



Mali Shambani – Business Service
Delivery through interactive radio

October 3rd 2006

David Sanders
Richard Isiaho
FIT Resources Kenya



Problem Definition

- Smallholder farmers represent the backbone of the Kenyan economy
 - 60% export horticulture, 80% dairy production
 - Dominant domestic food producers (98% of domestic consumed maize production)
 - Largest single employment group (over 20% of population)
- Low level of business transactions – consequent effect on GDP <\$250/annum
- Information is key to multi sectoral development
- Media environment dominated by urban audience/investor requirements
- Lack of robust research battery to identify and anticipate audience needs
- Weak relationships between media and audiences
- Lack of skills sets amongst media practitioners/advertisers to meet audience information needs



Information

Local Food Production

Research		Issue/Concern/Problem	Opportunities for Radio Based Intervention	Projected Outcomes
1	2			
		Use of low quality seeds and fertilisers leading to low germination rates or short stalks	<ul style="list-style-type: none"> • Provision of market information on whereabouts and reliable suppliers of quality planting materials, including information on best seeds to buy, best brands, how to recognize Kenya Seed packaging. • Dissemination of I tools for quick quality checks. • Share Tanzanian success stories. • Explore the possibility of buying from the Cereals board. 	<p>Farmers are able to discern between quality seeds and their packaging to choose their preferred type of seed.</p> <p>Farmers can begin to lobby for more quality assurance.</p>

Example from BSMDP funded baseline survey – Apr 2005



The Project - Framework

- To alleviate poverty by promoting sustainable and effective Business Development services (BDS) for micro-enterprises.
- To promote effective services that are tied to the demands of MSEs and increase growth and generate employment in the micro-business sector.
- To improve the supply of sustainable business development services to MSEs by increasing the type and number of BDS suppliers.

