

Information, Communication and Knowledge Management: Activity implementation in Malawi

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Introduction

- ▶ MALAWI COUNTRY PLANS-MALABO COMMITMENTS
- ▶ ICKM ACTIVITIES IMPLEMENTED IN MALAWI
- ▶ WAY FORWARD/SUSTAINABILITY OF ICKM ACTIVITIES IN MALAWI
- ▶ CONCLUSION

Malawi Country Plans, Malabo Commitments

MALABAO COMMITMENTS	KNOWLEDGE PRODUCTS	TARGET AUDIENCE	Annual Targets	Source of information	Freq.
Commitment 1					
1. Focusing on the CAADP Process	<ul style="list-style-type: none"> Policy Briefs, News Articles 	<ul style="list-style-type: none"> Policy Makers General Public 	1	Planning Department	1
			1	Planning Department	
Commitment 2					
1. Financial Management in Agriculture	<ul style="list-style-type: none"> Policy Briefs News Articles 	Policy makers General Public	1	Planning Department	1
Commitment 3					
3. Ending Hunger					
3.1 Access to agricultural inputs and technologies	i) video documentary	Farmers, extension workers, policy makers, service providers	1	Planning Department, Ministry of Agriculture, farmers	1
	ii) Radio Programmes		2	Ministry of Agriculture and Farmers.	2
	iii) Leaflets/posters		1		1
Commitment 4					
4. Eradicating poverty through agriculture	i) Interactive radio programme	Youth, women, policy makers,	2	Agriculture Communications Branch Other Agriculture Departments	2
4.3 Youth job in agriculture	ii) interactive radio programme	Youth/Policy makers	1	MoA, Ministry of Youth, Youth themselves	1
4.4 Women participation in agribusiness	interactive radio programme	Women/Policy Makers	1	MoA, Ministry of Youth, Youth themselves	1
Commitment 5					
5.1 Intra-African Trade in Agriculture Commodities and Services	<ul style="list-style-type: none"> News Article Technical briefs Reports 	<ul style="list-style-type: none"> General Public Service Providers Policy makers 	1	MoA, Traders, Private Sector, Agricultural ...	1

ICKM ACTIVITIES IMPLEMENTED IN MALAWI

- ▶ Participated in the KM4AgD Challenge for 2022, development a KM Strategy for Malawi and some policy briefs which will be published by FARA
- ▶ This Knowledge Management Strategy was developed by the Ministry of Agriculture under the Department of Extension Services (DAES) in Malawi as a road map for the next five years (2023 to 2028).



KM4AgD Challenge in Ghana

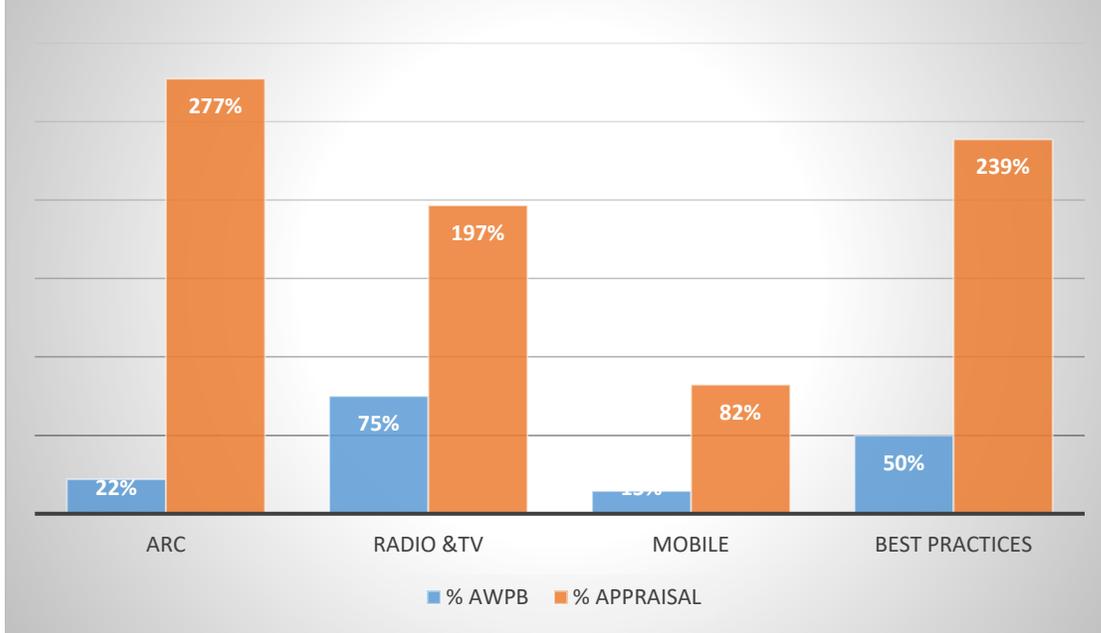


ICKM ACTIVITIES IMPLEMENTED IN MALAWI.....

- ▶ Expanding membership on CCARDESA Website and App-Shared link with key Agriculture Extension and SMS, NGOs. Shared to a 100 groups.
- ▶ After sharing tablets, we have a successful story. An AEDO, Mphatso Phiri has organized a seed multiplication in Dowa.
- ▶ These farmers have been able to buy seed and were linked to seed companies.
- ▶ AEDO-Provide extension services to the seed multiplication group group
- ▶ Seed Multiplication group has participated in field days-LUANAR
- ▶ Linked with the Malabo Focal points at Ministry of Agriculture-developing road map, cluster meetings on data collection for Malabo.

