism and agricultural extension institutions in Malawi to include agricultural radio production their curricula.
- Institute affirmative action on agricultural radio programs to deliberately respond to gender categories' needs and priorities
- Conduct a deliberate gender awareness campaign at community level targeting both men and women to promote access, utilization and benefits of radios and ICTs to women and youth. E.g. '**give a woman a radio campaign.**'
- Train media and agricultural personnel at all levels of agricultural radio programming continuum on how to mainstream gender in farm radio programs.
- Lobby radio stations for appropriate scheduling of farm radio programs in order to meet different gender needs.
- Institute affirmative action on agricultural radio programs to deliberately respond to gender categories' needs and priorities.
- Conduct a comprehensive action research study to explore gender dimension to

access, utilization and benefits of agricultural radio programs in order to inform design and implementation of farm radio programs.

## 5.6 Conclusion

As the chart illustrates, Mvera EPA farmers who listened to well produced farmer sensitive radio programmes were encouraged to plant more vetiver grass. The picture was different in communities that had no direct involvement in the radio messages, indicating that radio had some influence in creating awareness about new technologies and innovations.

The final evaluation report, internal process and summative monitoring and evaluation reports point to the fact that when broadcasters are properly trained in the use of different formats and techniques to produce agricultural radio programmes, the farmer is well served and becomes more productive.



*Source: Farm Radio International: The Effect of Participatory RADIO Campaigns on Agricultural Improvement Uptake.*

As the symposium resolutions have it, there is need to ensure that radio and other ICTs are in the hands of farmers, particularly women. A national policy on ICTs in agriculture production would help to regulate the quality of agriculture broadcast content, pricing of airtime dedicated to agricultural programming and interventions in airtime for use by farmers' groups endorsed by farmers' organizations.

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## CHAPTER 6

### SYMPOSIUM RESOLUTIONS

#### 6.1 Introduction

The Ministry of Agriculture and Food Security (MoAFS) in conjunction with various partners organized the 2<sup>nd</sup> Annual Farm Radio Symposium from 13<sup>th</sup> to 14<sup>th</sup> September 2010 at Malawi Institute of Management in Lilongwe, Malawi entitled **'Farm Radio Programming: A catalyst in addressing emerging issues in agricultural development'**. The key thematic areas that were addressed during the symposium included the following:

- *Role of radio in addressing and engagement in agricultural policy issues*
- *Role of radio in addressing climate change adaption and mitigation*
- *Gender dimension to access and utilization of agricultural radio broadcasts by small holder farmers*
- *Marketing information services and other ICTs use in radio programming*

The symposium was aimed at providing a platform to all stakeholders involved in agricultural development in Malawi for sharing lessons and experiences of best practices of using radio based communication strategies as part of the wider agricultural extension system to enhance food security in line with the above mentioned theme.

The symposium brought together over ninety delegates that included broadcasters, farmer organization representatives, extension specialists, academia, agricultural scientists, private sector players, policy makers and donor agency representatives. The symposium was officially opened by the Minister of Agriculture and Food Security, Professor Peter Mwanza.

#### 6.2 Issues and Resolutions

The delegates to the symposium observed a number of issues and agreed on a number of resolutions that were based on the speeches, the key note address, plenary presentations, thematic session presentations and technical remarks in order to ensure that farm radio programming is a catalyst in addressing emerging issues in agricultural development.

The issues and resolutions have been presented in the table below under each thematic area to ensure clarity and flow of issues and resolutions.

Thematic Area	Issues observed by Delegates	Recommendations /Resolutions
<i>Role of radio in addressing and engagement in agricultural policy</i>	<i>Noted</i> that some media houses broadcast agricultural messages that are misleading and inconsistent with agricultural policy framework.	<ol style="list-style-type: none"> <li>1. The Ministry of Agriculture and Food Security (MoAFS) should develop and implement a harmonized approach in content development and packaging messages for farm radio programming in line with agricultural policy framework.</li> <li>2. MoAFS to liaise with stakeholders on the development of standards, quality assurance, monitoring mechanism and regulations for farm radio programming and broadcasting.</li> </ol>
	<i>Bemoaned</i> that funding for farm radio programs has been limited, with high dependency on cooperating partners.	<ol style="list-style-type: none"> <li>3. Stakeholders involved in the agricultural value chain should apportion some percentage of their operational budgets towards farm radio programs and/or support farm radio programs.</li> <li>4. Lobby for support from national financing mechanisms such as District and City Councils, Local Development Fund, Constituency Development Fund, and other local private sector stakeholders to include promotion of farm radio programs in their development efforts and social responsibility efforts.</li> </ol>
	<i>Observed</i> limited awareness of the new agricultural extension policy hence lack of involvement of District Agricultural Extension Services System (DAESS) structures in setting up agenda and determining content for	<ol style="list-style-type: none"> <li>5. MoAFS through the Department of Agricultural Extension Services to sensitize the DAESS structures to appreciate the importance of radio in agricultural development.</li> <li>6. MoAFS through the Department of Agricultural Extension Services to engage stakeholders in farm radio programming on how to involve</li> </ol>

	farm radio programming.	DAESS structures.
	<i>Noted</i> limited airtime and commitment for farm radio programs in most broadcasting houses due to commercial orientation of the broadcasting stations.	Sensitize policy makers in broadcasting houses/stations on the importance of increasing the amount of airtime allocated to farm radio programs to the economy and their respective organizations as part of corporate social responsibility and revenue generation.
	<i>Recognized</i> high operating costs for radio (wireless sets) resulting in some farmers failing to access farm radio programs in a consistent manner.	<p>7. Stakeholders should promote use of radios that do not use batteries i.e. solar /wind-up radio sets</p> <p>8. Promote radio listening groups so that members may share the operating costs while they still enjoy the benefits of using the radio sets for agricultural development.</p>
	<i>Observed</i> limited appreciation of the radio as a tool for catalyzing agricultural development and limited coverage of Development Communication issues including radio in major policy documents such as Agricultural Sector Wide Approach and Malawi Growth and Development Strategy.	<p>9. Sensitize policy makers on the importance of the radio as a tool for development and lobby policy makers on the importance of mainstreaming development communication issues including promotion of farm radio in agriculture development policy documents and national development strategies</p> <p>10. Stakeholders should share with policy makers widely evidence based success stories of using the radio for development at all levels in the country.</p>

	<p><i>Bemoaned</i> that livestock issues are rarely covered in farm radio programs by most of the broadcasting stations in the country.</p>	<p>11. Sensitize policy makers in the livestock subsector especially the Department of Animal Health and Livestock (DAHL) in the importance of using radio as a tool for development of the livestock subsector in the country.</p> <p>12. Players in the livestock industry including DAHL should be proactive in using farm radio for livestock development and have to set aside resources for radio programming and broadcasting to improve coverage of livestock issues in farm radio programming.</p>
<p><i>Role of radio in addressing climate change adaptation and mitigation</i></p>	<p><i>Confirmed</i> the use and overuse of scientific jargon/particular terms or words by climate change scientists, which make understanding of climate change, issues by farmers and the public problematic in farm radio programs.</p>	<p>13. Media should be innovative to create appropriate words in order to avoid overuse of scientific jargon in climate change issues in order to ensure that the message is understood by the farmers.</p> <p>14. Establish more community radios that use different vernacular languages and can address specific climate change adaptation and mitigation issues with their specific audience.</p> <p>15. Conduct thorough training needs assessment aimed at developing appropriate content &amp; capacity of journalists to report on environment and climate change issues.</p>
	<p><i>Noted</i> limited coverage of Climate Change issues in broadcasting houses/stations.</p>	<p>16. Media needs to come up with specific, targeted and appropriate programs on climate change and have appropriate policies to cover such issues.</p> <p>17. Community-driven bottom up approaches and local knowledge should be the beginning point of climate change engagement and</p>

		research.
	<i>Observed lack of flexibility by broadcasting stations/houses to produce programs based on changes in issues under climate change adaptation and mitigation.</i>	18. Broadcasting stations should exercise flexibility when producing farm radio programs in order to embrace emerging issues like climate change.
<i>Marketing information services and other ICTs use in farm radio programming</i>	<i>Noted Limited access, knowledge and skills in the use of ICTs by broadcasters to extend interactivity and reach of farm radio programs.</i>	19. Lobby mobile phone service providers to offer training on available ICT packages for agricultural broadcasters and users.  20. Lobby government to allocate more resources to ICT on agriculture to ensure effective and efficient marketing of agricultural produce and inputs both at national, regional and international level.
	<i>Bemoaned high costs of the ICT technologies to the average farmer in the country.</i>	21. Lobby mobile phone service providers to offer subsidized rates to small holder farmers on both SMS and call 'ins' to radio station.  22. Government should reduce taxes on mobile air time for the benefit of the rural farmer
	<i>Observed that there is poor radio reception – in some parts of the country-affecting farmer's access to agricultural information and knowledge (e g.</i>	23. Support establishment of Community Radio Stations in different parts of the country in order to increase access to specific and local agricultural information.

	market information services) disseminated through the radio.	
Gender dimension to access and utilization of agricultural broadcasts by farmers	<p>Noted information gap on best ways to reach women through radio, ways of integrating messages that are liked by women , timing of farm radio programs in a gender responsive manner, ways of integrating men and women in Radio Listening Groups and innovative ways of reaching women with radios and ICTs</p> <p>Observed limited gender mainstreaming in media outlets, agriculture organizations and institutions</p>	<p>24. Train media and agricultural personnel at all levels of agricultural radio programming continuum on how to mainstream gender in farm radio programs.</p> <p>25. Lobby radio stations for appropriate scheduling of farm radio programs in order to meet different gender needs.</p> <p>26. Develop/Review and implement gender policies in media houses and agricultural institutions involved in knowledge management and dissemination.</p> <p>27. Institute affirmative action on agricultural radio programs to deliberately respond to gender categories' needs and priorities.</p> <p>28. Conduct a comprehensive action research study to explore gender dimension to access, utilization and benefits of agricultural radio programs in order to inform design and implementation of farm radio programs.</p>
	<p>Noted limited women representation in media houses as well as agriculture organizations and institutions, especially in senior management positions.</p> <p>Observed stereotype thinking that a farmer is a man from producers and presenters of farm radio programs</p>	<p>29. Media houses, Agro-based institutions and organizations to take affirmative action to integrate women in senior positions.</p> <p>30. Conduct a study to establish whether women in senior positions contribute towards addressing gender issues or not in Media houses, agro-based organizations and institutions to jointly.</p>

		31. Stakeholders to have equal representation of men's and women's voices on farm radio programs.
	<i>Noted</i> dominance of men in access & utilization of radios and ICTs	32. Conduct a deliberate gender awareness campaign at community level targeting both men and women to promote access, utilization and benefits of radios and ICTs to women and youth. E.g. <b>'give a woman a radio campaign'</b> .
	<i>Confirmed</i> limited number of trained women in agricultural and media institutions.	33. There is need for agriculture and media institutions to deliberately target females to be trained in agriculture, journalism, and communication development.

### 6.3 Way Forward and Conclusion

The delegates to the 2<sup>nd</sup> Annual Farm Radio Symposium suggested that the organizing task force develop a comprehensive action plan based on the resolutions to ensure implementation and accountability both at short and long term basis and that a monitoring mechanism is put in place.

In conclusion, the delegates agreed that the resolutions document should be widely disseminated to all stakeholders involved in agricultural radio programming as soon as possible to ensure that farm radio programming is indeed catalyzing the process of addressing emerging issues in agricultural development in Malawi.



## **APPENDICES**

### **Appendix I**

#### **SPEECH BY THE SECRETARY FOR AGRICULTURE AND FOOD SECURITY**

**DR ANDREW T. DAUDI**

**DELIVERED AT THE OFFICIAL OPENING OF THE 2<sup>ND</sup> FARM RADIO  
SYMPOSIUM HELD ON 13<sup>TH</sup> SEPTEMBER 2010 AT MIM**

THE MINISTER OF AGRICULTURE AND FOOD SECURITY, HON PETER  
MWANZA, MP

CHAIRPERSON OF THE ORGANISING COMMITTEE, MRS CHOWA

DIRECTOR, AGRICULTURAL EXTENSION SERVICES, DR GRACE MALINDI, AND  
ALL DIRECTORS HERE PRESENT

KEY FACILITATOR OF THE SYMPOSIUM, VICE PRINCIPAL OF BUNDA COLLEGE,  
DR CHARLES MASANGANO

THE KEY NOTE SPEAKER, PRINCIPAL OF CHANCELLOR PROFESSOR CHRIS  
KAMLONGERA

CHIEF EXECUTIVES OF THE MEDIA HOUSE PRESENT

THE PRESIDENT OF FARMERS UNION AND ALL FARMERS REPRESENTATIVES  
PRESENT HERE

REPRESENTATIVES OF THE CIVIL SOCIETY

REPRESENTATIVES OF THE ACADEMIA

REPRESENTATIVES OF THE COOPERATING PARTNERS PRESENT HERE

MEMBERS OF PRESS, LADIES AND GENTLEMEN

My duty this morning is to request the guest of honour, the Minister of Agriculture and Food Security, Prof. Peter Mwanza, M.P to address us and officially open the symposium. Before I do so, allow me to say a few words.

We are gathered here to discuss emerging issues that affect agriculture and use of radio. Last year around the same time we were at Cresta hotel discussing similar issues. It gives me encouragement that this is becoming an annual event and it is my hope that shortly it will be international – with people coming from the outside the country to learn from us. You know Malawi is a nation of achievers and it won't be strange to see others learn from us how radio can be used innovatively as a communication tool even for the voiceless.

As we are discussing let us look across the sector and see what we can do with the radio. Farmers want to listen to the radio, but they have no batteries- can solar radios be available and accessible to farmers or worse still the husband has carried the radio with him. What strategies can we employ to reduce the gender imbalance in the use and access to farm radio programmes.

Our Guest of honour, the participants have a lot to discuss because much as we take things for granted on the use of radio, there is a lot that we can learn from. At this point allow me to invite the guest of honour to speak to us and officially open the symposium.

I thank you for listening.

## **Appendix 2**

### **SPEECH BY THE MINISTER OF AGRICULTURE AND FOOD SECURITY**

**PROF. PETER MWANZA, M.P.**

**DELIVERED AT THE OPENING OF THE 2<sup>ND</sup> FARM RADIO SYMPOSIUM  
HELD ON 13<sup>TH</sup> SEPTEMBER 2010 AT THE MALAWI INSTITUTE OF  
MANAGEMENT**

SECRETARY FOR AGRICULTURE AND FOOD SECURITY DR. ANDREW T. DAUDI

CHAIRPERSON OF THE ORGANISING COMMITTEE, MRS CHOWA

DIRECTOR, AGRICULTURAL EXTENSION SERVICES, DR GRACE MALINDI

KEY FACILITATOR OF THE SYMPOSIUM, VICE PRINCIPAL OF BUNDA COLLEGE,  
DR CHARLES MASANGANO

THE KEY NOTE SPEAKER, PRINCIPAL OF CHANCELLOR PROFESSOR CHRIS  
KAMLONGERA

CHIEF EXECUTIVES OF THE MEDIA HOUSE PRESENT

THE PRESIDENT OF FARMERS UNION AND ALL FARMERS

REPRESENTATIVES PRESENT HERE

REPRESENTATIVES OF THE CIVIL SOCIETY

REPRESENTATIVES OF THE ACADEMIA

REPRESENTATIVES OF THE COOPERATING PARTNERS PRESENT HERE

MEMBERS OF PRESS, LADIES AND GENTLEMEN

Good morning.

