



RADIO

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1. Introduction

Following an assessment in the RLDP sub sectors of interest done in 2007, it was realized that continual, relevant and useful information is a necessary component to bring about sustainable changes in agricultural practices in the central corridor Tanzania. It was then followed with development of a media driven framework that shall target the needs of small holder farmers and farm related business activities in central corridor Tanzania. Radio program was earmarked as it would reach more households of the population in the CC, and its accessibility amongst the rural farm enterprises which is estimated to be 87%. The information



needs ranged from knowledge of market accessibility, prices information, affordability and availability of farm inputs, quality improvement techniques, skills development and other stakeholders initiatives that provides opportunities for the improvement of productivity and profitability of farm enterprises.

Radio stations in central corridor and in Tanzania in general face the following constraints:

1. Lack of enough capacity/ knowledge to produce rural radio programs
2. Lack of radio program marketing strategy
3. Lack of strong and modern tools to monitor and evaluate their programs in terms of listenership, outreach and impact of their programs.
4. Low coverage of many local commercial radios.
5. Lack of skilled labor in many local commercial radios in central corridor.
6. Lack of strong relationship between radio stations and content providers.
7. Lack of gender sensitivity in many of radio stations programs.

2. Vision for the future

RLDC envisions an efficient commercial radio market system that responds to the needs of the rural producers where rural producers can easily have access to information pertinent to their livelihoods through facilitating the improvement of the information environment for rural producers by testing and demonstration of commercial radio programs targeting them. It will improve the services provision to the radio market system that will ensure the relationships at the core function improve dramatically and involve more actors and support capacity building of service providers to ensure sustainability. Effective information channels through commercial radio programs shall provide access to a range of information about markets and business opportunities, goods and services, business knowledge and experience.

3. Sector Interventions

Radio sector in the phase IV of RLDP aimed to intervene into two main issues namely as rural radio program and women based radio program.

Rural radio program will aim at disseminating rural based information's i.e. good agricultural practices, agro business and the like.

On the side of women radio program aims at advocating issues which look like constraints to women development in all spheres of life. Experience shows that women have unique and wider information needs that merit special media attention.

In 2012/2013 RLDC has intervened with CG FM RADIO in a rural radio program which is on progress. This intervention aimed at disseminating good agricultural practices in cotton, rice, sunflower and other crops which are out of RLDC Sub sectors. The radio program is known as NUFAKA and it is estimated to reach about 21000HH of rural producers around Tabora region and elsewhere where CG FM has coverage.

Moreover, radio sector team will intervene all other sectors radio interventions in providing technical assistance so that those interventions goes well i.e. "kuku ni Mali" program conducted by poultry sector, "plant clinic" by RAS and "gender awareness" conducted by

4. Radio sector outreach

Outreach of radio sector differ according to coverage of radio station which RLDC intervene. In the intervention with RFA (NUKA) the outreach was 27,500 HH, While with the intervention with Radio Five (AMKA) the outreach was and the expected outreach with the intervention with C.G FM (NUFAKA) in Tabora is 21000 HH. Three interventions make the total outreach of the radio sector to be

5. Radio sector achievements

Through RLDC facilitation in radio sector several achievements has been achieved such as:

- Radio stations to be self-dependent after acquiring sponsors and advertisers i.e. INUKA program

of Radio Free Africa and AMKA of Radio Five in Arusha.

- Other radios start to air rural and women based radio program by copying radio model of INUKA and AMKA.
- Benefited radios i.e. Radio Free Africa and Radio Five improves their qualities and standards of production of their programs due to various training they got during interventions period.
- Improve agronomic practices to rural producers through



listening to radio. INUKA program for instance was and is still announcing about good agricultural practices which bring about changes to many rural producers.

- Encourage gender balance and equality among rural producers around central corridor of Tanzania.





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