2.1.2 National and ADD agriculture Extension support and promotion

KMC activities



Outcomes

- *ARCs have increased accessibility of GAPs and information among farmers*
- *Campaigns continued to raise awareness on, Early garden preparation, manure making, nutrition, gender and management of Covid 19*
- *Radio and TV programmes produced are assisting in disseminating various extension messages to farmers and rural communities*
- *IEC increased number of farmers reached with messages on GAPs*

Achievements

- ▶ 75 out of 100 radio and TV Programmes were produced and aired on MBC, Beyond FM, ZODIAK Radio and TV, Chancellor College, Rainbow, Luntha, Mzati and Angaliba TV and radio representing 75% annual achievement.
- ▶ 6 farmer profiles were documented under the RPSF on sweet potato vines, rabbit, duck and chicken production and rice farming.

Best practices include; CA, HHA, IHF, Goat pass on programmes, harmonised demonstrations, model villages

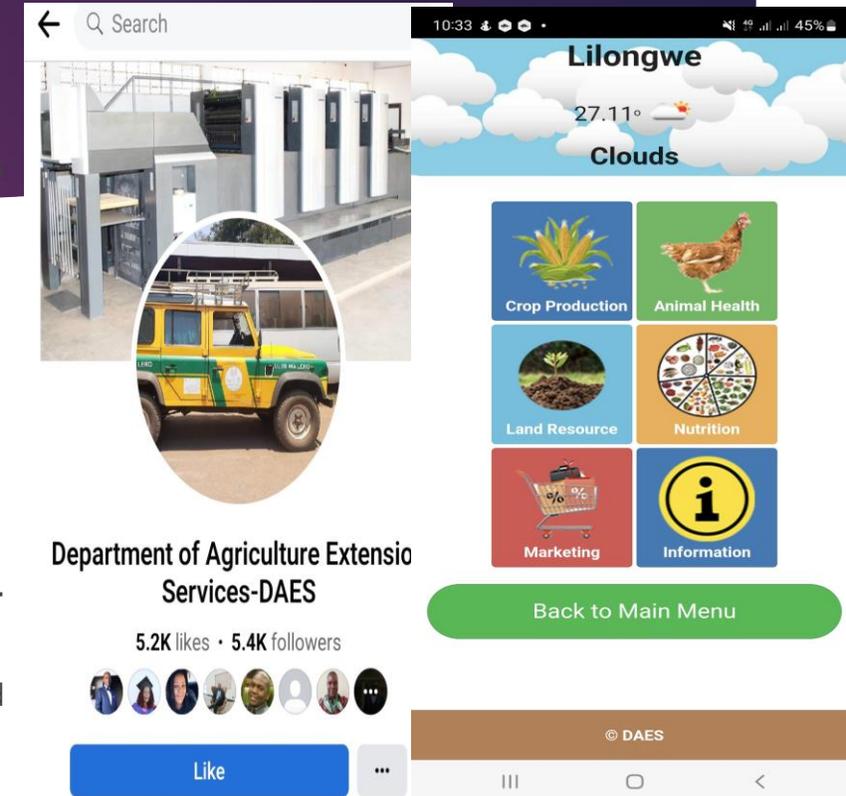
Media Innovations: Digital Media/E-Extension

Support to ICT platforms

- ▶ E-SOKO-10 years (text based, different messages on weather, crop and animal productions operated by DAES)
- ▶ DAES Extension App (DAESV1 mobile app, downloadable on android)
- ▶ Social Media Platforms (Facebook, Instagram, twitter, WhatsApp, YouTube, websites)
- ▶ Animations on different Topical Areas-new innovation
- ▶ <https://youtu.be/8JhQ2ntJvxw>

Ulimi ndi nyengo-Agro- ICT dissemination for climate and weather related Agriculture Advisories-SMS and Web based app

- ▶ Purpose of the system-Automate the dissemination of Agro- advisories related to climate and weather through SMS)
- ▶ Types of messages: General (daily life, business, health, finances of farmers),
- ▶ Weather based advisories (messages related to crop and animal husbandry, Messages triggered by weather forecasts and scenarios),
- ▶ Customized Advisories sent to farmers.
- ▶ Messages will be sent to farmers according to the location and agro-ecological zones (ADD, District, EPA, EPA Section)
- ▶ App being developed together with DAES, supported by MCLIMES, yet to roll out



Uploading of documents on CCARDESA Website

- ▶ So far we have shared the following documents:
- ▶ Malabo Commitment-Based interventions help to end malnutrition in Malawi
- ▶ Study Reports from DARS on fish market analysis
- ▶ Study Reports from DARS on Horticultural Commodities market analysis
- ▶ DARS is generating and reviewing old extension circulars which will share once finalized
- ▶ Updating catalogue on Agriculture Technologies in Malawi.

Way forward/Sustainability of ICKM in Malawi

- ▶ Collaborating/working together with stakeholders during their activity implementation.
- ▶ Establishing a functional community of practice on ICKM in Malawi
- ▶ Continuing uploading documents on our website which we can share with CCARDESA
- ▶ ICKM activities need to be integrated in all projects at project design (proposal development e.t.c)
- ▶ Implementation of the KM strategy developed
- ▶ Participating in the KM4AgD CoE Fellows and CoP

Conclusion

- ▶ The process of sharing information with CCARDESA has helped us in realizing our own professional needs
- ▶ Powerful opportunity of disseminating information and outputs from projects and other initiatives implemented by our institutions.
 - ▶ A plus to our communication functions
- ▶ CCARDESA regional meetings has strengthened collaboration and networking among the Focal Points.
 - ▶ We are able to source support from others who are knowledgeable in specific areas.
 - ▶ KM4AgD CoE Fellows and CoP-good networking platform