It is with great pleasure and honor that I stand before you this morning to officially open this important gathering. I have been informed that this symposium has brought together stakeholders in farm radio programming in the name of policy makers, farm

radio programme producers, presenters, sponsors, extension service providers and development partners just to mention some.

Ladies and gentlemen, it is now common knowledge that agriculture is important to the socio-economic and political development of this country. This is because about 90% of Malawians depend on agriculture or agriculture related activities for their livelihoods, and that's why it is amongst the priorities of government. Much as it is very important, it is also a sector that is very dynamic as it rapidly responds to any change on the socio-economic environment.

Ladies and gentlemen, the dynamism of the sector demands the creation and exchange of information, knowledge and messages amongst stakeholders to cope with and manage the change. The information and knowledge are important to mitigate any effects that may arise from the changes. The importance of the symposium to the Ministry and the whole agriculture sector cannot be overemphasized. I have been informed that during the one and half days of the symposium, discussion will emphasize on how the radio can be used to disseminate information on emerging issues that affect **agricultural development**.

Information is power and innovative methods and channels are required to ensure equitable access to the required knowledge and information and radio is just one of them.

Ladies and gentlemen, the agriculture sector has witnessed stakeholders such as agro-dealers, produce traders and agricultural extension service providers using radio to disseminate different agricultural information and messages. Much as we appreciate the efforts by all these stakeholders, the question that comes to mind, Ladies and gentlemen, is how can we ensure that the messages and information aired are really beneficial to the farmers, not manipulative and not inappropriate? I know it's really a challenge considering the number of radio stations out there airing farm radio programmes. But it is my hope that you will find time to discuss this important issue.

Director of Ceremonies, let me commend the organizers and all participants gathered here. I am told the theme of the symposium is **'farm radio programming: a catalyst in addressing emerging issues in agricultural development'**.

The symposium organizers have identified four thematic areas for the symposium to focus on namely policy, gender, climate change and marketing. As papers will be presented on these areas, let us comment and discuss with objectivity and a vision for the future gathering.

This symposium, Ladies and Gentlemen, is a platform that will provide an enabling environment for stakeholders in farm radio programming to share best practices of using radio based communication strategies as part of the wider agricultural extension and advisory service. The country's agricultural agenda puts emphasis on food security as well as commercialization of agriculture even for smallholder farmers. This is

important because that's the base for development even in other sectors. When one talks of agricultural development, the farmer comes to mind before thinking of production technology, access to input and output markets and value addition. The underlying factor is that there is need for communication, exchange of information and knowledge for all this to take place. Ladies and gentlemen, what has brought us together today is radio and agriculture. How can we exploit the opportunities that radio can offer to ensure that those that need the information have it?

Much as we know there are other means of reaching out to farmers with messages, but none can surpass the power of radio in the Malawian context. The digital technology has seen the proliferation of FM radio stations and provides opportunities for increased outlets of farm radio programmes. As we get excited with the increased number of farm radio programmes; there is a challenge that most of the producers and presenters are not the custodians of the content. The custodians of the content are technicians outside the radio stations and this affects quality and content. How can we harmonize this? Can this symposium be a step towards establishing an innovation platform for stakeholders in farm radio programming? Director of Ceremonies, ladies and gentlemen let me urge you to think innovatively as to how we can harness stakeholder efforts in promoting farm radio programming.

The other issue that I request stakeholders to seriously consider is the support to farm radio programmes. As stated earlier, agriculture is the backbone of our country's economy. But why is it that qualified journalists specializing in agriculture development and related fields are not many and sponsorship for farm radio programmes is also hard to come by? The academia and the business community can't we think about it? The farmers who rely on radio for information are the producers and sellers of the produce but also listeners of the farm radio programmes. We need each other to make a difference. Let's seriously think about this when charting the way forward.

Let me conclude my speech by recognizing the partners that worked with the Ministry's Department of Agriculture Extension Services to organize the symposium. These are Farm Radio Malawi, Total Land Care, Bunda College of Agriculture and Zodiak Broadcasting Station. This is a commendable effort and government is encouraging such kind of partnerships in service delivery. This gathering is unique in the sense that all of you have committed your own resources to attend; the motivation is what you are going to get out of here. Thank you for the commitment.

Finally let me wish you a good day and fruitful discussions. With these remarks I declare the Farm Radio Symposium officially opened and thank you for your attention.

### **Appendix 3**

## **KEY NOTE ADDRESS: THE CONTEXT OF FARM RADIO IN MALAWI**

By Professor Chris Kamlongera<sup>13</sup>

### **I. INTRODUCTION**

Recognizing that the current world food situation poses one of the worst crises facing humankind, FAO has, since the 1960s, recognized the crucial role radio can play in helping to redress this crisis, as well as bring about rural development and poverty reduction. The organization has been associated with attempts at finding ways of maximizing its use and impact. The basis of this work has been an understanding of the nature of farm radio and, its suitability for food security and sustainable development. This radio has been seen as,

“Radio without boundaries, errant, sent out beyond beaten paths, beyond the studios of national networks from which production teams rarely step outside to inform city people of the goings-on of other city people.”(p.xi A Thousand and One Worlds).

FAO reports that statistics compiled by UNESCO show that;

“Radio is still the most popular, the most economic and the most accessible means of communication for rural population. In Africa, the number of radio sets per head is superior by far to the number of TV sets or telephone lines.”

Whereas the extension officer can only speak to perhaps 20 people a day, a farm radio broadcaster can speak to thousands of listeners.

In 2001, Ilboudo reported that;

“In 1990 it was estimated in Africa that every 1,000 inhabitants there were 12 newspapers, 52 television sets, 14 telephone lines, 5 mobile telephones, 7.5 personal computers and 200 radio receivers.”(Ilboudo, 2001)

The 200 radio receivers-if they had batteries and if they were all in working condition-were receiving programmes from all sorts of sources; national radio, local radio, community radio or proximity radio and satellite radio. Of the 1,000 people who have

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<sup>13</sup> Professor Chris Kamlongera is the Principal of Chancellor College, University of Malawi. He has previously served as Dean of the Faculty of Humanities, Director of the SADC Centre of Communication for Development in Harare, Zimbabwe and Executive Director of the Malawi Institute of Journalism.

200 radios, about 700 live in a rural setting (in spite of the surging urban drift). Radio broadcasting cannot abdicate its responsibility to such a large population. This is a population that is facing the various vagaries of under development, poverty and disease. Its programming must show awareness of this fact.

The number of radio receivers must have gone up even higher as most countries in Africa are liberalizing the airwaves. Governments are welcoming the birth of private radio stations en masse and shifting the burden of broadcasting from government owned services to private hands.

This shift, however, has implications for the future of broadcasting in the developing world. Whereas initially broadcasting in Africa was principally for community development and even propaganda, it is becoming, more and more, for entertainment. The urban setting is back in directing the way broadcasting services are being conducted in the developing world. This is because entertainment is critical to the survival of private broadcasting stations. This is how they attract funding to support their activities.

Another reason for this shift is the rise in urban populations in most countries. These are populations that prefer entertainment to developmental programmes. As this is happening, government owned stations on the other hand, have to compete with private stations over listeners now than they ever did before. This is forcing them to adopt more entertainment programming than otherwise. In general, as Robert Hilliard says,

“...radio has either lost or seriously reduced its original potential as a medium of news, information, education and culture.”.

(Farm and Rural Radio: Some beginnings and models)

Is this the way African -let alone Malawian- broadcasting should go? Should African broadcasting abandon rural development and rural poverty? These questions are particularly significant when we are told that ‘radio is the mass medium capable of raising awareness, informing and mobilizing rural populations’ and that around 70% of Africa’s population is rural.

Today I intend to take the discussion on farm radio that has been going on for some time now in Africa down to Malawi.

## **2. THE NATURE OF FARM RADIO IN AFRICA**

Since 1989, studies have been carried out to establish the nature of farm (rural) radio in Africa and its role in supporting development on the continent. The first study was carried out by AMARC in conjunction with CIERRO in 1989. The specific aims of this study were:

- To become acquainted with community-oriented radio in Africa
- To become acquainted with the role of women in African community-oriented radio
- To understand the critical factors affecting its development
- To propose concrete actions to promote its evolution

- To sensitize African and foreign organizations to the use and potential of radio in Africa
- To establish and reinforce contacts between AMARC and the African continent, in an effort to strengthen cooperation between them, and to consolidate the community radio movement; and to establish links between Asia, Latin America, and Africa.

The study was confined to 11 countries, namely; Benin, Burkina Faso, Chad, The Congo, Ghana, Kenya, Mali, Senegal, Togo, Zaire (now the DRC) and Zimbabwe. Three factors guided the choice of these countries, that is; historical legacy, geographical distinctions and existing communication models. Evidently, these were mostly Francophone West African countries. Only three countries represented Anglophone Africa, namely, Ghana, Kenya and Zimbabwe from West, East and Southern Africa respectively.

In 1999, CTA and FAO initiated a survey on rural radio covering a wider area and bringing in more of the Anglophone side of the continent. CIERRO and the SADC Centre of Communication for Development carried out the study. The results of this survey were updated in 2002.

The objectives of the survey were:

- To strengthen rural radio in Africa, and
- To identify what qualified human resources in the training and development of methodologies relevant for rural radio training exists in the countries of the survey.

While the meaning of rural radio is usually confined to radio services whose programmes are mostly meant for the rural world, this survey broadened the scope of rural radio to include urban and peri-urban oriented radio as long as it addresses issues of sustainable development.

The survey covered 18 countries. Nine of which were from Anglophone Africa. In 2002, two more countries were added to the list.

### **3. OBJECTIVES OF FARM (RURAL) RADIO IN AFRICA**

The 1989 study identified the emergence of “rural radio” or “educational radio” in Africa and distinguished it from what is commonly known as “community radio”. In doing this it set the tone for understanding the workings of rural radio itself. The study identified (from participating countries) as objectives of rural radio, among several, the following:

- To sensitize “popular masses;
- To create, using widespread and carefully planned dissemination of information, conditions favouring progressive transformation of society through social and economic development;
- To find the means for an ongoing education and mobilization of the population in close collaboration with the state and political organizations;



- To target farmers;
- To be a channel for all attempts at sensitization, popular interpretation, information contributing to development;
- To help develop a sense of responsibility and will in the agricultural domain;
- To guide farmers in acquiring collective skills, allowing for better and more widespread and economical agricultural production;
- To reinforce the social integration of the rural population;
- To support the structures of the supervising ministry, as well as those of other departments interested in rural development;
- To support popular participation in programming for a better flow of information between local people and the power structures;
- To reflect the interests and concerns of the different groups in the country, and to give priority to local talents and the population's cultural heritage in a dynamic manner;
- To disseminate important health and agricultural information in an accessible form;
- To keep all members of society well informed, educated and entertained;
- To better enable the rural masses to adapt and integrate into the modern world; to promote a rethinking of rural attitudes towards modernization;
- To sensitize villagers to issues of health and hygiene; to help them modify their behaviour vis-à-vis these problems;
- To find representatives and managers capable of formulating and realizing educational, socio-economic and cultural objectives defined by the official government bodies;
- To coordinate the efforts of the various contributors;
- To establish, based on modes of expression and perceptions specific to the country, a system of communication between the society and radio producers- this to permit feed back from the target audience, and the adaptation of programming to the public's needs (in accordance with national objectives);
- To facilitate the effective use of national languages in order to affirm cultural identity and promote national development;
- To mobilize the rural population to work towards the country's development objectives;
- To free some regions of the country from influence of information coming from outside country broadcasts;
- To produce educational and cultural programmes without developing monopoly over such programming, and
- To enable rural populations to participate actively in the production of development-oriented programmes and to help them use such programmes for the promotion of development in rural regions.

These objectives have not really changed over the years. Farm radio broadcasting going on the continent today still espouses the same objectives in one way or another. It goes beyond 'farming' per se. It looks at things in an integrated way as would suit 'development' work.

## **4. ORGANISATION OF FARM RADIO IN AFRICA**

### **4.1 LEGAL STATUS**

At the time of the 1989 study, farm radio was generally integrated into national broadcasting structures. In some countries, it was linked to national programming while in others it was a sector or department on its own. Over all, it was a state-owned enterprise. Studies carried out more recently, have found the situation to be more or less the same. (1999; 2002)

In spite of being state-owned in one form or another, farm radio could be said to mutate as follows:

- Starting as a simple programme like a “listening club” in the vernacular language,
- Then, becoming a vernacular languages service,
- Growing into a separate department within the national broadcasting system or
- Becoming a separate independent department with autonomy in its management.

CTA says that,

“although radio pluralism in Africa was confirmed legally in the early 1990s for most countries, many were slow to utilise this newly emancipated medium. Over the last ten years however, ACP countries have gradually accepted the existence of commercial radio, although they have been less open to local rural radio. Nevertheless the rural radio landscape has expanded tremendously. It has been argued though that a multiplication of rural radio stations does not necessarily lead to better quality information being broadcast. In addition, the experience of many countries is that the stock of radio skills has become increasingly concentrated in commercial capital based radios, to the detriment of local rural radio. The question of relevance and cultural diversity has also been raised with regards to rural radio. In fact, it is argued that the majority of radio stations do not have accurate statistics available to them regarding the nature and composition of their audiences, in terms of demographic figures and listener preferences”.

This situation has been found to be undesirable as,

“there is lack of coordination between similar types of programming organizations and other national radio broadcasting structures, as well as overlaps and duplication in programming. Also as rural radio is not

autonomous, it inherits the administrative, financial and structural problems of the bodies that oversee them.” (1989)

Maybe the situation would be different if proper planning for rural radio was in place in most countries, instead of introducing it haphazardly as an after thought.

## **4.2 PERSONNEL**

Personnel for rural radio have tended to come from traditional national broadcasting services or specialist ministries with particular programmes. Most of these have not been specially trained to handle rural radio. They either get in-house, on-the-job training or, they are sent abroad to receive advanced training in some aspect of broadcasting.

Studies sponsored by CTA and FAO in 1999 and 2000 show that most personnel working in rural radio are male. This is in spite of the fact that there are more women than men, and that most of the development programmes on the continent are spearheaded by women.

## **4.3 TRAINING**

CTA has been developing skills in rural radio in the ACP countries through special links with presenters, producers and journalists who broadcast rural radio and specialist programmes in the countries. It has a Rural Radio Support Programme whose goals include provision of support to institutional development in rural radio stations. This support includes:

- training of rural radio producers and presenters;
- support to rural radios in accessing information sources on agriculture and rural development (ARD); and
- development of tools and methods for audience needs assessment.

The studies cited above, established that there was need for specialized training in rural radio on the continent. Much as there was expertise and solid experience here and there, it was mostly confined to operations of a station than training per se. Such people lacked a trainer's skills and knowledge of rural radio. They needed training in rural radio, as well as, to be trained as trainers.

Let us look at the Malawian scenario more specifically now. Of course one could argue that the picture of Africa painted here does not exclude Malawi.

## **5. THE BASIS OF FARM RADIO IN MALAWI**

The origins of farm radio in Malawi are:

- the formation of listening clubs that were carried out by extension workers within the Ministry of Agriculture soon after independence (1964).
- Initial radio programmes for farmers were produced by the Ministry of Agriculture in Lilongwe and sent to the Malawi Broadcasting Corporation in Blantyre by courier. This proved to be very expensive for the Ministry.
- Current efforts in farm radio in Malawi show that private and community radio stations have joined in the work. This is the way things should be.

