

Rural and Agricultural Development Communication Network in Egypt (RADCON)

Dr Ahmed Rafea
National Project Director
rafea@claes.sci.eg

Agenda

- RADCON Objectives
- Current Situation
- Highlights of Work Plan
- Workshop Objectives
- Guidelines for the Working Groups
- Concluding Remarks

RADCON Development Objective

Benefit Farm families and their communities from an information system, which is operated by agricultural extension in collaboration with the national agricultural research system.

Project Objectives

- **Objective No.1:** Sustainable dynamic information system is in place and operational.
- **Objective No.2:** This objective deals with the dialogue between resource poor communities and so-called peer communities.
- **Objective No.3:** This objective deals entirely with the media complex.

Sustainable Dynamic Information System

- Three project results were defined:
 1. Management structure is in place and operational
 2. Training plan developed and implemented Training includes formal training, training on the job, tours at different levels.
 3. Purchase and installation of hardware and software.

Dialogue between Resource Poor Communities and Peer Communities

- Two results will have to be achieved by the project management:
 1. Potential users of the system will have to be trained with preference to gender aspects.
 2. The exchange of knowledge has to be operational. This may require some managerial input and additional training and motivation.

RADCON Communication Methods and Approaches

- The results to be achieved by the project management deal with the following:
 1. Media and media agencies are contracted to secure cooperation.
 2. Content of messages have to be formulated based on information from grass root, and from research information

Current Situation

- The following sites are connected :
 - 2 Research Institute (RI)
 - 3 Regional Research Station (RRS)
 - 2 Central Administration (CA)
 - 3 Agricultural Directorate (AD)
 - 25 Extension Centers (EC)

Highlights of Work Plan(1)

- It is planned to connect these sites:

Year	RI	RRS	SRS	CA	AD	EC	UN	NGO
One	3	6	17	2	6	39	2	3
Two			8		6	20		
Three			5		4	12		
Total	6	6	30	3	16	71	2	3

SRS= Specific Research Station UN= University

NGO = Non Governmental Organization

Highlights of Work Plan(2)

- Add more contents to respond to the needs of RADCON stakeholders- these contents are to be identified and the appropriate information systems will be developed. The activities related to this output will spread over the 3 years of the project

Highlights of Work Plan(3)

- Engage 50 resource poor communities :
 - 10 first year
 - 20 second year
 - 20 third year

Highlights of Work Plan(4)

- Develop communication methods and new media to transfer widely the contents of the RADCON information systems to more beneficiaries. The activities related to this output will start in the second year.

Workshop Objectives

- To engage stakeholders in the project activities
- To discuss the Implementation Plan for RADCON
- To Identify the roles of each stakeholder

Guidelines for the Working Groups

- The participants will be divided into three working to discuss each theme in relation to the overall aim, objectives, and expected outputs of RADCON:
 - Working-Group-1 Knowledge and Information Needs Requirements of resource poor-communities and how to engage these communities in RADCON
 - Working-Group-2 RADCON Content Development Approaches
 - Working-Group-3 RADCON Communication Methods and Approaches

Knowledge and Information Needs Requirements of Resource Poor-Communities(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?

Knowledge and Information Needs Requirements of Resource Poor-Communities(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?

RADCON Content Development Approaches (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

RADCON Content Development Approaches (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?

RADCON Communication Methods and Approaches (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.)

RADCON Communication Methods and Approaches(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?

Concluding Remarks

- RADCON is a very good opportunity to make Rural and Agricultural Development Stakeholders cooperate for the welfare of small farmers.
- The outcome of this workshop will shape RADCON activities in the coming three years and we are looking forward to coming up with useful recommendations