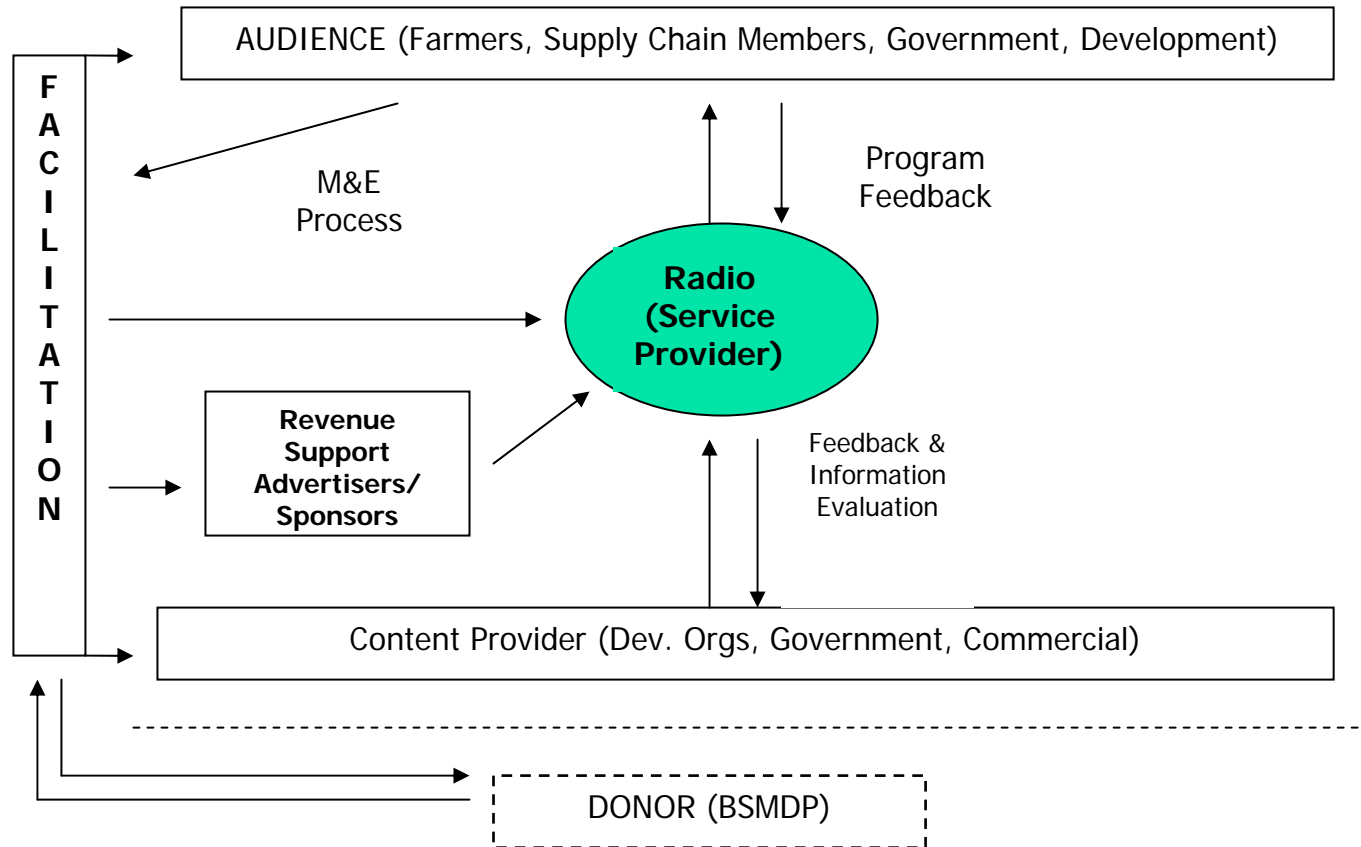


Information – The Business Service

- Increase access to appropriate information for small holder farmers through appropriate media for increased economic growth in Agricultural sector.
- Facilitate the development of a commercially sustainable, interactive radio programme that targets and responds to the business issues of micro and small enterprises in Kenya's agricultural sector.
- Build on the extensive research phase undertaken by FIT in 2005.

The model

- FIT acts as the facilitator
- As Service Provider, KBC produces the programme on a commercial basis and provides the service free to listeners
- The donor remains invisible
- Private sector sponsors and advertisers finance the programme
- Content providers provide timely and relevant content





The project:

- Funded by BSMDP (DfiD)
- Focuses on sustainability, effectiveness (outreach and impact) and efficiency (costs relative to benefits)
- Focuses on profitable business-like provision of services
- Supports the private sector provider and builds on what is already being offered
- Focuses on demand led provision of information with maximum outreach
- Support the development of a functioning market place for the sale of BDS services
- Proves to be a replicable model
- Holds the provider accountable to consumers
- Identifies private sector financing mechanisms
- Invest in technical assistance to the service provider