## **6. CHALLENGES FACING FARM RADIO**

Challenges facing farm radio in Malawi could be summed up as:

- lack of clear networks linking extension work and programme hosts;
- setting up of clubs without identification of specific community needs; and
- failure to build on what already exists;
- the need for capacity building among the various players in radio work;
- challenges posed by sustainability of farm radio work,
- allowing communities to set their own communication/ information agenda,
- using rural radio as a dialogue medium;
- the need to realise that democratisation of rural radio is synonymous to the development of radio; and the need to change top-down approaches in communication.
- to understand that it is not whether farmers listen to the programmes, but whether the senior agricultural officers listen to them at all.

## **8. CONSTRAINTS ON DEVELOPMENT OF FARM RADIO**

Some constraints affecting the growth of farm radio have been identified as:

- Lack of awareness and empowerment of rural communities in the potential of farm radio.
- Lack of enabling environment and support from national governments towards the rural radio strategy.
- Language diversity.
- Limited availability broadcast technology.
- Inadequate capacity to use technology and maintain this technology.
- Poverty.
- High staff turn over/erosion-sector not attractive.
- Limited accessibility to radio sets.
- Inappropriate timing of broadcasts.
- Gender imbalance among production teams and access to radio in general.
- HIV-AIDS Challenges.

- Differences in training approaches and methodologies due to lack of coordinated and accredited formal training.

## **9. THE FUTURE OF FARM RADIO**

Policy makers could facilitate the growth of farm radio in Malawi if they were to:

- recognise the role that is played by rural radio in development and ensure that sufficient financial resources are prioritised and allocated to farm radio.
- avoid information overload and duplication of efforts.
- assist broadcasters to find ways of integrating information in order to make farm radio programmes more comprehensive and meaningful to their audience.
- set up of clubs based on identified specific community needs;
- build on what already exists.
- engage in capacity building,
- address the question of sustainability of farm radio,
- allow communities to set their own communication/ information agenda,
- use farm radio as a dialogue medium;
- change top-down approaches to communication.
- mobilise communities to use ICTs in rural communication given the high cost of tariffs, which make it difficult to promote the use of ICTs,
- establish formal and accredited training in farm radio in order to further strengthen what the Ministry of Agriculture and Food Security is doing.

## Appendix 4

### IMPACT OF POLICY ON RADIO PROGRAMMING: AND LISTENERSHIP: EXPERIENCES OF THE DEPARTMENT OF AGRICULTURE EXTENSION SERVICES, MINISTRY OF AGRICULTURE AND FOOD SECURITY

*By Jerome Chimgonda- Nkhoma*

**About the Author:** Mr Jerome Chimgonda Nkhoma (Agricultural Information and Communication Specialist) holds a Masters Degree in Social Development and Sustainable Livelihoods from the University of Reading and is currently working as the Chief Agricultural Communications Officer in the Ministry of Agriculture and Food Security heading the unit solely responsible for agricultural technology transfer through print and electronic media. Mr Chimgonda has been involved in the turnaround of the radio section in the Ministry of Agriculture in developing strategies on how to use interactive and participatory programming including the use of ICT for mainstream farm radio programs under the Ministry. He has conducted research studies like the qualitative and quantitative assessment of 10 Agricultural Research and Development Projects (ARDEP) in the central region of Malawi and qualitative assessment of agricultural extension development programs in using participatory development tools. He recently presented a paper on 'The Use of Radio for Agricultural Technology Dissemination: Implications for Agricultural Information Management' at a SADC Agricultural Information Management Meeting and also presented a paper on the 'Potential for Web Applications in support of Innovation Platforms' at the 2<sup>nd</sup> International Association of Agricultural Information Specialists. Mr Chimgonda is also a paid up member of the International Association of Agricultural Information Specialists (IAALD), Africa Chapter.

#### 1.0 Introduction

Radio is not a panacea of all communication challenges in agricultural development, but it has an advantage over other communication media in the Malawi situation where a good percentage of the clientele in the farming community is illiterate and cannot access agricultural information and knowledge through print media. On the other hand, the Ministry of Agriculture and Food Security (MoAFS) and stakeholders in Malawi have not exploited the potential of radio as a tool for interaction fully. On a positive note, the policy environment in the Ministry of Agriculture and especially the Agricultural Extension policy provides the farm radio industry with an opportunity to promote use of radio, improved programming and interactivity in its use for agricultural development.

## **2.0 Objectives of the paper**

The main objective of this paper is to discuss implications of the agricultural extension policy on the use of radio in the MoAFS. This will be achieved by looking at the experiences in radio programming in the Ministry and their implications in engaging it to improving policy understanding for agricultural development. In addition to that, current challenges on the use of radio in the agricultural sector in Malawi and available opportunities for improving interaction between policy makers and stakeholders in a bid to achieve agricultural development will also be discussed.

## **3.0 Policy context and general background: The Agricultural Extension Policy**

Malindi (2009) observes that the Agricultural Extension Policy in Malawi operates in the context of the Agriculture Sector Wide Approach Programme (ASWAp) and the Malawi Growth and Development Strategy (MGDS). The Agriculture Sector contributes to **Sustainable Economic Growth**, which is one of the thematic areas within the MGDS. The theme is also one of the priorities among priorities in Malawi's development agenda. The Ministry of Agriculture on the other hand also developed an agricultural extension policy in 2000. The policy responds to numerous challenges faced by the agricultural sectors and specifically the agricultural extension service delivery system. In light of the interest by many players to provide of extension services, the policy in question advocates demand –driven, pluralistic and decentralized services

## **4.0 Promotion of Radio in the context of the Agricultural Extension Policy in the Ministry of Agriculture and Food Security, Malawi**

According to Malindi (2009), the Agricultural Extension Policy in Malawi provides an enabling environment for promoting radio as a tool for interaction because it emphasises pluralism and provision of demand-driven extension services to clients. The Policy gives farmers a voice in demanding extension services that address their needs. Radio provides a forum for articulating demands from and by farmers. It also provides an opportunity for feedback on a variety of extension services provided to farmers.

## **5.0 Experiences in farm radio programming and broadcasts**

The Ministry of Agriculture and Food Security uses radio to popularise policies, technologies, projects and programmes. This is done through a number of ways such as jingles, public announcements, interviews and farm radio programmes. The Ministry of Agriculture has a number of broadcasts currently as follows;

- Ulimi wa lero – aired Monday through Friday on MBC
- Zokomera Alimi – Aired on Saturdays on MBC
- Ulimi m'sabatayi – aired on Sundays on MBC
- Imvani Za Subsidy – Wednesday, Friday (Zodiak) Wednesday and Thursday (MBC)
- Subsidy ku Malawi – Comedy on MBC

In spite of the foregoing, there are gaps in the way radio is used. There is limited use for feedback on implementation of various programmes, projects and activities, simply because of lacking interactivity.

#### **6.0 Feedback on programming and listenership from farm radio broadcast listeners- case of Mvera, Dowa district**

The Agricultural Communication Branch in the Ministry of Agriculture notes that engaging policy makers in policy issues using radio requires multi dimensional efforts to address the dynamics of the listeners. This is evidenced by results of an evaluation of the relationship between programming and listenership of two radio listening groups which was done in Mvera EPA courtesy of Farm Radio Malawi. Some of the findings were that the type of radio station used has a great impact on listenership of farm radio programs.

#### **7.0 Challenges in farm radio programming**

- Limited interactivity in radio programmes resulting from limited knowledge and skills by radio agents in the Ministry and other institutions engaged in farm radio.
- Few farm radio programmes resulting from limited budgetary support on radio programming.

#### **8.0 Opportunities in the industry for MoAFS and stakeholders**

- Agriculture Sector Wide Approach provides for partnership and innovativeness in programming for agricultural development.
- Extension policy provides for pluralism, coordination and popular participation in decision-making with regard to agricultural extension services-enabling environment for interactivity in the radio programming.
- Experiences on radio programming by partners in agricultural development provide a rich base of knowledge to improve image of the radio through improved interactivity, hence listenership.
- Availability of interested partners to promote radio for development in the country.

#### **9.0 Recommendations for improvement in farm radio programming**

- Quality of programming is very important for impact farm radio broadcasts, it is important therefore to invest in building up technical skills of radio broadcasters in MoAFS and stakeholders as well.
- There is need to increase budgetary support on radio for increased programming and airing with different radio stations to capture preferences of more farmers, than is the case now.
- Impact evaluation of radio broadcasts should be done regularly to understand the dynamics and address issues in the radio industry.
- There is need to increase awareness on the broadcast schedules by MoAFS and stakeholders so that clients and farmers know when and what time the farm radio programmes aired.
- There is need to ensure cross cutting issues like communication for development to be flagged out in major policy documents both at global and



- national level e.g. the Millennium Development Goals, Malawi Development and Growth Strategy and the Agricultural sector wide approach.
- There is need for concerted efforts among different departments in MoAFS to increase collaboration in dissemination of agricultural information through the radio.

## **10.0 Conclusion**

Radio is an important medium for communication and development to the agricultural sector in Malawi with relatively low literacy levels and few extension workers. It can be used to facilitate change in attitudes, knowledge, skills and practices in agriculture if used interactively. Effectiveness of the radio is compromised due to limited listenership and limited interactivity resulting from limited knowledge in radio programming. Budgetary support for radio programming equipment and broadcasts should be increased to increase broadcasts with different radio houses this should be accompanied with regular training of radio broadcasters.

## Appendix 5

### THE IMPACT OF AFRRI PARTICIPATORY RADIO CAMPAIGNS IN CHANGING KNOWLEDGE, ATTITUDES AND PRACTICES OF SMALLHOLDER FARMERS IN MALAWI

*By Clare Likagwa and Rex Chapota*

**About the authors:** *Ms Clare Likagwa has a Bachelors Degree in Social Science and has worked for Farm Radio International under the African Farm Radio Research Initiative for 3 years as a Research Assistant and currently as a Research Officer. She has worked, talked and listened to farmers, broadcasters and extension workers from inception through evaluation of the participatory radio campaigns in the five stations in Malawi.*

*Mr. Rex Chapota is the Acting Executive Director of a newly established indigenous NGO in Malawi known as Farm Radio (Malawi) that is affiliated to Farm Radio International. Concurrently he serves as the National Research Coordinator of the African Farm Radio Research Initiative (AFRRI) and also as a Farm Radio Programming Technical Expert under the Farmer Voice Radio. He has an agricultural background with a Diploma in Agriculture, BSc in Agriculture and his MSc is in Managing Rural Development.*

**Theme:** *Role of radio in addressing and engagement in agricultural policy issues*

#### **1.0 Introduction**

Farm Radio International in partnership with World University Service of Canada, has been implementing the African Farm Radio Research Initiative (AFRRI) from 2007 to 2010 aimed at finding out the effectiveness of radio in addressing food security issues for farmers in Africa. AFRRI has been implemented through a specific approach to farm radio called Participatory Radio Campaigns (PRCs). Two “rounds” of these campaigns have been implemented in 5 African countries in partnership with 25 radio stations. Here in Malawi the campaigns were implemented with the following partner radio stations: MBC, ZBS, and Dzimwe, Nkhotakota and Mudzi Wathu Community Radio Stations that had research communities in Thyolo, Dowa, Mangochi, Nkhotakoata and Mchinji districts respectively.

#### **2.0 Objectives of the paper**

This paper looks at how the AFRRI PRCs have been implemented and their impact on smallholder farmers in view of the agricultural extension policy guidelines and principles. The paper also brings out issues that were raised by smallholder farmers that challenge how extension services need to be operated in Malawi.

#### **2.0 Experience in AFRRI in the context of the agricultural extension policy**

The major principles in the extension policy are demand driven extension services, accountability, ‘those who benefit pay’ or service at a cost, resources sustainability, equalization, promotion of pluralism and decentralized coordination. This section

addresses how four of the seven principles have been addressed and experienced under the AFRRRI PRC process.

### ***2.1 Ensuring demand driven extension services***

Farmers also took leadership in identifying agricultural improvements to be promoted on the partner radio stations that would address food security priorities and agricultural challenges in their area through a community rapid appraisal, a baseline study and formative research.

### ***2.2 Accountability***

This principle ensures that farmers are not only looked upon as beneficiaries of extension but also as clients, sponsors and stakeholders. One of the key pillars of AFRRRI PRCs campaign was ensuring active feedback processes from farmers so that they can evaluate and recommend how the delivery of the broadcasts was being done.

### ***2.3 Those who benefit pay 'Service at a cost'***

This principle underpins the fact that government will not be able to pay for all extension services provided. In the AFRRRI PRCs, farmers were ready to invest in the process of accessing services if their issues are being taken into consideration.

### ***2.4 Equalization***

The principle entails that all extension services need to make sure that poor segments of the society, women, youth and people with disabilities are not left out of the development process. In AFRRRI all activities had to bear in mind the heterogeneity of the communities under study.

## **3.0 Impact of the Participatory Radio Campaigns**

Both campaign and post campaign monitoring activities conducted with listening and non listening communities brought into light evidence of:

### ***3.1 Awareness of radio programs/radio campaigns***

Farmers were able to mention the name of the program, when it is aired, presenters/producers and even topics/messages discussed in the programs; and commented on the formatting and presentation styles of the programs which broadcasters were noting to improve their campaigns.

### ***3.2 Knowledge gained regarding the improvement***

Following the radio campaigns, most of the knowledge gaps farmers had regarding the promoted improvements were covered.

### ***3.3 Attitudes regarding the improvement***

After most of the misconceptions identified at formative research were addressed, most of the farmers developed favouring attitudes towards practicing the promoted improvements.

### **3.4 Practice of the improvement**

The outcome evaluation for PRC I observed that 39% of farmers in ALC and 20% in PLC had started practicing the improvement after the PRC unlike only 8% in the non listening communities (AFRRI, 2010)

### **4.0 Critical issues and recommendations**

- Sensitize the grassroots enough about the change in policy because farmers are not aware of the change in policy.
- There is also need to find out if there are structures and systems in place at the grass roots that can facilitate farmers demanding the extension services
- There is need for clear guidelines on who is accountable to whom and how the accountability mechanisms have to be achieved.
- The question of who is monitoring agricultural content on the airwaves need to be answered and how do broadcasters collaborate with agricultural experts so that there are standards.

## Appendix 6

### ROLE OF RADIO IN LIVESTOCK SECTOR POLICY & MANAGEMENT ISSUES IN MALAWI

*By Timothy Thokozani Jonathan Pasani*

**About the author:** Timothy Thokozani Jonathan Pasani is the Principal Consultant and founder of Lonepalm Livestock Consultants, a private firm specialised in livestock management training, consultancy and production. He serves as a livestock production and animal welfare specialist. He holds a Bachelor's Degree in Animal Science, graduated in 1997 from Bunda College of Agriculture, and currently studying for a Master of Science Degree in Animal Science at Bunda College of Agriculture. Formally, Mr Pasani works for the Natural Resources College of Malawi as a Lecturer in Livestock Production. He is also a member to a Livestock Thematic Working Group of the Civil Society Agriculture Network (CISANET).

**Theme:** Role of radio in addressing and engagement in agricultural policy issues

#### **1.0 Introduction**

Livestock sector is one of the subsectors in the agriculture sector in Malawi under the Ministry of Agriculture and Food Security that is managed under the Department of Animal Health and Livestock Development. The agriculture sector contributes about 39% of the total Gross Domestic Product (GDP) with the livestock subsector contributing about 8% of the agricultural contribution (GoM, 2008). Currently, livestock has taken center stage in most livelihood programmes that are being implemented by NGOs implementing food security and livelihood programmes in Malawi. These livestock programmes range from small stock production (guinea fowls, rabbits, goats); pigs; commercial chicken and small-scale dairy production. These are all programmes supported by the policy agenda of the Malawi government in line with the Malawi Growth and Development Strategies (MGDS) on food security, despite livestock being somewhat silent.

