

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: Internet, Website, online dgroup, Community Notice boards, Radio, Stocking at information centres and to some extent mobile telephony.

Radio is one of the forums 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 overall objective of the radio program is to provide a platform for beneficiaries to share knowledge, exchange information and network among themselves. In the process they get to learn from one another about what has worked and does not work in their enterprises, share indigenous knowledge and best practices in their enterprises.

The programme is also intended to increase CEEWA-Uganda and the project visibility in the communities and also promote participation in project activities by both beneficiaries and other stakeholders.

The radio program is a continuation of those held in 2007 and it was based on the findings from the end of ICT Project phase III monitoring and evaluation exercise in 2006, where most beneficiaries reported that the radio is a key practical ICT medium most utilized to access information in rural areas.

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

This time round we are going to use some partner community radios to be able to cover all sites unlike before where beneficiaries in Jinja and Iganga could not clearly receive CBS FM signals. Specifically the radios to be used include Buwama Community Radio a component of Buwama Community Multimedia Centre, Nabweru Tiger Community Radio a component of Nabweru Community

Multimedia Centre and Nile broadcasting Services (NBS Kodheyo) based in Jinja and cover greater Busoga area.

The programmes shall be presented by the beneficiaries and coordinated by programme staff in the respective sites.

The live programmes shall be recorded and duplicated on radio cassettes which will be disseminated to the listening groups and other interested listeners can get copies on request. This gives an opportunity for those who could have missed the live programmes.

RADIO PROGRAMS SCHEDULE:

DATE & TIME	TIME	RADIO STATION
25th August 2009	3:00-5:00PM	<i>Buwama Multi Media Community Centre Radio Buwama 103.3 Fm</i>
26th August 2009	3:00-5:00PM	<i>Buwama Multi Media Community Centre Radio Buwama 103.3 Fm</i>
27th August 2009	3:00-5:00PM	<i>Buwama Multi Media Community Centre Radio Buwama 103.3 Fm</i>
28th August 2009	3:00-5:00PM	<i>Buwama Multi Media Community Centre Radio Buwama 103.3 Fm</i>
26th August 2009	11:00AM-12:00PM	<i>Tiger FM 102.5 Radio Nabweru</i>
27th August 2009	11:00AM-12:00PM	<i>Tiger FM 102.5 Radio Nabweru</i>
28th August 2009	11:00AM-12:00PM	<i>Tiger FM 102.5 Radio Nabweru</i>
7th September 2009	8:00-9:00PM	<i>NBS Kodheyo 89.4 FM</i>
8th September 2009	8:00-9:00PM	<i>NBS Kodheyo 89.4 FM</i>