



## **RADIO FOR AGRICULTURAL EXTENSION**

## **END OF YEAR REPORT**

**2018**

## Introduction

The Radio for Agricultural Extension project, a partnership between Kilimo Media International (KiMI) and Syngenta Foundation for Sustainable Agriculture continues to widen the reach to farmers, with practical information for improved farming activities. The main objective of the project is to provide agricultural extension services through local radio stations using local dialects. Farmer-centred radio programmes were developed and broadcast through five local radio stations across five counties as follows:

Station name	County	Time of program broadcast
Radio Jangwani	Marsabit	Fridays, 8.00 to 9.00 pm
Rware FM	Nyeri	Thursdays, 8.00 to 9.00 pm
Syokimau FM	Kitui	Wednesdays, 8.00 to 9.00 pm
Thiiri FM	Meru	Fridays, 7.30 to 8.30 pm
Bus FM	Kajiado	Sundays, 8.00 to 9.00 pm

## Summary of some statistics at a glance

Item	Numbers	Comments
<b>Radio stations</b>		
Number of calls per week-on average to all stations	8-30	Some stations have much more calls than others.
Number of SMS per week-on average to all stations	18-80	This number is high because the short messages continue after the live programme.
Number of farmers visiting the stations to seek more information on a program topic per week-on average	3-8	Some farmers think that the experts are stationed at the station. Programme producers direct them to extension officers for the sought information.
<b>Extension support</b>		
Number of visits to farmers by extension officers/week	8-15	
Number of inquiries from farmers to extension officers/week on average	5-25	
<b>KiMI team support</b>		
Number of workshops held	2	February and October 2018
Number of officers trained on radio for agriculture extension	20	At the Project roll-out workshop
Number of visits by KiMI team to radio stations (January to November)	8	All five stations visited between February and April Three stations re-visited in May
<b>Radio Listening Groups</b>		
Number of listening groups	11	Total number for three stations/counties
Frequency of meeting	Once/week	
Number of practices implemented	12	From farmers who have shared their stories, as reported by the station teams (radio and extension)

## 1. Airing of programs

The following is a breakdown of the number of calls and text messages from farmers to the radio stations, as well as the number of farmers visiting the radio stations and inquiries to extension officers by farmers

		Radio Jangwani, Marsabit	Bus radio, Kajiado	Rware FM, Nyeri	Syokimau FM, Kitui	Thiiri FM, Meru
<b>1.</b>	<b>Radio stations</b>					
a	Number of calls per week-on average	9	16	15	24	8
b	Number of SMS per week-on average	15 (extension officer receives over 40 SMS per week)	11	50	14	80
c	No of farmers visiting the station to seek more information on a program topic per week-on average	5 NB: Nearly all the visits are done at agricultural extension office.	8	4	3	6
<b>2.</b>	<b>Extension officers</b>					
a	Number of visits to farmers by extension officer/week	5 (depending on the activity, topic discussed over the radio).	2	2	3	2
b	Number of inquiries from farmers/week on average	8	5	20	25	15

## **2. Workshops**

Two workshops were held during the year as follows

### **Radio producers and extension officers training held at the Wambugu Agricultural Training Center in Nyeri County (22 to 24 January 2018)**

The three-day training was composed of 20 participants drawn from Kitui, Meru, Nyeri, Makueni and Marsabit Counties. The training was officially opened by Ms Ruth Mwangi- Chief Officer for Agriculture in Nyeri County and attended by the Principal of Wambugu Agricultural Training Centre. The main objective of the training was to introduce participants to the use of radio for agriculture, for them to appreciate the use of radio to better reach farmers. The participants were specifically trained on programme formats, better interviewing skills, scripting and editing.

Participants formed production teams (radio station personnel and agriculture extension officers from the same county) and developed 13-week programming schedules for their counties (February to April) that were aligned to the agricultural calendar. The roles of the extension officers and producers for better collaboration and their sources of information for their programmes were also identified.

The workshop ended with the production of a magazine programme which was aired between 8.00 to 9.00 pm on Rware FM.

### **Project review meeting held at the Kitui Agriculture Training Center (2 to 5 October 2018)**

The meeting which was convened in response to various requests made by the Project team, brought together agricultural programme staff from the five participating radio stations and their supporting agriculture extension officers. The meeting was officially opened by Mr Francis Kitoo, the director of agriculture who had been sent to represent the Chief Officer. The objectives of the meeting were to share experiences of lessons learnt as well as challenges encountered, and discuss sustainability of the model at the radio stations. During the meeting a live program was developed and aired on Syokimau FM between 8.00 to 9.00pm.