#### **2.0 Objectives of the paper**

This paper locates the role of radio in promoting livestock production. It firstly highlights the importance of the livestock subsector to Malawi's economy noting that even though the sector has been specifically identified as a potential aspect in the country's agricultural policy, but little has been done to achieve the set goals. An analysis of how the radio has tackled livestock issues has been given within the parameters of agricultural extension in the country. Lastly challenges, opportunities and recommendations for using radio to promote livestock production are highlighted.

#### **3.0 Experience on use of radio in the livestock sector in Malawi**

Various agricultural programmes have been aired on both state and privately-owned radio stations in Malawi. While most of these programmes range from sensitisation for disease outbreaks like Avian Influenza, Foot and Mouth Disease, and African swine fever,

a few are specifically on general livestock management or policy issues affecting the livestock industry for the awareness of the general public or livestock farmers.

#### **4.0 Challenges in the use of radio in livestock sector**

The challenges experienced include among others the following:

- Limited or no funding set aside to sponsor and support regular livestock programmes on the radio stations.
- Limited capacity to package relevant information that can be presented for a short time, as required by radio programming, that requires special skills from the various key stakeholders in the livestock sector or the radio stations.
- Lack of knowledge of the power of radio on communication from stakeholders hence little support to radio programming to support the livestock sector.

#### **5.0 Opportunities existing for the use of radio in livestock sector**

There are several opportunities that are available for the use of radio in the livestock sector which among others include the following:

- Involvement of several NGO involved in livelihood programmes is important as it makes it easy to mobilise or lobby for support to sponsor a radio programme on livestock issues.
- Radio provides the most feasible alternative to livestock extension in the event of the high vacancy rate<sup>14</sup> in the civil service (livestock extension).
- An increase in communities participating in livestock activities and radio programmes (like radio listening clubs) which implies there is assured large listenership to programmes that may be introduced.
- The huge number of radio stations in the country ie state, private and community radios provides for easy reach to most communities with specific livestock issues.

#### **6.0 Recommendations**

Recommendations can be made as far as use of radio in livestock sector is concerned:

- Equip radio staff on how to programme and present a programme on livestock policy and management issues.
- Strengthen collaboration on livestock programming just as the other sectors of agriculture in Malawi.
- Lobby for more support and sponsorship to regularise livestock radio programming from the various stakeholders involved in livelihoods that include livestock programmes.

#### **7.0 Conclusion**

Livestock sector in Malawi has a great potential to improve and expand if the extension back-up service would reach out to each and every livestock farmer that would get the policy and management information required. Radio communication remains the most

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<sup>14</sup> Currently, there are a total of 828 established positions at ADDs with 461 positions filled and 371 vacant representing a 44.8% vacancy rate while there are 178 established positions in RDPs with 127 filled and 61 vacant representing a 34.3% vacancy rate.

effective when it comes to reaching out to masses due to its versatility. To curb the problem of livestock extension message dissemination, radio remains the long term solution.

## Appendix 7

### CLIMATE CHANGE AWARENESS CREATION AND ADAPTATION FOR IMPROVED LIVELIHOODS AMONG RURAL COMMUNITIES

By Elina Kululanga

**About the author:** Ms Elina Kululanga is currently working as a climate scientist with broad experience in climate change science (climate change models and uncertainties , adaptation, mitigation). She is responsible for communicating all climate services that the Department provides to the general public through the media and other partners.

She holds a Masters Degree in Climate Change and Risk Management from Exeter University, UK. She has worked 11 years for the Department of Climate Change and Meteorological Services. She is the Co- author of a published paper entitled “**Evidence of trends in daily climate extremes over Southern and West Africa**”. She has since held a number of roles, including responsibility to develop communication strategy on climate change issues and, most recently, as the spokesperson for the department on weather, climate change issues.

**Theme:** The role of radio in climate change adaptation and mitigation

#### 1.0 Introduction

Malawi has recently experienced a number of significant climatic perturbations over the last several decades with the most serious ones being dry spells, seasonal droughts intense rainfall, river flooding and flash floods (CEPA,2007). Drought and floods have occurred frequently in intensity and magnitude over the last two decades causing either too little or too much rainfall in most seasons(Ziervogel et al;2008). Seasonal rainfall patterns have changed with the duration of rains becoming shorter with each subsequent year. For instance, rains which in the past could begin around October have been shifting to start late November to mid December in certain years ( CEPA,2007).

#### 2.0 Objectives of the paper

The paper seeks to outlines how both the mitigation and adaptation agendas could improve food security through awareness of the causes and effects of climate change. It also outlines past experiences used at delivering key messages on climate change issues to targeted audiences.

#### 3.0 Impact of climate change on Agriculture

Frequent occurrences of drought have been causing crops to either wither or wilt. Severe drought in Malawi which occurred in the years 1991/92, 1993/94, 1994/95 and 1999/2000 (MET, 2006) have had adverse impact on livelihoods of rural communities resulting in serious socio-economic disruptions such as food insecurity (Action aid,



2006). Floods have also caused loss of life, infrastructure damage (including houses, roads, rail etc) health impacts (diarrhoea, cholera and malaria), and washing way of crops. Again flooding waters have eroded farmers of their capital assets by burying already planted crops in the fields, carry livestock's such as chickens, goats and cattle downstream.

Some measures aimed to address food security and improve livelihood among rural communities in the face of climate variability and change in the country exacerbate flooding. For instance, agricultural activities on unsuitable fragile lands such as *dimba* gardening and cultivation along river banks, usually done during drought, leaves the areas cleared up of all tress and vegetative growth thus exacerbating flooding due to land degradation (CEPA, 2007). In time of climatic calamities people have resorted to massive cutting down of trees to meet the demand of charcoal and firewood production for urban dwellers, which has intensified greenhouse (GHGs) emissions into the atmosphere weakening the ecosystems and altering the land surface.

Unfortunately, farming communities in the country have failed to make the connections between their actions and ongoing climatic changes, and as such, they continue to cut trees and clear land for crop production. There is very limited understanding of the causes of climate change or of best practice climate adaptation strategies within rural communities. This is in part due to lack of understanding and high levels of poverty. The resulting climatic changes aggravate the multiple vulnerabilities experienced by people in these communities and push them further into a situation of chronic poverty (Action Aid 2006).

Therefore, communities need to understand that actions on climate change consist of two complementary elements such as **mitigation** (concerned with the reduction of greenhouse gas emissions) and **adaptation** (concerned with reducing vulnerability to extreme weather events and other longer term changes in our climate).

### **3.0 Experience of using radio to disseminate causes and effects of climate change.**

The Department of Climate Change and Meteorological Services has the following experiences on dissemination of climate change issues to the rural masses.

#### **I. Promoting the Department as credible sources of information.**

- i) Production of weather and climate information and disseminate it to the general public through radio and TV broadcasts. This has raised the credibility and visibility of the department as a trusted source of climate information in Malawi.
- ii) The department changed from being a mere Department of Meteorological Services to the Department of Climate Change and Meteorological Services This gives the department a recognized voice on climate change providing information on weather and climate services to the media and other organizations

## **2. Panel discussions with communities and other relevant stakeholders**

- i. The department has been engaged in a panel discussion radio programme on climate change its effects and causes, available adaptation and mitigation mechanism to respond to climate change in Malawi. The discussions were aired through Zodiak, Star radio in Blantyre.
- ii. The department has been integrating climate change issue in related communications such as press briefings on MBC Radio I and Capital Fm Radio during the commemoration of World Meteorological Day, World Environmental Day, and World Standards Day etc. This has been done in a partnered delivery of climate change messages to the intended audiences depending on the theme.
- iii.

## **3. Documentary programmes**

- i) The department, has been preparing materials on climate change issues in Malawi looking at the current status of climate change in Malawi, and how our activities are contributing to global emissions into the atmosphere. A documentary programme on this was aired on Star Radio in Blantyre. The targeted audience was communities living in flood and drought prone areas in the country.

## **4.0 Opportunities**

Many terms in the climate change subject lack proper perception to the general public. However, there is huge opportunity to use radio broadcasting for example local and community radio stations, facilities to promote climate change awareness among local farmers and clear misconceptions.

## **5.0 Challenges**

- Mechanism for trickling down climate information to the rural masses is weak or does not exist and this contributes to a general lack of awareness about climate change issues and anthropogenic contributions.
- Lack of effective partnership for communication of messages. Work engagement of media is low in this area. Weather and climate have not taken a major role in their reporting.
- Lack of resources reduces ability to deliver messages. Awareness campaigns have been hampered as resources have not been enough to sustain delivery of messages over time.
- Exclusion of cultural diversity (cultural barriers) in dissemination of the science of climate change and limited uptake capacity combined with low literacy levels.

## **6.0 Recommendations**

- Forming Radio Citizen Club through a programme entitled "Strengthening citizen voice through community radio". This project will see the development of innovative participatory radio programmes to support citizens' groups at a local scale. It will strengthen communities' capacities to engage in public debates and influence citizen action on climate change. In doing so the programme seeks to

- reverse conventional flows of information and place listener feedback at the centre of radio programming.
- Climate change issues are most likely to be raised in people's minds at times of extreme weather events such as floods, droughts or water shortages etc. It is important to be in a position to exploit these times to maximum benefit. We recommend the need to *identify and promote seasonality in events that put climate change perspective on extreme weather events to enable quick response times*.
  - Communities should form public forums, drama clubs, develop a number of information centres to display climate change information, develop education and communication resources through farmer-led documentation approaches for disseminating local climate change adaptation practices.

## **7.0 Conclusion**

The conclusion, maybe, is that *awareness of climate change* to the general population is often at the 'wrong' level and no relationship exists between meaningful action and perception of climate change. Climate change is perceived as too remote for the general population, without a link to immediate and wider issues. Initiatives that people regard as relevant can then be linked to the wider climate change agenda and raise climate change awareness.

## Appendix 8

### USING RADIO IN CLIMATE CHANGE ADAPTATION AND MITIGATION: A FRONTLINER'S PERSPECTIVE

*By Edgar Kapiza Bayani*

**About the author:** *Mr. Edgar Bayani, has worked as a frontline development worker in the fields of agricultural extension, micro finance and social development in general. As a student, Mr. Bayani produced some programs on agriculture with the Agriculture Communication Branch. He has over 5 years of experience working for Total Land Care International (Under the Community Based Chia Lagoon Watershed Management Project), GoM/EU Micro Projects Program IV and PRIDE Malawi Ltd. He graduated from the Natural Resources College of Malawi. He has written on different topics including Climate Change and his works include a magazine article on Low External Input Sustainable Agriculture (LEISA).*

**Theme:** *Role of Radio in addressing climate change adaptation and mitigation*

#### **1.0 Introduction**

Climate change is quickly evolving into another cancer threatening the survival of developing economies. Africa is the hardest hit as its economy is hugely dependent on agriculture. Its 70% rural population that relies on agriculture faces a mammoth task to adapt and mitigate the effects of climate change. Several climate models predict extreme weather events that threaten survival of agriculture and food security. The LEISA Magazine (December, 2008) notes that "...agriculture accounts for at least a quarter of the world's greenhouse gas emissions. Deforestation and soil erosion result in considerable quantities of carbon dioxide being released into the atmosphere. The production and use of chemical fertilizers contributes to the release of methane and nitrous oxides into the atmosphere where as deforestation removes trees that act as carbon sinks.

Though developed economies release more greenhouse emissions, it is the poor nations like Malawi that are feeling the pinch more, because in developed countries, people have more resources (money, land, education etcetera) to prepare well for climate change than those in developing countries (Dembowski, December, 2008). Thus, the need for massive sensitization and mobilization of our rural communities on climate change mitigation and adaptation can, therefore not be overemphasized.

#### **2.0 Objectives of the paper**

This paper locates the role of radio in climate change adaptation and mitigation. It brings to the surface the ways how radio has been used in issues of climate change particularly through the initiatives of TLC. It also identifies the opportunities that are there in using radio for climate change adaptation and mitigation as well as the challenges and recommendations in the same.

### **3.0 Experiences Using Radio**

Experience has shown that agricultural extension benefits from both the reach and the relevance that radio broadcasting achieves through various approaches e.g. talks, interviews, drama and soaps. Through radio the Metrological Department warns the nation of extreme weather events and thus help to mitigate in time; the tree planting exercises are promoted so that many people participate; and climate adaptation messages are communicated to farmers to reduce negative impact of climate changes.

Through the Chili Mthaka program on Zodiak Radio Station, Total Land Care has been able to: spread the use of Conservation Agriculture among small scale farmers as an adaptive strategy during dry spells within the rain season; phase out Methyl Bromide use in Malawi; educate farmers on the use of floating trays and basamid; and sensitize and mobilize farmers to control emissions by avoiding loss of organic matter, use of manure, reducing use of chemical fertilizers and incorporating nitrogen into the soils.

### **4.0 Opportunities**

- Radio is a mass medium that can reach a large number of people at once. With it information sending can be timely as well as assiduous.
- With the many radio stations in the country (over 20) the potential for effective communication with farmers in climate change mitigation and adaptation is enormous. Community radios have even a greater advantage since they address local community needs which are often neglected by the nation-wide broadcasters.
- Radio presents communities with an opportunity to share experiences and to critically examine issues and policies affecting their lives.
- In cases where extension workers may not be able to reach, radio takes on that role. Vital information for agricultural development can be passed on through the use of radio.

### **5.0 Challenges**

- Sustainability of Agriculture Programs: Chili Mthaka on Zodiak is funded by Total Land Care; the challenge is on how to sustain such programs when donors pull out.
- High costs of airtime on commercial radios
- Most of the private radio stations target the urban and semi-urban audiences with non-agricultural programs
- Some programs are poorly scheduled and they are missed by their target audiences.
- There are problems with translating and reporting technical issues in local languages.

### **6.0 Recommendations**

- There is need for continuous innovation in programming and content management by radio stations so as to keep their information trustworthy and effective.

- Audience research should be emphasized to achieve effective scheduling of programs.
- Use of Entertainment-education like drama, soaps and farmer talk shows and interviews has proved effective in communicating to farmers.
- Capacity building of radio producers and announcers on effective programming

## **7.0 Conclusion**

In this digital era, radio still remains a cheap means of reaching out to the rural inhabitants in time with important messages on climate change adaptation and mitigation. Both adaptation and mitigation to climate change are more proactive than reactive approaches and the need to communicate to farmers in time is therefore, very pertinent. Radio is that link.

## Appendix 9

### ROLE OF COMMUNITY RADIO IN ADDRESSING CLIMATE CHANGE ADAPTATION

*By Justice P.Y Sumaili*

**About the author:** Mr. Justice P.Y Sumaili was born 34 years ago in Mangochi District. He obtained secondary education at Lisumbwi in Monkey Bay. He is both a Communicator and Marketer by Profession. Currently, he is working with Dzimwe Community Radio Station as a Producer of Programs and Projects Officer.

**Theme:** The role of radio in climate change adaptation and mitigation

#### 1.0 Introduction

Dzimwe Community Radio Station in partnership with the African Farm Radio Research Initiative (AFRRI) was involved in the implementation of two Participatory Radio Campaigns (PRCs) in the years of 2008/2009 and 2009/2010. The first campaign which started in October 2008 aimed at promoting use of hybrid varieties of maize and involved three villages, namely: Nsumbi, Chigonere and Yusufu. The second campaign started in October 2009 and promoted the one-to-one planting of Maize in the same villages including a control community of Chilombo village.

