Project UTF/EGY/021/EGY: Rural Development Communication Network
Project Launching Workshop, 22 – 23 June, 2004

Working Group-1: Knowledge and Information Needs
Requirements of resource poor-communities

Issues to be addressed in Day 1

1. What is the definition of poor community?
2. What are the knowledge and information needs and priorities of different groups of poor-communities: male, female, youth? and their sources ?
3. What is the relationship between poor communities and other RADCON stakeholders?
4. What is the relationship between poor communities and RADCON management?

Issues to be addressed in Day 2

1. How could RADCON contents be transferred to resource poor communities?
2. How could resource poor communities transfer their requests and knowledge through RADCON?
3. Could Radio and TV be used to transfer RADCON contents to poor communities? and how?
4. How could projects activities related to poor communities be monitored? (Field visits, reports, studies, online comments, internal/external…frequency)
5. How could project effect/impact be measured on: Farmers' livelihoods?

Working Group-2: RADCON Content Development Approaches

Issues to be addressed in Day 1

1. Determine the contents of RADCON taking into consideration the current VERCON contents and the new stakeholders such Universities and NGO's
2. Determine how resource poor communities could benefit from these contents
3. Identify other contents that could be provided and used by research institutes, universities, extension, and non governmental organizations to optimize their performances
4. Determine contributions and commitments expected from different stakeholders

Issues to be addressed in Day 2

1. How each stakeholder will provide this information, does each institution have the capacity to manage this information electronically on RADCON site?
2. How often is this information updated, and what is its size?
3. How is this information being handled and on what media now?
4. How could this information be disseminated through other media?

5. How can quality control be assured on content, not only in terms of accuracy but also in terms of relevance and usefulness of information to farmers?
6. How could the performance of each stakeholder be measured?

Working Group-3: RADCON Communication Methods and Approaches

Issues to be addressed in Day 1

1. Who will be responsible for communicating the RADCON contents to larger number of beneficiaries?
2. What kind of information could be disseminated using other media?
3. What measures can be taken to document available farmers' knowledge (men and women) and facilitate sharing of experiences among communities?

4. What additional communication skills will extensionists need? (participatory approaches for problem analysis, needs assessment, field testing and feedback from farmers, etc.)

Issues to be addressed in Day 2

1. How could RADCON contents be transferred to resource poor communities?
2. How will the different stakeholders communicate through RADCON?
3. How to verify relevance and usefulness of the information and messages provided (field testing and feedback)
4. How could enhancement in Linkages and coordination among stakeholders be measured?