Programme Objectives

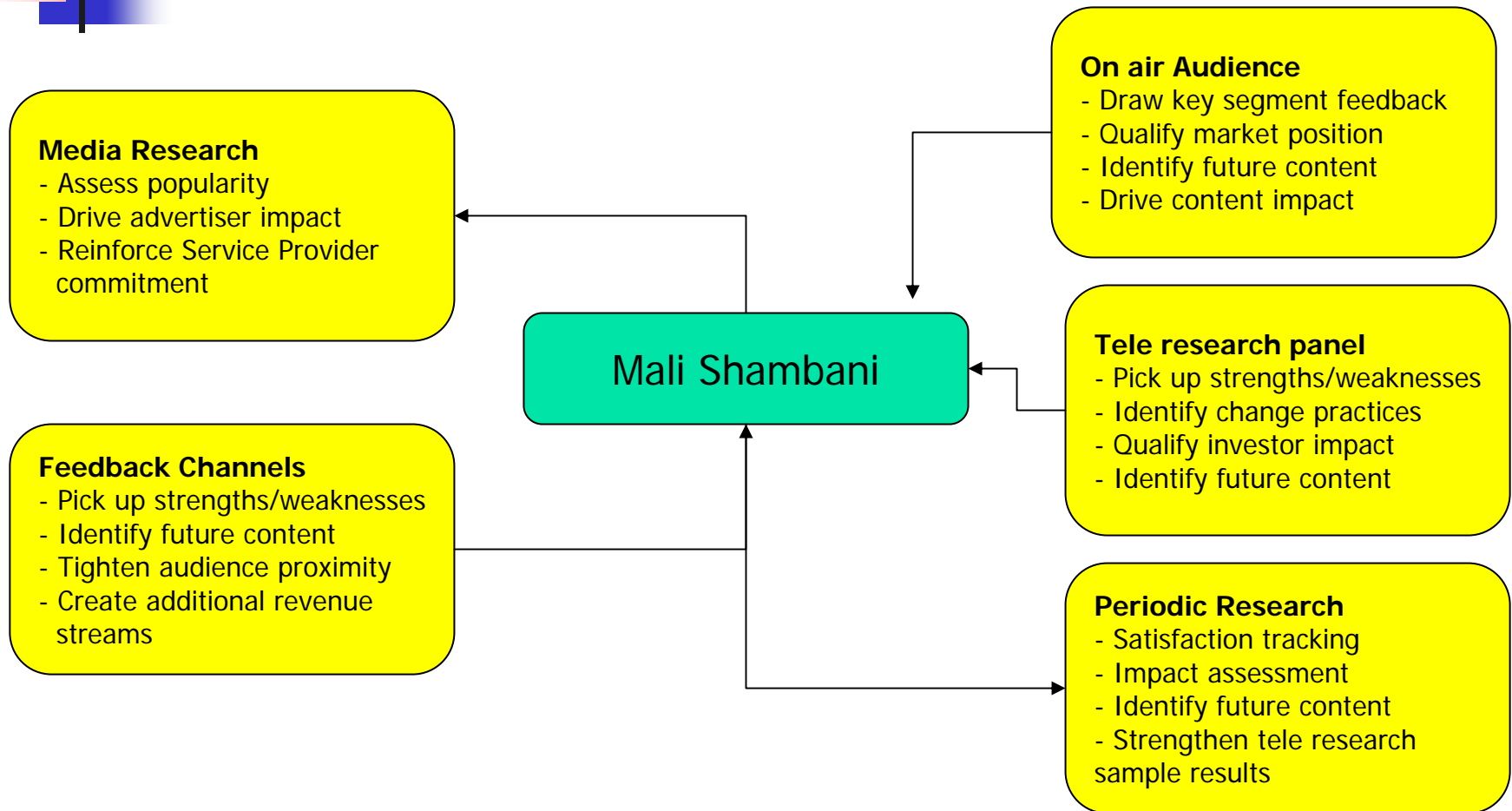
- Targets the agricultural sector to attract listeners and sponsors/advertisers.
- Is commercially sponsored and financially viable
- Uses interactive formats.
- Employs reference and support information architecture (IVR, SMS, web site, newspaper editorial).
- Supplies relevant and timely, demand led business information.
- Is owned and driven by the commercial radio station
- Is delivered in Kiswahili and aired at the appropriate time for rural farmer listeners.



Radio Format

- One hour, weekly – 8pm – 9pm, Mondays
- Key Segments
 - Agricultural news, and weather
 - Issue of the week/talkback
 - Farming methods/new technology
 - Sub sector focus
 - Market information and analysis
 - BDS Advice
 - Call in/Expert Advice
- Minimum 40% audience involvement
- Audience representative on expert panel
- 2-3 sectors featured per week

Interactive M&E Framework





Sustainability

- Highest rural listenership on Kenyan radio behind news (circa 2.5m – 3m/wk, including northern Tanzania)
- Production profitability from week 9 (3rd week April 2006)
- Focus group satisfaction between 65% and 75%
- Content base of over 50 providers
- Embedded research panels
- 12 month FIT exit strategy
- Three commercial sponsors already in for a Dairy production spin off format
- Reinvestment commitment by KBC to support further programme development and pay for information – content provider sustainability
- Long term commitment by service providers (80% of direct production cost)