#### 2.0 Objectives of this paper

This paper seeks to share the experiences of Dzimwe community radio in promoting better methods of farming whilst implementing FRRI's PRC. It highlights the successes noted in the campaign and attempts to show how, in the same vein, community radio may be used in climate change adaptation and mitigation.

#### 3.0 Success stories

Some of the success stories that have been recorded in the target areas in the AFRRI project are:

- Hybrid maize varieties were quickly sold out by a local hybrid maize breeder in 2008/09 and 2009/10 seasons.
- The numbers of farmers adopting use of hybrid varieties and those following one-to-one maize planting system have increased in the period. (EPA Reports).
- Number of farmers adopting the packages associated with one-to-one planting like ridge re-alignment, contour making and composting has increased.

#### 3.0 Lessons learnt in using community radio

The following are lessons that have been learnt during the AFRRI project:

**3.1 Community Radios are more effective in addressing climate change adaptation initiatives.**

This is due to the fact that the effects of Climate Change may be different from place to place and therefore need for the intervening messages to be more focused to specific regional problems. This also requires focused and quick feedback to adopters as possible.

### ***3.2 Effective agricultural programs are specific, interesting, balanced and properly targeted.***

The production of such programs was achieved through trainings on program production and presentation skills received by at the onset of the campaigns. These programs have not only aroused interest in getting more farmers listening to the programmes but also improved the meaning of having a community radio close by the community.

### ***3.3 Counter-development cultural beliefs are addressed by close understanding and debate.***

For example, the reasons farmers gave for opting for local maize varieties was that it is palatable, pest resistant and poundable etc. But when told of the existence of large grain borer which eat even wood and taught them on how they can best preserve their maize grains, they understood and forsook their own understanding.

### ***3.3 Messages pre-testing is necessary to avoid confusing the listeners***

Research should be used to find out what farmers already know and don't know and further create the base for dialogue on the best course of action and lobby for change.

### ***3.4 Farmers are not ignorant about what they do: they are just not risks takers.***

It has been revealed that what make farmers to look as 'not knowing' are mere issues of 'not taking a risks.'

## **4.0 Challenges**

Some of the challenges faced by the community radio station during the AFRRRI campaign are:

- Failure of broadcasting equipment during the climax period of the campaign
- Lack of back-up generator to provide power to our transmitter during power failures.
- Interruptions when concentrating on production of program due to limited space to accommodating people.
- Transportation to project sites during rain season using a two – wheel drive which easily breaks down.

## **5.0 Opportunities**

- Dzimwe Community Radio has a new transmitter now which will enable it to extend coverage and reach twice as many audiences as before.
- Dzimwe Community Radio is in a process of building its own offices.
- Dzimwe Community Radio now has a total of eight professional recording equipment.
- To do with the issue participation by farmers during on air feedback programs, Dzimwe Community Radio is planning to be deploying representatives to the



targeted communities with a toll free cell handset to get farmers respond to the program.

#### **6.0 Recommendations**

Community Radio Stations should be involved in climate change adaptation and mitigation initiatives all the time for effective participatory implementation and sustainability as they help achieve true participation by grassroots.

#### **7.0 Conclusion.**

The campaign messages have assisted communities achieve food self-sufficiency in the target villages and the surrounding communities where the radio is being heard. Dzimwes' partnership with AFRRI has enhanced relationship and understanding between the people and the radio. Climate Change issues require continuous interventions and as such AFRRI activities should continue if we are to get farmers and people respond to technological interventions.

## Appendix I 0

### THE ROLE OF RADIO IN CLIMATE CHANGE ADAPTATION AND MITIGATION IN MALAWI

*By Wells R. Utembe, Selina Nkhonje, Talumba Mhango*

**About the authors:** *Mr Utembe possesses a Masters in Environmental Science and a Bachelor of Science (Hons) in chemistry. He lectures in environmental chemistry and environmental impact assessment at the Malawi Polytechnic and Environmental reporting at Malawi Institute of Journalism.*

*Ms Selina Khonje has been working for Malawi Broadcasting Corporation since 1999. Currently she is a Principal Reporter. She possesses a Diploma in Journalism from the Malawi Institute of Journalism.*

*Ms Talumba Mhango possesses a Diploma in Journalism from the Malawi Institute of Journalism. She once worked for Capital Radio as a reporter. She currently works for Mzati Media Communications as a Media Officer.*

**Theme:** *The role of radio in climate change adaptation and mitigation*

#### **1.0 Introduction**

Global warming and climate change refer to an increase in average global temperatures resulting in change in climate. Natural events and human activities are believed to be contributing to an increase in average global temperatures. Throughout the millions of years of the earth's existence, the planet's climate has changed many times in response to natural causes. When people talk about 'climate change' today, however, they mean the changes in temperature over the last 100 years. This is caused primarily by increases in "greenhouse" gases such as Carbon dioxide. In 1988, the Intergovernmental Panel on Climate Change (IPCC) reported that global mean surface temperature could rise between 1.1°C and 6.4°C by 2100, with best estimates between 1.8°C and 4.0°C.

#### **2.0 Objectives of this paper**

This work is a synthesis of literature study and two research projects that were conducted at Malawi Institute of Journalism conducted from November 2008 to January 2009 by Ms Talumba Mhango and Mr. Wells Utembe at Malawi institute of journalism (MIJ); and 2008 to January 2009 at MIJ. It attempts to mark out the role of radio in climate change mitigation and adaptation by constantly making reference to the findings of the studies mentioned.

#### **3.0 The contribution of the agriculture sector to climate change**

The agriculture sector is a user of many sources of energy, most especially fossil fuels and biomass. Tractors, trucks and other forms of motorised transport are required to transport inputs and produce. These processes produce carbon dioxide. Virgin and forested land is turned into agricultural land. This contributes to deforestation, a process that reduces carbon sinks. Rice farming produces methane gas, a significant green house gas. Application of fertiliser results in production of nitrous oxide N<sub>2</sub>O, a green house gas.

#### **6.0 Use of radio in Malawi and other African countries**

Radio use in sub-Saharan Africa is high because of the following reasons: Low literacy levels, poor circulation of newspaper, high cost of television sets and unavailability and high cost of internet.

Mass media in Malawi, over the past 15 to 20 years, have made notable progress and a significant shift towards democratization and diversity. The growth of independent and pluralistic media has been characterized by an urgent need to move from top-down, state-driven propaganda to participatory forms of dialogue and expression.

#### **7.0 Mass media and climate change**

Mass media can play an important role in influencing people's attitudes towards climate change. The advantage of radio is that it is able to target specific audiences and can do so many times a day or week with the same message. Use of radio in climate change mitigation and adaptation is more useful if it provides for access and opportunities for participation of the rural population (affected people) in the planning and production of climate change messages. Better still one would recommend the integrated approach of communication which combines interpersonal and mass media approaches. This calls for collaborative effort among all the stakeholders including the media houses, environmental authorities, agricultural authorities, non- governmental organisations, farmers and many others.

#### **8.0 Current role of radio in climate change, challenges and opportunities**

Capacity building for rapid response to extreme climate change events has been identified as an important issue in Malawi (EAD, 2006). This is where radio is expected to play a vital role.

The respondents in the aforesaid studies feel that coverage of climate change can be improved in the following ways:

- By coming up with special programmes on climate change both in English and vernacular languages
- By looking for funding from environmental organizations to sponsor programmes on climate change; this would ensure sustainability of such programmes
- By formulating deliberate policies in media houses to cover stories and programmes on climate change
- By deliberate action by media to take leading role in addressing issues of climate change and not just taking a role as a partner
- By deliberate moves by media players to be kept well informed on issues on climate change

- By looking at climate change by media as a Malawian problem and not only as a western problem

## **9.0 Recommendations and Conclusion**

Radio still remains the chief media of communication in the sub-Saharan region including Malawi. As a form of mass communication radio can play a big role in translating science to the general public, generalizing personal experiences and translating science into popular discourse, setting the agenda for public debate and in risk perception by the general public.

Capacity building for rapid response to extreme climate change events has been identified as an important issue in Malawi. The UNFCCC identifies technology transfer (along with funding and insurance) as key actions for adaptation to climate change by developing countries.

Covering climate change is not an easy task. One of the challenges is that climate change is a scientific, complex and controversial issue. It is difficult to convey such a complex issue to lay people, and even more so to an illiterate audience. Therefore, media training institutions ought to move with the times and introduce environmental reporting/journalism courses in their programmes.

Currently few radio stations have programmes that deal with climate change and other environmental issues. Reasons given for little coverage of climate change include the general feeling that environmental news does not sell as do other types such as political news, lack of materials and resources, inadequate sources of news and lack of proper training in environmental journalism.

The positive thing to build on is that many editors, producers and editors feel that more needs to be done on coverage of climate change issues.

Controversies of climate change are rarely, if at all, discussed in Malawian media. Almost all programmes seem to show that all people agree that climate change is taking place and that the change can be attributed to human activities. The news that is covered most often is news that is dramatic, such as news concerning natural disasters. In reporting climate-related disasters party affiliation and ideology seem to affect the framing of the news.

## Appendix I I

### MWANA ALIRENJI (FOOD SELF-SUFFICIENT) RADIO MAGAZINE THE FARMER'S FRIEND IN MITIGATING AND ADAPTING TO CLIMATE CHANGE

*By Gladson Makowa*

**About the author:** *Mr Gladson Makowa is a Media and Communications Manager at a pioneer Media Non-Governmental Organisation in Malawi, called Story workshop. He has been a development journalist for eleven years. Most of these years has been at story Workshop but has experience in how to run community radios and community involvement having worked for Education development Centre and CREACCOM in Mudzi Wathu (In My Village Radio Project). He has bachelor of Education majoring in Urban Studies and Rural Development obtained at University of Malawi Chancellor College in 1999.*

*Gladson has won two major awards in agricultural journalism. He is the 2009; best agricultural journalist in Africa, Caribbean and Pacific which was given by Centre for Agriculture and technical Cooperation (CTA ACP-EU) and 2009 George Atkins Award Winner for contributing significantly in agricultural journalism not only in Malawi but in Africa as the whole.*

**Theme:** *Role of radio in addressing climate change adaption and mitigation*

#### **1.0 Introduction**

Story Workshop Educational Trust (SWET) is a development communications NGO. It uses edutainment which is a creative use of mass media by mixing entertainment with education as the programme promotes social development. Although Malawi has had bumper maize harvest in the past years from 2005 still there are threats of climate change which is being manifested as drought and flooding. The good results in the maize harvest are a result of favourable weather and strategic inputs from the government; the subsidized fertilizer.

#### **3.0 Objectives of the paper**

The main objective of the paper is to discuss the success stories of Mwana Alilenji program which Story Workshop produces on MBC radio I in relation to climate change adaptation issues. The focus areas to be looked at will include; crop diversification, usage of water, inputs, livestock and the environment.

#### **3.0 Background of MwanaAlirenji:**

*Mwana Alirenji is the name of a farmers Radio Magazine programme that I produce for Story Workshop, Malawi. Mwana Alirenji, a common Malawian expression means 'there is nothing a child can cry for when food is plenty. The program aims to attain food self-*

reliance among small-scale farmers in rural Malawi. With the popularising of this concept through this radio magazine, many farmers in Malawi are now striving to break the prevailing hunger and dependency so that they too can come to be known as *Mwana Alirenji* farmers. This weekly half-hour farmer-to-farmer radio magazine is broadcast nationwide on the public radio (Malawi Broadcasting Corporation).

### **3.1 Why do farmers desire to become *Mwana Alirenji* and what is the programme doing to make this achievable?**

The reason is simple. Self-sufficiency at household level brings happiness in homes and peace in the society, which Malawi is striving to achieve, said Mr. Marko Wemba, of Njale Village, in area of Chief Kalembo in Balaka district in October 1999 in one of the interviews.

### **4.0 The situation that led to inception of *Mwana Alirenji* programme:**

In 1994, the dawn of multiparty government we had a new president coming into power. The freedom and change of leadership also changed the thinking of people from self-reliant and hardworking to dependent. The new president used to say that it was time for the government to repay the people back what it took from them. The government policy priorities changed. There was no universal subsidy on fertilizer. The cost of inputs shot up more than twice. The form of subsidy that was there was giving out as free small packs of 5 kilograms fertiliser in what was called targeted input starter pack programme. People folded their hands and relaxed. Misunderstanding of freedom led to wanton cutting down of trees and encroachment of forest reserve areas. This affected climate resulting into erratic rains hence regular droughts and heavy water run-off, surmounting into flooding and droughts. Hunger became the order of the day.

### **4.1 *Mwana alirenji* and issues relating to climate change:**

The topics still range from sustainable agriculture and environment, effects and adaptation to climate change, household food resources management, nutrition, and gender barriers to development, impact of HIV/AIDS on agriculture, appropriate technologies, soil fertility and land management, crop diversification, marketing and agriculture information, off-farm income, food and diet diversification and other issues relevant to Malawian farmers .

### **4.2 Specific climate change messages addressed over years**

*Mwana Alirenji* is well placed to share climate change issues because its main agenda as said above is to make sure that the house hold should be food self-sufficient. The state of *Mwana Alirenji* is reached only when a household has a variety of foods. This comes only when one diversify crops and animals. However as regard climate change *Mwana Alirenji* has been propagating the following thinking and practice in farmers:

1. Growing multiple crops or diversify act as a safety net during drought and flooding.
2. Keeping of animals and fruit tree act as local bank because when in are in problems you sell and buy what you need.

3. Appropriate technologies of water harvesting that do not require building cement but rather, pits, mulching, river impoundment, intercropping, marker ridges and swales, box ridges and many more.
4. We found that people do not diversify because they do not know how to utilise the other crops as staple foods hence we educate people how to prepare other these foods and how to preserve in times of plenty.
5. When there is drought and people have only used chemical fertilizer they are being in great danger of hunger hence we are promoting using compost manure whether you can afford chemical fertilizer or not. This is because manure keeps moisture in the soil apart from adding more macro and micro nutrients.
6. We also promote early land preparation and use of early maturing varieties. On a special not we encourage farmers to plant all crops including tubers with the first rains for them to realise good yield which can save them in times of climate change.
7. We are discouraging cutting down of trees, burning of crop residues and encourage looking after new trees shoots in their gardens. Although we promote planting of new trees we also know that people are lazy to water their nursery trees hence to promote nature regeneration of vegetation.

These are some of the things which people can recall that they learnt from Mwana Alirenji.

## **5.0 Challenges and constraints:**

The major challenge however, was lack of advocacy for positive findings to policy makers. The adoption level of the innovations by the Ministry of Agriculture is low because there are weak linkages between the media and the ministry. As such, there is limited circulation and knowledge gap of new innovations and findings sometimes within agriculture extension structures.

## **6.0 Recommendations:**

1. There is need to strengthen relations between programme reporters/producers and policy makers. Part of Mwana Alirenji is a radio debates which are only sis per year. These debates are meant to isolate the policy issues which need to be addressed by government on those issues. Because there are no clear ways to make sure that you conclude policy issues those policy debates are felt to leave other things hanging. Hence a lobbying for policy change remains very expensive.
2. Special follow-up mechanisms ought to be devised to allow a wider distribution of innovative ideas in mitigation and adaptation to climate change.
3. Government to ensure replication of best practices in other areas in partnership with NGOs.
4. There is great need for the ministry of Agriculture through its department of research to put a contact person or liaison with the media and farmers to act as a go-between. This is because the ministry some times needs to verify and assess nutrient contents in the two manure innovations which farmers have made. There are also many other innovation that the ministry need to research on.
5. The research department needs to be farmers-demand-driven if we are to make strides and improvement. I do not think that the research department has done any

research on portable and handy powerful manure and yet this is what farmers have been desperately crying for.

