

Promoting information sharing and networking among participating grass root women entrepreneurs and other relevant stakeholders through online and offline media.

CEEWA-Uganda ICT Project employs a mixture of ICT tools for information sharing, exchange and networking and disseminating information to beneficiaries. These include: Website, mailing list, Community Notice boards and Stocking at information centres.

The Radio:

Radio is another forum adopted by the project to promote peer dialoguing, knowledge sharing, information exchange and networking amongst the ICT project beneficiaries and other relevant stakeholders so as to learn from each other and share indigenous knowledge on best practices in agriculture through radio media

The radio program shall be people owned and people managed; the information and knowledge shared will be in local dialect (Luganda) to enable maximum participation by the project beneficiaries.

The idea of the radio program is based on the findings from the end of ICT Project phase 3-evaluation exercise of 2006, where most beneficiaries reported that the radio is a key practical ICT medium most utilized to access information in rural areas.

The first program will basically be an entry point to create an axis for networking and knowledge exchange among the listeners.

Specific Objectives:

1. To enable project beneficiaries share the indigenous knowledge so as to learn from each other the best practices in their enterprises.
2. To increase the project visibility and promote participation in project activities by both beneficiaries and other stakeholders.
3. To enhance the information exchange to enable increased participation by project beneficiaries and the general public.

Methodology:

The Project mobilised beneficiaries in six project sites to form Radio Listening Groups composed of 20 beneficiaries, who will meet and listen to the radio programs aired live on CBS FM 89.2 with national coverage during the time agreed upon by the beneficiaries, The radio program will be run two times a month as indicated below.

10/08/2007 at 7:00 - 8:00PM

24/08/2007 at 7:00 - 8:00PM

07/09/2007 at 7:00 - 8:00PM

21/09/2007 at 7:00 - 8:00PM

The programs shall be recorded on radio cassettes and disseminated to the listening groups. This is another tool to be used to share and discuss issues aired on the radio. Those who will have missed the program can benefit from the use of radio cassettes.

DO NOT FORGET TO TUNE IN!