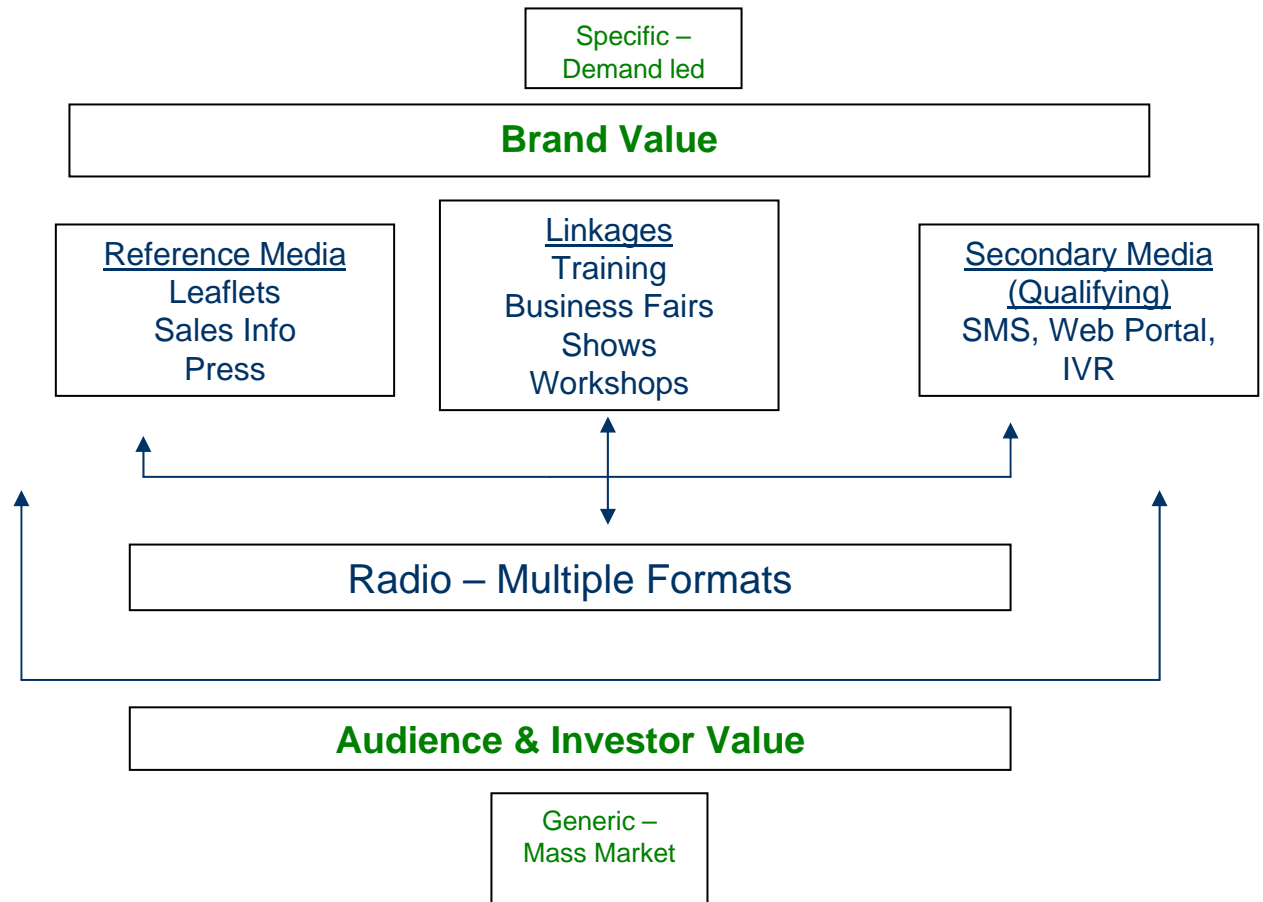


Lessons to Date

- Service Provider
 - Broadcaster in a state of change
 - Lack of skills sets on business to business media
 - Limitations on available technical equipment
- Investors
 - Slower than expected revenue traction
 - Lack of commercial marketing skills amongst commercial input providers
- Format issues
 - One hour is not enough to explore the range of issues covered
 - Less is more
 - The way forward is sub sector specific programming
- Content Provider sustainability
 - Involvement must make commercial sense
 - Clearer and improved content planning required
- Maximising impact
 - Greater use of case studies to prove the causal model

Next Stage

- Focus on developing additional formats
- Focus on development of secondary media (driven by radio formats)
- Embed the brand as the information driver
- Introduce transactional based systems
- Qualify Impact





Key Focus

- Dairy Format
 - Deals with fewer issues, but in depth
 - Is commercially sustainable from outset
 - Replicates both the programme and research formats
- Secondary media
 - Build SMS/IVRS information drivers
 - Create reference media e.g. newspaper supplements, TV format
 - Use the brand as a transaction driver i.e. directly increase BDS activity
- Brand Reinforcement
 - Embed the information brand
 - Create through the line presence – events, web portal etc.
 - Improved relationships with audiences