#### **7.0 Conclusion:**

The media, and Mwana Alirenji programme in particular, has played a major role in turning Malawian farmers into researchers, innovators and finally food-self-sufficient farmers. The next step is to popularise these findings and make more farmers try them. Slowly Malawi will stop depending on petroleum for products as fertilizer. African farmers will stop to depend on external forces with regards to fertilising their crops.



## Appendix I 2

### ROLE OF RADIO IN ADDRESSING CLIMATE CHANGE ADAPTATION AND MITIGATION

By Hamilton Chimala

**About the author:** *Mr. Hamilton Chimala is a Communications expert, currently working for the Development Broadcasting Unit (DBU) run by the public service broadcaster, the Malawi Broadcasting Corporation (MBC). Prior to joining the DBU he worked as a News anchor, editor and producer in the News and Current Affairs departments of the public broadcaster. He was then offered the opportunity to coordinate a project at the Development Broadcasting Unit which won the highest accolades in a UNDP evaluation for best communication for development practices in 2006. Mr Chimala is also a communications lecturer on part-time basis at the Share World Open University. He is also a prolific and gifted writer. He also presented a paper on the role of radio in Climate Based Adaptation at an international conference in Dar Es Salaam in February 2010.*

**Theme:** *Role of Radio in addressing climate change adaptation and mitigation*

#### 1.0 Introduction

In Malawi, just like many other developing countries the use of broadcasting especially radio is of vital importance. This is the reason why the long term goal of the Malawi's Growth and Development Strategy (MGDS) is to improve the dissemination of accurate, unbiased and timely information to the public for informed decision-making. In addition, its relevance to the issue of Climate Change cannot be overemphasized. The DBU's involvement in Climate Change provides the rich vein of community engagement missing in most programmes in the media in Malawi. It deliberately involves communities facing these grim Climatic Changes with an avenue to dialogue with duty bearers and finds a shared solution towards adaptation.

#### 2.0 Objectives of the paper

The paper focuses on the current overview of Climate Change in Malawi by giving a picture of efforts that the Development Broadcasting Unit a semi autonomous Community for Development (C4D) unit of the Malawi Broadcasting Corporation (MBC) has done on these issues.

#### 3.0 Experiences and Lessons

The DBU uses the participatory bottom up approach to programming in that it establishes structures in communities called radio listening clubs to improve community access to information, improve contact with duty bearers through social action

dialogues within the communities themselves led by specially trained club members who record the dialogues.

The Unit runs a Climate Change and environmental management project with funding from the Malawi Environmental Endowment Trust (MEET). The project manages 12 clubs. There has been exceptional success in the project which includes messages and action about reforestation, water usage, waste management, changing seasons, weather patterns and extreme weather conditions and planning for adaptation. A case in point is the deforestation and increased animal and human conflicts in the area of Group Village Headman Mkumba in T/A Lundu's area is an issue. The situation means that during crop growing season, children cannot go to school as they are made to look after crops against marauding monkeys whose natural habitat and food reserves have been destroyed by the community. These clubs are in Blantyre, Nkhatabay, Karonga, Nkhotakota, Nsanje, Mulanje, Zomba, Neno, Karonga and Machinga.

The major lesson has been the need for more airtime for these types of messages as currently the broadcast comes once under the program '*Nzotheka kusamalira Chilengedwe*'. This is a thirty minute production which gives ordinary people a voice to articulate issues affecting climate change and sustainable management of the environment.

#### **4.0 Opportunities and Challenges**

A long standing criticism of mass media has been that they are 'one-way' channels, that can, for example, tell people about Climate Change, health, human rights or small enterprise development, but cannot allow the audience to talk back or get involved. The Communication for Development model targeting Social Behaviour Change in this case adaptation to Climate Change variability's as used by the DBU is increasingly being seen as a solution to this very particular problem, namely, the issue of the social and cultural distance of media producers from their audiences.

The current global focus on Climate Change is an opportunity. The impact as seen in seasons, weather, and rain fall patterns extreme conditions is an opportunity for mass mobilization towards behavior change and action.

The other challenge is Formative research and evaluation. These have become critical components of broadcasting in the Communication for Development field which unfortunately is, without partnership, out of reach for such units as the DBU. However with Radio Listener Clubs the DBU has a very effective feedback and all round cycle of communication critical in CBA.

#### **5.0 Recommendations**

- Create a media based network to engage in lessons and experiences on community discussion and dialogue.
- Need for capacity building to train Development Journalists in Climate Change and the environment – as this is a specialized area;

- Need for cooperation partners/donors to identify with the efforts of the communities by supporting these initiatives;
- Donor fatigue and wrong priorities e.g. emphasis on other areas such as human rights, rule of law at the expense of Climate Change
- Need to involve women who bear the brunt of Climate Change effects. The UNDP (2001) says throughout the South women and children tend to have lower access to communications technologies than men<sup>15</sup>. It says the dynamics of this trend can result in serious inequalities in access preparedness and adaptation.
- Communication technologies (ICTs) such as radio, Television, Print media, video, Internet, e-mail, television and film can enhance the chances that both individuals and communities will act on Climate Change information and put that information into practice as CBA knowledge.

## **6.0 Conclusion**

Development messages need to fit the social context of a community and that information which unfolds through the authentic conflicts and resolutions of societies and personal experiences is more likely to be absorbed into the thoughts and actions of daily life. Many grant making organizations shun media interventions because, in their thinking these interventions are expensive. However, an analysis of the cost-benefit ratio would indicate otherwise. DBU programmes reach out to approximately six million regular listeners and another three million occasional listeners per annum for a total cost of \$0.32 per person for three years. We know of no other intervention strategy that compares in cost-effectiveness.

## Appendix I 3

### GENDER DIMENSION IN ACCESS TO AND UTILIZATION OF AGRICULTURAL BROADCASTS: THE AFRICAN FARM RADIO INITIATIVE (MALAWI) EXPERIENCE

*By Rex Chapota, Steven Kamponda and Clare Likagwa*

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**Theme:** Gender dimension to access and utilization of agricultural radio broadcast by smallholder farmers

#### 1.0 Introduction

Though women play a big role in agricultural activities of most farming families in Malawi and other developing countries; their access to agricultural information is relatively minimal vis-à-vis their male counterparts. The Technical Centre for Agriculture and Rural Cooperation (CTA, 1993) reported that women in Africa make up more than one-third of the continent's work force. They account for 70% of agricultural workers, 80% of food producers, and 60% to 90% of the marketers of food. However, despite their apparent relevance in food security pursuits, women lag behind in accessing agricultural information. This has also been confirmed in the African Farm Radio Research Initiative<sup>16</sup> (AFRRI). In rural areas of many agro-based economies, studies on the information needs of women in agriculture have shown that women require information on all aspects of agricultural production (African Center for Women, 1998).

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<sup>16</sup> An action research-based project that started in April 2007 and is being implemented by Farm Radio International in five African countries of Malawi, Tanzania, Ghana, Mali and Uganda with support from the Bill and Melinda Gates Foundation

## **2.0 Objective of the paper**

This paper, reviews the current status of access to information by women farmers. It reveals the barriers that are there in women's access to agricultural information through both traditional and modern extension methods by exploring the experiences of AFRRI in Malawi.

## **3.0 Experiences and challenges in addressing gender issues in AFRRI's Participatory Radio Campaigns**

PRCs are focused on a single farmer-selected "improvement" that can help farmers achieve their food security goals; the improvement becomes the central feature of a weekly series of radio programs that extend over a period of four to six months. In Malawi, five<sup>17</sup> radio stations participated in the initiative. During the PRCs, there were gender issues that emerged and addressed as highlighted under the following contexts:

### **2.1 Participatory research work with farmers**

- Key gender groups of men, women and youth were engaged in separate groups during action research to identify information needs and agricultural practices of small holder farmers
- Information access and listening habits were different among gender groups
- Thus timing of the programs and the program mix was a crucial factor
- It was ensured that the broadcast and its repeat should be done at different times
- Women tended to shy away and needed more probing than male counterparts.

### **2.2 Recording Sessions and voices on air**

- Women were mostly timid to give their voice; hence, only some vibrant women gave in-depth interviews during recording sessions
- Women felt they would say irrelevant issues
- Women were in the fore front of producing different entertaining clips especially songs – as it is a group initiative not individual.
- Women were also forthcoming in group discussions and vox-pop

### **2.3 Feedback sessions**

- Women participated highly in the feedback sessions than men
- More women testified their practices regarding the improvements during monitoring activities than men, since they knew exactly what kind of activities have been done in the gardens.
- Most vibrant women farmers were the ones mainly participating in the discussions

### **2.4 Access to broadcasts**

- At community radio station level, women easily accessed broadcasts in radio listening clubs/groups and were in the clubs
- The best time for the broadcasts was the afternoon hours, because it was very inconvenient for women farmers to go to the club at that time and most women

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<sup>17</sup> MBC, ZBS, Mudzi Wathu, Dzimwe and Nkhotakota community radio stations

tended to access the broadcasts from family/ friends that own radio sets, and they could only do that in the afternoon

- Most of the women that own radio sets at their household level, failed to access the broadcasts due to power challenges
- In most cases women would prioritize purchase of food and other social items unlike batteries for the radio sets

### **2.5 Utilization of information**

- Outcome evaluation of PRC I, indicates that in listening communities (active and passive), women were less likely than men to have gained knowledge, formed an intention to introduce or expand, or practice the improvement after the PRC began.
- Even though women had lower access to broadcasts as compared to their male counterparts, they would always be the ones implementing the practice for their household.
- The little they heard, they could try it out in their fields.

### **2.6 Access to ICTs**

- AFRRI employed the following ICT experiments to find out how new technologies can increase the effectiveness of farm radio: SMS alerts, call-in from farmers, and call-outs to agricultural experts
- In SMS alerts, more men than women participated just because that cell phones are mostly owned by men than women and even if it is joint ownership it is the man that usually uses the cell phone

### **3.0. Recommendations**

- Timing of programs has to be in line with time when all gender groups can access the broadcasts.
- Get beyond the stereotyping on airwaves and general extension services that the farmer is the 'MAN'.
- Encourage group listening especially among women groups since that is part of their socialization process.
- Undertake more research to what extent has ICTs and the new trend for live phone-ins on local radios involved and influenced the female audience.
- Take affirmative action to have equal representation of voices in agricultural broadcasts for both men and women.
- Ensure that topics in radio programming are addressing all gender groups' priorities.
- Find innovative ways of targeting women farmers through radio programming.
- Train broadcasters on how to mainstream gender in agricultural broadcasts and how to mainstream gender in radio programming.

### **4.0. Conclusion**

As earlier outlined, while PRCs appear to have an effect on the knowledge and intentions of female farmers, they have a much less significant impact on women's practice of the improvement. This may be because the men had a stronger say in the choice of improvements that would be covered by the PRCs (despite the use of gender

disaggregated group discussions for selection improvement), or it may be because women have less control over decisions about what to practice and when. They may not have control of the land or other inputs needed to adopt the practice. And they frequently have less control over the radio – when it is listened to and what station it is tuned to. This highlights the importance of testing the PRC model on improvements that are of specific and almost exclusive relevance to the farming objectives of women (AFRRI, 2010).

## Appendix I 4

### INTEGRATING FEMALE LEADERSHIP IN AGRICULTURE TO INCREASE ACCESS TO RADIO BY WOMEN

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**Theme:** *Gender dimension to access and utilization of agricultural radio broadcast by small holder farmers*

#### **1.0 Introduction**

Like elsewhere in Africa, women in Malawi, as, are prone to poverty and marginalization due to factors that affect their active participation in development including in Agriculture. Despite considerable achievements in different sectors to mainstream gender, women's influence and decision making abilities are still mainly under the control of their male counterparts.

Lack of information, awareness on their rights and strong cultural, religious and societal perceptions affect women greatly. Beliefs and customs are strong in rural areas and have been well documented as one of key barriers to women participation in developmental programmes.

#### **2.0 Objective of the paper**

Against this backdrop this paper explores the ways for integrating female leadership in Agriculture and increasing their access to radio. It first presents the current situation in women's access to communication and the connection between the media and agricultural extension as well as the strategies to streamline gender to increase women's access to radio broadcasts.

#### **3.0 Women access to food production and communication**

Malawi's agricultural sector has a relatively huge labour force, a larger part of which are women. The contributions that women make in this sector include: growing, tending crops, harvesting, transporting and early processing of harvest for storage. Even girls



provide a noticeable contribution in this sector since they often complement their mothers' roles.

Due to the demands placed on women in terms of farming and other domestic chores, women have a very limited time to access radio, unlike men. This lack of access is compounded by limited electricity supplies and battery costs in rural areas.

#### **4.0 Media and agriculture extension**

Some of the critical issues in media and agricultural extension in Malawi are as follows:

- The media in Malawi is among the worst in terms gender representation. Most of the decision-making positions in the media houses are held by men.
- Almost all radio programmes in Malawi are sponsored, only the Weekend Nation publishes 'Uchikumbi' which unfortunately does not prominently feature women.
- Few women produce and present agricultural programs on radio.
- Women, rarely make news sources, and components of gender balance completely miss in many news reports.
- Access to credit, market information and technology is one of the major constraints to women's advancement (SARDC, 2005).
- Agricultural extension services are dominated by men and poor farmers are unlikely to receive advice. Rarely do extension officers work with a farmer of the opposite sex.

#### **5.0 Existing gaps**

- Very few women in media including special programming for women on radio
- Absence or ignoring of women as key components in radio programming
- Male dominance in agricultural extension
- Absence of a gender mainstreaming in many agricultural related institutions
- Gender bias in agricultural training
- Domestic demands versus availability of leisure time for women to access radio
- Cultural set up within households and communities in terms of access to radio
- Absence of special timelines on airing of agricultural programmes.
- Limited linkages between agricultural institutions and gender advocates
- Increase in resources allocation to farm radio projects with deliberate quota on number of women to benefit from such allocations.

#### **6.0 Strategies to streamline gender to increase women's access to radio broadcasts**

Developing strong radio leadership skills and empowerment in terms of access to radio is crucial and beneficial to the agricultural sector. Other important issues include:

1. Gender policy in agricultural institutions
2. Gender policy in media institutions and outlets
3. Special training of radio presenters working on radio programmes related to agriculture in gender mainstreaming and using women as key source for programming.

4. Development of new programmes aligned to special times which women can access
5. Development of female radio listening clubs within farmers associations such as NASFAM, FUM and others

## **7.0 Conclusion**

In integrating women leadership Agriculture will have a definite impact to increase access to radio by women and children, thereby promoting the core objectives of farm radio project as women consist of small scale farmers in Malawi.

## Appendix I 5

### ICTS IN FARM RADIO PROGRAMMING: A REVIEW OF SUCCESSES, LESSONS AND CHALLENGES

*By Levi Zeleza Manda*

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**Thematic Area:** *Marketing Information services and other ICT use in radio programming*

#### **1.0 Introduction**

Although there are and will always be persuasive arguments to the contrary, field experience worldwide points to the fact that mass media (especially radio, mobile telephones, telecentres and other related services) play a critical role in supporting and facilitating social development.

#### **2.0 Objectives the paper**

This article reviews some of the cases where mass media have been successfully employed; identifies challenges for Malawi, and suggests solutions from a reception rather than a production perspective.