A report back from stations brought out various achievements by the production teams, such as awarding the best farmer of the week and increased consultation with farmers on the content covered. Some of the challenges included women guests not willing to go to the radio station at night for the live programme and limited agricultural officers who can speak the local language (e.g. Borana and Maasai). Sustainability of the model was also discussed. KiMI was tasked with:

- charting a strategy for collaboration between radio stations and potential partners
- convening the county officials to make a case for supporting the extension model
- supporting production teams in developing proposals to for stakeholders to engage with potential sponsors
- sharing programming reports with agricultural department authorities and other stakeholders on the impact of the radio extension model for possible sponsorship and support.

The meeting ended with awards being given to the best Station in terms of consistency in implementing the radio for agriculture model and best extension team (most supportive to the radio program). Participants were issued with a score sheet to award points on the two categories, based on reports presented earlier by each station team. Syokimau FM was voted best radio station, while the Meru extension team was voted the most supportive team.

## **Field visits**

Field visits were conducted within the year as follows

### **First half of the year (January to July 2018)**

After the training in Nyeri County, Kilimo Media visited the five radio stations between February and April 2018. The aims of the visits were to:

- Train new radio station personnel on KiMI's programming model (in the case of Rware FM in Nyeri, KiMI spent the day training a new programme producer as the one trained in January had abruptly left the station).
- Training and following up with radio station personnel on the research desk monthly report
- Following up with the respective extension officers on the radio program schedule
- Establishing radio listener groups. KiMI accompanied the county teams to the field to meet the farmer groups and to interview farmers. The visits were organized for the days that the radio stations broadcast the agriculture programmes, thus giving KiMI an opportunity to be present and give necessary guidance on the day's programme.
- Discussing the stations' challenges and successes.

During all radio station visits, interviews were conducted with farmers following which a magazine program was prepared and aired.

Another field visit was conducted in May 2018 in the company of Paul Castle and Fabian Oswald, a student at Karlsruhe Institute of Technology in Germany to Kajiado, to Kitui and Marsabit counties. Paul was interested in visiting the radio stations in the counties mentioned to experience first-hand the synergies between the radio stations, extension officers and listener groups. Fabian, who is undertaking a Masters of Arts in Science-Media-Communication, on the other hand was collecting data for his research from farmer groups, radio station staff and extension officers working with KIMI in the afore mentioned counties.

### **Second half of the year (August to November 2018)**

No visits were made to the stations between August and October. Instead remote support was provided to the stations and production teams via telephone calls, emails and our WhatsApp group. Field visit to Nyeri and Kitui Counties will be a priority in January 2019.

## **3. Radio listening groups (RLGs)**

KiMI actively promoted the establishment of radio listening groups prior to and during the visits to the counties. The respective extension officers in the counties were encouraged to form the groups as one of the ways of enhancing two-way communication between the radio stations and farmers. The groups comprise already existing farmer groups whose members come together to listen to radio programs as an added activity during their monthly meetings. It is evident that these groups are beneficial to farmers in attendance who listen to the programs, sometimes in the presence of an extension officer. Farmers have the opportunity to ask questions in their local language, exchange ideas and in some instances practically learn how to implement the agricultural practices covered in the radio programs. This helps farmers retain

the information learned better. For example, Kajiado county has two listening groups namely Nasaru which deals with growing beans and Esupuko which specializes in dairy farming.

Rware FM and Thiiri FM do not have a listening group yet. The Rware team are keen on starting Community Interest Groups next year that can double up as RLGs. Thiiri FM have helped mobilise farmers for a potato cooperative.