#### **3.0 ICTS in development: success stories**

Despite the strong arguments for “nil” (see Gauntlet, 1998) effect, and limited mass media effects (Perloff, 1991), development planning and implementation experts have for decades relied on radio and telecentres mostly to create public awareness and influence knowledge transfer. Evidence for this is found in several places around the globe including: India, Pakistan, Benin, Nigerian Kenya, Zambia, Somalia and many other areas (see Sasidhar *et al.*, 2008; Khan 1994; Africa Rice Centre 2009; Child 2009; Zijp 1994; and Babalola and Babalola 2004).

Here in Malawi, Manyozo (2005) discusses how, the use of radio listeners clubs has empowered hitherto uncared for rural audiences to demand services from the government and Chapota (2009a; 2009b), writing about the African Farm Radio Research Initiative (AFRRI) action research, concludes that the AFRRI agriculture radio programmes on five selected radio stations have at least empowered Malawian smallholder farmers to demand agriculture-related services such as how to access farm inputs.

Makowa (2009) says Story Workshop’s Mwana Alirenji farmer-to-farmer magazine radio programme, complemented by” radio research gardens” in target areas such as Mulanje

transformed farmers into researchers and innovators. The Agricultural Marketing and Information System for Malawi (MIS-Malawi) project is credited with linking farmers directly with markets. Through its radio programme, *Misika yapa Wailesi* (Markets on the Air), MIS-Malawi is reported to have traded, from January to September 2008 agricultural commodities valued at over MK32.7 million (FARA, 2009: 24) and the USAID/COMPASS sponsored radio and TV programme, *Chuma Chobisika*, is said to have motivated its target audiences to take up natural resource based enterprises (COMPASS, 2008).

#### 4.0 Challenges

**Technical and financial commitment:** This money is needed for broadcasters to go out and research material for their programmes. It is time for Malawi to envisage a scenario where no foreign assistance is available. In short, Malawi needs to budget for agriculture radio programming support.

**Missing/misleading statistics:** Statistics on working radios seem to be missing in almost all baseline research reports. One would suspect a good proportion of the 2.6 million reportedly owned by Malawians radios do not work because each time we travel to rural areas less than half are able to use their radios citing lack of money to buy batteries.

The same could be true of the 1.05 million mobile phones. Most of them might be new but they are mere “receivers”. Very few people, in urban and rural areas alike are able to call out because they cannot afford airtime.

#### 5.0 Solutions

- Encouragement of the formation of farmers-listeners clubs where people should have a communal radio and a communal mobile phone. They should choose their own times, days and duration of listening to the radio and asking questions.
- Projects already into radio listening clubs like NICE, DBU, NASFAM, MACE, Story workshop etc. should unite and pool their resources together to avoid duplication of initiatives.
- There is need for investment in communication services targeted at this social stratum. Private companies such as seed producers and mobile telephone service providers should think of ways of making airtime cheaper for small holder farmers (CISANET and the Farmers Union of Malawi (FUM) might wish to take this challenge up).
- The Malawi government ought to consider engaging radio-manufacturing companies to locally manufacture solar-powered and wind-up radios which should be sold at subsidised prices to farmers.
- Advertisers should consider supporting community radio stations by advertising on these networks as well because one reaps more from targeted marketing than elsewhere.

- Malawi government, mobile phone service providers and media entrepreneurs should think of expanding the information business initiative to cover the entire country, so that ICTS (radio listening, internet, telephone and video watching) should get closer to the people that feed the nation: smallholder farmers.

## Appendix I 6

### ICT THE CATALYST OF EFFECTIVE AGRICULTURAL RADIO PROGRAMMING

*By Sam Mainala Dekesi Kambani*

**About the author:** Mr. Sam Mainala Dekesi Kambani was born on 21 October 1982 at Balaka District Hospital. He holds a Bachelor of Arts Media for Development degree from the University of Malawi, Chancellor College. Currently he is working for Malawi Broadcasting Corporation (MBC) as a Senior Research and Projects Officer, and as MBC/AFRRI ICT Officer during the implementation of African Farm Radio Research Initiative (AFRRI).

**Theme:** Marketing Information Services and Other ICT Use in Radio Programming

#### 1.0 Introduction

A critical element in the process of agricultural development through radio is an effective system of program production geared towards adoption of new technologies, marketing and non-marketing information linkage among farmers, public research institutions, private agricultural supply firms and market for products. Because changes in inputs, complementary farming technologies, storage technologies and research supply and marketing institutions are nothing but part of technological transformation (Hornik, 1988), effective integration of these factors is tied closely to information flows that assist to realize maximum benefit by the farmer and the nation as whole.

#### 2.0 Objective of the paper

This paper, propounds the need to use effective informational channels from which the target farmer must benefit fully. The use of radio as a means of mass media from which information must flow and how Information, Communication and Technology (ICT) can enhance this information channel to maximize benefit and assist in realizing market in the agricultural sector of the economy in Malawi.

#### 3.0 Importance of ICTs in agricultural development

A well designed information impact performance helps to identify new target audience, customer opportunities and new products and services; helps to absorb/anticipate competitive attacks/ resistance, threats or market shocks; and increases levels of participation in turn assist in realizing quality production (Vincent, 2008). Thus ICTs advances agricultural development due to their crosscutting nature of affecting all agricultural aspects. It gives farmers the chance to improve their agricultural practices through well designed and interactive information generation.

#### 3.1 MBC/AFRRI frontline SMS and Call-out facilities

Frontline SMS is an ICT package that is used for text messaging alerts from the broadcasters to the intended target audience. The package requires a computer and a java enabled mobile phone and mobile phone credit. Three communities from TA Bvumbwe in Thyolo (where MBC/AFRRI was implemented) were involved in the exercise. Alerts were sent to two communities: Maggie and Bernard. The main objective of the alerts was to determine the impact of SMS alerts to the listenership of agricultural radio campaign.

Regular call-out exercises were done soon after program broadcast to measure community participation in program production and feedback collection. It also provided a very good platform for monitoring listenership and feedback collection.

### **3.2 Successes of the frontline SMS and Call-outs**

- The number of listeners increased in Benadi community
- Comments from the communities helped to improve MBC/AFRRI program production,
- There were increased interactions between extension workers and the community members,
- There was increased feedback from all the communities mainly from Benadi community.

### **4.0 Opportunities of using ICT in Agricultural Radio Programs**

- **Information flows to farmer:** which is three-fold (a) Technical or worker effects – this is the application of knowledge of technology of production. (b) Allocative efficiency – treats a farmer as business personnel and refers to the ability to allocate resources. (c) Innovative effects – this in some sense a precondition to allocative efficiency.
- **Information flows to agricultural technicians:** This provides opportunity for the station to work closely with existing extension worker- change agent.
- **Information flows from the field-farmers- to the research and supply institutions- MBC/AFRRI-feed forward:** This assists both radio production crew and working agency to meet the unmet needs.

### **5.0 The danger of not using ICT in agricultural radio programs**

When a continuous stream of economically viable *new technology is not available* to farmers, the return on investment in information flows to farmers is small or zero. Furthermore, the anticipation of retarded acquisition of new knowledge leads to failure in adoption of new initiatives, which suffocates the market for both the farmer and the producer. The devoid of ICTs in agricultural radio programs, again, means no acceleration of interaction and no channel for of feed forward.

### **6.0 Challenges**

Some of the challenges in using ICTs in agricultural development are:

- Low literacy levels among the intended audience.
- Intermittent power supply.
- Inadequate bandwidth nationally and on the Gateway
- Low skills and technical knowhow by most media personnel,

- Lack of commitment by media industries.

### **7.0 Recommendations**

- Provision of less complicated ICT facilities and offer training/orientation on those targets on specific area/facility that you as an organization would want to use.
- Discuss with service providers to provide those ICT services to clients at an affordable price to the average client.
- Subscribe to major service providers within or outside the country for higher definition technologies so as to compensate for inadequate bandwidth
- Provision of an alternative source of energy to act as a back-up of hydro-electric power.
- Provision of training to media staff on technologies to be used.

### **8.0 Conclusion**

It is dire need that people must understand the importance of ICT in radio production. These days feedback is vital for the better performance of every organization. This paper has outlined the introductory part that has summarized the value of technologies. The bottom line is; no ICT usage, no adoption of new knowledge/technologies.



## **Appendix I 7**

### **MARKETING INFORMATION SERVICES AND ICT IN RADIO PROGRAMMING**

By McDonald Archangel Chiwayula

**About the author:** McDonald Archangel Chiwayula was born on 16<sup>th</sup> January 1982 at Likuni Hospital in Lilongwe. He hails from Chikwekwe Village Traditional Authority Symon in Mwanza District. He did his primary education at Misesa and Namatapa Primary Schools. He went to complete secondary education at Blantyre Secondary School. Professionally he holds a postgraduate qualification in Marketing from Chartered Institute of Marketing (UK). He has also attained a diploma in education and a certificate in Financial Accounting. Briefly he worked as a Business Studies Teacher at Our Lady of Wisdom Secondary School and currently works as a Research Officer for Malawi Broadcasting Corporation.

**Theme:** Marketing Information services and other ICT use in radio programming

#### **1.0 Introduction**

Malawi Broadcasting Corporation in conjunction with African Farm Radio Research Initiative (AFFRRI) Malawi implemented a project in Thyolo- Dwale Extension Planning Area, which hinged on issues of Agricultural marketing encompassing aspects such as farmers clubs, associations and cooperatives. The second phase centered on enhancing manure making and utilization and there were many lessons learnt throughout the project period.

#### **2.0 Objectives of the paper**

The paper explains some marketing aspects which producers for agricultural radio programs need to integrate in production so that farmers get messages that will enhance their farming activities to the satisfaction of their customers as well as for the good of our nation in relation to the lessons learnt during the implementation of the project.

#### **3.0 Role of marketing information services in agricultural radio programming**

Marketing is the propeller for any innovative organization or group of individuals who have chosen productivity and customer satisfaction as their desired outcomes. Kaplan and Norton's Balanced Scorecard Model (A holistic measure for any firm in four perspectives; Financial, internal, customer, innovation and learning) depicts how an organization can infuse in Information and Communication Technology (ICT) in its core activities to outperform its competitors. The Chartered institute of Marketing defines marketing as ' the management process responsible for identifying, anticipating and

satisfying customer requirements profitably'. This paper will analyze the definition and try to show how it relates to agricultural activities and programming.

### **2.1 Management process:**

It should be inculcated in our farmers that whatever farming activities they undertake, they stand out as the responsible managers. Radio programming should sensitize farmers on management issues hence the saying '*if one fails to plan helse has planned to fail*'

### **2.2 Identifying:**

In this regard market research turns out to be the key. Research is said to be the heart, ears and eyes of an organization in the sense that a vibrant research unit breathes a life line in an organization and make it tick as it becomes well acquainted with market tidings. Do our farmers employ research before coming up with what to cultivate? It remains a big question to be answered and a gap that can be narrowed by radio programming.

### **2.3 Anticipating:**

Good market forecasts in agriculture, helps farmers to know exactly which crops are on high demand that may fetch good prices. It has been observed that information of this nature is not adequately provided to farmers resulting in missing out on some high paying cash crops. This is another area that marketing information services has to be used in agricultural radio programming.

### **2.4 Satisfying:**

It is myopic to treat customers as a homogenous mass. Agricultural Radio programming should have the objective of sensitizing farmers to realize specific needs of their customers when engaged in farming activities.

### **2.5 Customer requirements:**

Customers, as alluded in the preceding paragraph, are heterogeneous in nature .It takes a good research to find out their exact needs.

### **2.6 Profitability**

Profitability is important for the sustainability of the farmers activities as well as for his/her well being. Radio programming must sensitize farmers on financial aspects like gross margin, fixed costs, variable costs, gross profit as well as net profit.

## **3.0. Malawi's situation**

In 2004 the agriculture sector contributed 40% of GDP, with 32% from small scale and 8% from large scale agriculture (NSO National Accounts Report 2004). From this background it shows that marketing information services need to be strengthened in agricultural radio programming since there are several cash crops with high demand on the international market but not fully exploited by our farmers. The State President's

vision to turn the country from an importing and consuming nation to an exporting one can only begin with imparting accurate market information through radio programming backed by ICT. The vision can be enhanced when agricultural radio programming accommodates and expound on the 7P's of Marketing as thematic areas to enrich the programs namely; product, price place, promotion, physical evidence, process and people.

#### **4.0 Challenges**

Some of the challenges that radio faces include;

- **Perishability**

Radio is in the service industry where the challenge lies on a service delivery and consummation of the same. Once a listener misses the program it is hard to get the actual message. There's a high risk of second hand information which is normally distorted.

- **Inseparability**

The concept of inseparability in Marketing relates the service and its provider. Radio personnel (Producers, presenters and reporters) lack the expertise in the field that's why some agricultural programs lack appropriate marketing information.

- **Lack of resources**

Inadequate finances, computers, internet services and vehicles, stifle operations of most radio stations to collect real time marketing information and infuse it in agricultural radio programs.

#### **5.0 Recommendations**

- **Benchmarking**

Radio stations should strive to narrow the gap between themselves and the pacesetter in agricultural programming. By borrowing a leaf from the leaders in the field rapid improvements might be attained in production and presentation of the programs.

- **Redundancy**

The perishability nature of radio messages might be mitigated through application of redundancy concept. Programs previously aired might be repeated several times in various formats whilst maintaining the core

- **Alliances and partnerships**

Radio stations might acquire equipment and other resources that might aid robust collection of marketing information and production of agricultural programs.

- **Knowledge partners**

Experts in marketing will be of great help as far as marketing content is concerned in agricultural programs.

#### **6.0 Conclusion**

In conclusion, strategically use of marketing plays a crucial aspect to the success of agricultural radio programming as well as to the welfare of the farmers and to the benefit of the country. There's need for a paradigm shift from the present trend of producing agricultural radio programs. There's need to have a full fledged Research Desk backed by financial capacity to carry out continuous market surveys and demand

ratings for various crops. Thus market intelligence must be fed into the Research Data Bank.

## Appendix I 8

### SWEET SONGS OF THE AGRICULTURAL MARKETING BREAKTHROUGH FROM “THE NAMIZIMU STRIP”

By Dickens P. Mahwayo

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*He has worked for local and international NGOs, OXFAM, NASFAM, MOVIMONDO (EU Project), Global Interactions, and currently working for a local NGO, Malawi Children’s Village as a Business and Marketing Manager since 2005*

**Theme:** *Marketing Information services and other ICT use in radio programming*

#### **1.0 Introduction**

Information is very essential in every undertaking hence it is an important catalyst in development. To farmers information is another very important element in both subsistence and cash cropping. Apart from information on extension techniques and other new farming methods, marketing information is very important as far as agriculture is concerned. However apart from cases in the recent past when the country have seen mushrooming of several community and privately owned radio stations, market information, especially to farmers located in the rural areas is not always available as required.

#### **2.0 True Life Success Story Experience**

In Mangochi district, to the north eastern part there is a strip of land between the eastern arm of Lake Malawi and an escarpment that is designated forest Reserve called Namizimu. Part of this escarpment especially the northern part delineates the border between Mozambique and Malawi.

Up to 1995 this area has been traditionally ignored by development initiatives due to its relative isolation from the main land mass (Malawi) and its poor road network. Though the area has two Extension Planning Areas of Lungwena and Mpilipili with over 9000 farming families, farmers in this area were lacking general agriculture extension information particularly marketing information systems. As evidenced by the Baseline Survey<sup>18</sup> that was carried out by an Italian NGO MOVIMONDO, in 1998 farmers in the area lacked market information. Almost 80% of the farming households indicated that they mainly grow maize because they are ignorant of alternative cash crops that they can grow, where to sell and all in all the prevailing commodity prices being offered by buyers then. They also lacked information regarding large traders and buyers who can absorb large quantities if produced. Because of these, farmers opted to only grow maize which if not sold can be consumed by themselves and other relatives. Farmers also mentioned the problem of publicity. Because of the isolation of the area where they lived, farmers wondered as to how can buyers out there know that the farmers in this particular area can produce, or have produced crops that can be bought. (Food security Project Baseline Survey-October 1998)

It is in this vein that MOVIMONDO included Marketing Information systems development through radio based Communication in one of its four outputs under the EU funded Food Security and Land Care Project. Under this output, they established farmers associations were linked to Story Workshop Education Trust producers of a radio Programme called Mwana Alirenji.

The radio programme which was/is aired every week on MBC radio I gave farmers a chance to mention more about what they produce, what they have in stock, quantities, quality, their location, contact details and other important information.

Under the same output the Project established Radio Listening Clubs within the farmers Associations. The Project provided a radio set to each association. Farm/Agricultural radio programmes like *Bwalo la Alimi*, *Ulimi wa phindu*, *Dziwani za IRLARD* and also some radio Panel discussions and debates on agricultural issues coordinated by the EU food security Programme on MBC Radio I, were some of the radio programmes that the clubs were encouraged to listen to.

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<sup>18</sup> The National grain buyer ADMARC stopped buying produce, other private traders were not aware of the existence of these farmers; farmers couldn't move their produce to the district centre because of poor road network.

Between 2008 and 2010 the Initiative for Development and Equity in African Agriculture ( IDEAA ) introduced a phone in radio programme in which farmers and prospective buyers interact through this radio programme , after being encouraged and being schooled that farm radio programmes can give them enough information to foster participation in the agricultural development process and brokering a platform for business negotiations/marketing between them as producers and buyers from cross Malawi, the farmer associations participated in this phone in radio programme initiated by IDEAA.

Though the radio farmers were/are informed of a wide range of potential buyers, and the prevailing commodity prices in other markets. As a result of this intervention, the situation has completely changed because of the radio programmes. The associations that have now be turned into Cooperatives are now able to sell their produce in away that they are able to lower the huge risks and transaction costs that can hinder the marketing of their produce, their bargaining powers and competitiveness is enhanced hence they enjoy economies of scale.

They now know how and what to produce in order to satisfy the buyer in other words they are able to make informed choice ,motivated to grow/produce quality crops that can compete at big markets and fetch good prices.

Before this intervention fresh vegetable vendors from the main Mangochi market used to travel up to Ntcheu/Lizulu/Dedza to buy vegetables like cabbage , tomato and onion, however after the Radio programmes, vendors started visiting the area to buy vegetable such that at one point the supply was low. This encouraged the farmers to work hard in order to produce more. A lot of buyers preferred to buy from this area because of its closeness to their selling points as such they spent less money on transport expenses than when they travelled to Ntcheu or Dedza. The other advantage was that these farmers were organised as such buyers were not spending a lot of time hunting for produce.

Market publicity through radio enabled the associations to sell produce like surplus maize and groundnuts to big buyers like World Vision and Mangochi Diocese.

### **3.0 Challenges encountered**

#### **a. Poor radio reception**

Sometimes radio listening clubs located to the extreme north of the strip (Lulanga) were not able to follow the programmes on the radio because of poor reception as such they were deprived of the market information which their fellow friends got.

## **b. Continuity of radio Programmes**

There was a time when Mwana Alilenji was off air for sometime, this negatively affected the farmers in the sense that there were several programmes in which the farmers participated and not having these programmes on air demoralised the farmers

- c. Using radio as the most accessible and affordable medium of Communication in the delivery of important agricultural information empowers local farmers with information and accord them their unalienable right to participate in matters that affect them in their farming, however for a project, which had a Business and Marketing Manager and several Extension staff, at one point farmers felt they can even do without the staff members as they are able to get extension advice and markets from the radio.

## **4.0 Recommendations**

- All radio stations in close collaboration with the Ministry of Agriculture and Food Security should come together to a drawing board and draw a time table on farm radio programming which should have specific and different times of airing, so that programmes targeting the same audience(farmers) should not be aired during the same time.
- The formation of radio listening clubs specific for farm radio programmes should be promoted and female membership should be encouraged. This is one way of promoting access to farm radio programmes listening amongst women.

## **5.0 Conclusion**

Radio provides a platform for informed debate, sharing of experiences, problems, successes ,failures and technologies that work. In general a radio is an information bank that has very little barriers

Otherwise the use of radio programming in agricultural Extension and in Marketing Information systems in particular will enhance food and income security in the country. It should therefore continue to be considered in the forefront of Agricultural policy.

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## ***Appendix 19***

### **TECHNICAL REMARKS BY THE BOARD CHAIRMAN OF FARM RADIO MALAWI**

**DR. STANLEY KHAILA**

Good afternoon

DIRECTOR OF CEREMONIES

DIRECTOR OF THE DEPARTMENT OF AGRICULTURE EXTENSION SERVICES, DR.  
GRACE MALINDI

THE DEPUTY DIRECTOR MRS. CLODINA CHOWA

AND I ALSO RECOGNIZE DR. MANGASANO, WHO IS VICE PRINCIPAL OF  
BUNDA COLLEGE

AND MR. OWEN LUPESKA, WITH WHOM WE STAY TOGETHER IN SECTOR 25  
ORGANISING PROGRAMMES FOR ZODIAK

LADIES AND GENTLEMEN

I was given this task a long time ago as you could see in the programme, but I could not have done this work in advance as you can appreciate. And I was trying to sit in the background trying to figure out what is it that they want me to say. And by the time I was being called here I hadn't answered the question yet. So I'm still figuring it out.

But I think that that's really the challenge that here we are talking about farm radio and I think that the way to think about it, is to look at what is it that farm radio would like to do. I think it's the easiest way to start thinking about the technical issues related to that. And I thought that maybe we could learn from the proceedings of the first symposium and if you look at the foreword, there are some very important messages in the foreword – it's on one page but if you have it, I would like you to pull it out so that you can see the messages that are in there.

One of the messages that are being highlighted in that foreword is that the Ministry of Agriculture and food security promotes innovative technologies to enable farmers increase productivity. I would think that when you are at a symposium like this one, you would always want to focus on this particular statement – innovative technologies

that allow farmers to increase productivity – and that’s really the challenge. And I think you should start thinking on your own: have the media been in a position to bring out innovative technologies to the farmers and to help the farmers increase productivity?

What is meant by innovative technology is really something that each one of us can have an answer. But I can say that in terms of productivity I think what is being suggested here, if we were to say we are becoming more productive, it would mean that where as Norman Borlaug said a long time ago where one ear of corn grew, if you are able to grow two ears in that same place, you would have gone a long way in improving or increasing productivity. And I think that is what we should challenge ourselves in this case.

There is also another statement which complements this in the foreword and it’s quoted from the Malawi Growth and Development Strategy which identifies agriculture and food security as one of the six key priorities. And the idea or the goal is to increase agriculture’s contribution to economic growth.

Now, how does agriculture contribute to economic growth? Maybe some of you, who came from academic backgrounds, do remember Rostow’s theory about agricultural development. One of the things he said was that the very first thing that needs to happen in agriculture is to increase productivity. And in theory when you do that, prices go down in agricultural produce. When that happens it means you can feed your urban population at a much lower rate because you are producing more efficiently.

But also what it means is that you are also likely to have a surplus. This surplus can have different consequences: One, if it’s not utilized properly it might send out to the farming community to say that maybe we do not need to produce anymore; and the following season you might have low production of the same commodity. That’s a bad consequence. But the better consequence will be if we are planned or we plan ourselves very well where we can find ways of capturing the surpluses and utilizing them properly. And how can we do that? It’s the development of industry which is able to capture the surpluses and have the agro-based industries.

What Rostow was saying was that if we start doing that, what will happen is that: one, the agricultural sector starts employing more people, because the agro-based industries will require labour, some of the labour that was migrating into the urban areas will move to the industries. When that happens it means that more people have money in their pockets. When more people have more money in their pockets, they will require more agro-based products and more industries come up.

I don’t think I need to go further, I think the picture is very clear that indeed if farm radio can make a difference in agricultural productivity, it could indeed improve or contribute to the economic growth. I think that’s the issue and I thought that this statements come out of the foreword of the first symposium proceedings report were very, very crucial and I really think that if we haven’t been addressing these issues in this second symposium, then we are failing to do our job.

The ministry of agriculture and food security as we all know in the year 2000 came up with the new agricultural extension policy which talks about demand-driven and pluralistic extension services. Has this symposium been addressing this issue adequately? Because, if we are not, then technically we are not helping to move these policies where they are supposed to move the sector to.

The policy also promotes decentralized coordination. The idea is to allow decisions to be made at the lower level so that you are able to harmonise plans and activities of the various stakeholders at the lower level. That's what it does, and I think that in future we should try to bring in papers which also look at these things, because it's considered that these ideas are part and parcel of the agricultural development process. The policy further encourages provision of relevant and appropriate information to farmers. I think this has been one of the hottest debates in this particular symposium.

There have been remarks from my friend here Owen, saying no that is very unfair; you cannot say poor quality programmes. I have problems understanding why he thinks it's unfair but I think I do understand why he thinks it's unfair. I think, from where he is coming from, he thinks that they are doing a good job; but that doesn't mean everybody else is doing that. It doesn't mean that, and I think that's what he meant when he was saying can we be more specific. But maybe we are afraid to be that specific. I think everybody understands that indeed here we are talking about relevance as well as appropriate information to farmers.

"Relevance," what does that mean? I think that the way I would want to handle these issues is for us, and maybe this is the way farm radio must be thought of, to look at what is that farm radio can do in terms of it becoming relevant? And I don't have any original ideas here, all I can tell you is that because am a son of a farmer, or I don't know whether in English you can say 'farmerless' to emphasise that this farmer is female on that basis, I know certain things but beyond that I also have been trained as an agriculturalist and an extension worker. So there are certain things that I definitely know and that give me a little bit of advantage. But clearly all this things that I have accumulated, the experience and knowledge and information and things like that, are there from different people.

One particular example that I am going to be using here is from Zodiak. Zodiak are implementing a programme in the Mvera area and they are having a tremendous impact in that area. But the real reason that I learnt is when I went to the office at the EPA headquarters where the AEDO gathered farmers to greet us and have some discussions with them and I think I should share this with you. After the discussions we said okay, so you wise farmers we want to improve the programming that we are doing. And unfortunately our project, the African Farm Radio Research Initiative, with its participatory campaign programmes is restricted, in its nature and I can easily say that because I am part and parcel of that so I don't feel offended to criticizing myself. The farmers actually surprised us, they said, "ah, you see what, your programme is very, very good but you have very serious problems you guys." I said, "wait a minute, I mean we

went to school to do these things, what it is, I mean how could we ever get wrong when we have all these things in our books?"

They said, "no, no, you guys, you don't know that agriculture goes through a cycle – you come here and tell us simple things about vetiver grass; agriculture is not just about vetiver grass. Okay, so yes we have adopted vetiver grass and soils have stopped from moving away they are all in one place and indeed the crop population is better the crop stand looks very good and the yields are quite high. So what?" I said you should be happy you have more food - your children will be fed better and so forth. They said no, no, no we have too much food now, that's where you have a problem: what do we do with this food? I said you eat it, they say no, no, no, we can't eat everything. Then it dawned on me that yes they were right, farm radio must indeed, like the professor reminded us here, take farming beyond production to talk about the holistic way farming is done. One way of looking at that, from a technical point of view, the economist will say, then that's easy we shall do a value chain analysis. And what is this value chain analysis?

You could possibly start at policy level. Can farm radio tackle these issues of policy in the Ministry of Agriculture, in the other Ministries to do with climate change; Meteorological Services, in other Ministries that deal with water, forestry, soils, and land and issues like those? Because all these things come to bear on agricultural productivity, and if the radios cannot pick this pieces of information and create awareness and move in an advocacy way to make certain changes that benefit the farmer, the radio is going to have limited impact. Yes production is also important, but even in production you need to look at the whole circle of production from land preparation to land preparation, isn't it?

There are so many people here who say, oh come on, what are you talking about? How much time can you spend on agriculture, there is not much happening there but indeed if you come from land preparation to land preparation you find that there is a lot you can do on the radio. We are talking about climate change issues and how they affect the land; we are talking about soil and water management; we are talking about diseases and pests; all these issues. How about the technologies that make the crop more productive; all these technologies need to be there. The use of value chain is very important because it moves you to say, after production, what happens after the harvests - post-harvest matters (messages which are aimed at minimizing losses after harvest.) This is in fact true whether you are talking about livestock or crops. I know a lot of dairy farmers who have very good milking cows but the milk end up rotting. That's a post-harvest problem because maybe a collector of the milk did not come or maybe you did not make a provision for a good storage or the storage tank is there but ESCOM has let you down. All these matters need to be part and parcel of farm radio, isn't it?

And beyond that? Okay, so you have done that what happens to the market issues every time and this is like priority number one right now among farmers. And the reason is because the agricultural subsidy – the input subsidy programme – has been so

successful in increasing yields of all sorts of produce at the farm level. And so, what is happening is that most people now are not as much as concerned about production issues, they are more concerned about marketing issues. So every group of farmers you go to, say oh yea, we have done this and we have done that. But we cannot find this year in particular there are so many farmers especially in this part of the country, who are looking for a market for their maize; a market that is reliable; that is reasonable; that is fair; a market that can encourage them to grow more maize next year.

What is farm radio doing about all these things? That's the question. Are we sure addressing the right issues which are, at the end of the day, going to help the farmer benefit from the farming that she does? These are the issues. Marketing is a big topic. We are talking of value adding; how much value adding programming have we been doing. We are talking about transport issues to make the marketing efficient; traders, their intermediate and so forth all those buyers and things like that efficiency issues. Efficiency is basically that the difference in the market price of the commodity between the farm-gate price and the retail price. If the difference is very large, the market is inefficient – it's stealing from farmers. You want the farm-gate price and the retail price to be not so different. In other words, the margin cannot be 200 or 300 percent and you think the market is efficient you cannot do that.

So what is farm radio doing about it? It is making the market more efficient and producing messages that encourage the market to become more efficient. And indeed Madam Director Grace Malindi, maybe they might have given me too much time in this particular case, but I thought I should still mention something which I have mentioned before I finish. This is to say that the key to this whole issue of marketing is agro-based industry and you assume that you can just increase productivity and improve on post harvest management of the crop and stop there then it is incomplete. There must be a way of actually initiating programmes that harness the surplus production and make it into a raw material in our locally-based agro-based industries.

I remember in 2004, I was attending a conference in Kampala and one Seven Kaguta, President of Uganda, made a very shocking statement in front of all these donors and he said, 'you guys have been stealing from us by the way, especially the British guys have been stealing from us.' He said, "I know that Kampala has been producing so much cotton and exporting to textile company in U.K. and exporting not just the cotton, but even the jobs, and beyond the jobs even the skills. The reason we cannot have our own computer people here is because they are working in computers in U.K. based on agro-based industry which is thriving on cotton from Kampala."

Farm radio can help by producing the right messages not just about production; it's about the whole industry of agriculture and be able to help the poor farmer benefit from the labourers of her sweat.

I would like to thank you very much



## Appendix 20

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