The following are some statistics for the radio listening groups per radio station:

### Syokimau FM

a)	Number of groups	2			
b)	No of people in group per gender		<b>M</b>	<b>F</b>	<b>Total</b>
		<b>Kanzenge farmers</b>	20	20	40
		<b>Uvandi Museo</b>	30	0	30
c)	Frequency of meeting and listening to programs	Once per week			
d)	Time group meets to listen to the program	Morning hours			
e)	Practices implemented after listening to the programs	<ul style="list-style-type: none"> <li>- Nursery establishment</li> <li>- disease and pest control measures acted on the spot after the programs</li> </ul>			
f)	Successes	<ul style="list-style-type: none"> <li>- Being able to interact with the farmers and identify their actual problems in the field</li> <li>- Easy to demonstrate the practices aired compared to only relying on the information aired on radio</li> </ul>			
g)	Challenges	<ul style="list-style-type: none"> <li>- Difficulties in accessing the farmers during the rainy season.</li> <li>- Difficulties in getting to the studio on time due to heavy rains</li> <li>- Farmers not being able to hear the programmes well during a heavy down pour</li> </ul>			

### Radio Jangwani

a)	Number of groups	2			
b)	No. of people in group per gender	<b>Name</b>	<b>M</b>	<b>F</b>	<b>Total</b>
		<b>Mara Falti</b>	16	32	48
		<b>Ruuf Uluuqa</b>	21	30	51
c)	Frequency of meeting and listening to programs	Once a week for both groups			
d)	Time group meets to listen to the program	Mara Falti 10.00 am while Ruuf Uluuga at 4pm on the day the extension officer visits the group			
e)	Practices implemented after listening to the programs	- Effective use of agrochemicals.			

		<ul style="list-style-type: none"> <li>- on farm water harvesting.</li> <li>- Concentration on high value crop development.</li> <li>- Good book keeping.</li> </ul>
f)	Successes	<ul style="list-style-type: none"> <li>- addition of another active radio listening group which implements what they learn (Ruuf Uluuqa) a conservation group.</li> <li>- Increased interest in growing high value crops</li> <li>- increase in the number of inquiries by farmers to extension officers working in the same department as Duba.</li> <li>- other local radios and non-governmental organisations showing a growing interest in the program.</li> <li>- the extension officer is more engaged than before the radio started the program.</li> </ul>
g)	Challenges	<ul style="list-style-type: none"> <li>- the frequent reshuffling of Agriculture Department heads requires fresh introduction to seek support for the Project</li> <li>- overwhelming demand by farmers</li> <li>- Large distances from one farm to another</li> </ul>

### Bus radio

	Number of groups	7			
a	Number of people in group per gender	<b>Name</b>	<b>M</b>	<b>F</b>	<b>Total</b>
		<b>Narotei</b>	6	9	15
		<b>Esupuko</b>	3	12	13
		<b>Ilkipirash</b>	8	10	18
		<b>Emparnat</b>	5	15	20
		<b>Enaidura</b>	6	8	14
	<b>Lele</b>	5	7	12	
b	Frequency of meeting and listening to programs	Once a week			
c	Time group meets to listen to the program	Afternoons			
d	Practices implemented after listening to the programs	<ul style="list-style-type: none"> <li>- Clean milk production</li> <li>- Hay production improved</li> <li>- Beekeeping</li> <li>- Ipomea weed controlled</li> </ul>			

e	Successes	<ul style="list-style-type: none"> <li>- Olaramatani Odupa has changed and shaped the mentality of pastoralist communities in Kajiado who are now diverting and investing in agriculture as alternative to food security during dry season.</li> <li>- Most of the farmers and livestock keepers are now comfortably reached by timely and credible information through the listening groups</li> </ul>
f	Challenges	<ul style="list-style-type: none"> <li>- Limited number of extension officers specialized in livestock sector</li> <li>- Farmers are in need of certified seeds for planting</li> <li>- The harsh terrain makes it difficult to have exchange visits between groups for cross learning</li> </ul>

### Going forward

The progress is generally encouraging, with some of the stations moving faster than others. However, for sustainability of the radio for agriculture extension model, there is need for the ministries of agriculture in the five counties to facilitate extension officers to continue going to the radio station to provide the necessary support in content development.

Kilimo Media will focus on the stations that are yet to interest farmer groups in the radio listening activity. This will require visiting the stations and accompanying the radio staff and extension officers to visit farmers and explain how the activity works.

Engagement with the ministries of agriculture in the counties has shown appreciation of the role of radio in aiding extension work. Going forward, KiMI will continue to engage the departments of agriculture in the five counties to support the officers to reach farmers through radio. Syngenta Foundation, through KIMI, may not be able to continue supporting the stations indefinitely and the teams need to sustain their operations so that the radio model can be expanded to other counties in response to growing demand

KiMI appreciates the ongoing support to the project from the Syngenta Foundation.