

GenARDIS-Funded
Majalisar Mata Manoma: A Meeting Place for Women Farmers linking Radio and Cell phones.

PROJECT INCEPTION MEETING REPORT
March 17, 2009. Kaduna State

The inception meeting for *Majalisar Mata Manoma* project took place in Kaduna State. The community representatives immediately told us that the project title Majalisar Mata Manoma (Hausa for Women Farmers' meeting place) should be translated ***Anyiko Awaniyi Ayazhiba***", in Gbagyi Language. The meeting started at exactly 9am and ended at 2.00pm. A total of ten persons participated: 3 community members from Gwagwada station, (2 males and 1 female); a theatre for development (TFD) consultant from the department of Theatre Arts, University of Jos, a research consultant from the Mass communication department of Ahmadu Bello University, Zaria, 1 radio station personnel and 4 ARDA staff. *(See attached list of participants for names and contacts).*

The meeting began with an opening prayer by Dr. Elizabeth Nyager, the TFD consultant. An introduction of participants was facilitated by Seember, ARDA's program Assistant, Kaduna. This session was brief as participants swiftly introduced themselves and their organization. Participants' expectation session was highly participatory. They were asked to express their expectations for the meeting on colored VIP cards distributed to them during the exercise. This written exercise was interesting as everyone shared their expectations. The female community member though confessing to inability to read and write was quite articulate and active and equally contributed her expectation for the project in the local language which was translated by other participants. These were summarized by Data Phido, ARDA's Executive Director who advised that participants note all the expectations shared during discussions so as to ensure that the meeting addressed and met each and everyone. She also stated the objective of the one-day inception meeting. *(See attached the outcome of participants expectation exercise).*

Mrs Data Phido gave an overview of the project and its objectives. She stated that ARDA has chosen to embark on this project in order to contribute its quota to women empowerment in Nigeria. She described the project strategy and expected outcomes as written in the project document, copies of which were made available to all participants. She then talked about the potential of ICTs for empowering rural populations particularly women farmers and the ways in which it can contribute to meaningful development in the community. She said that rural women need recognition and financial support for their work. She described the gender issues that the project planned to challenge: the unequal distribution of labor and resources. She illustrated this by comparing a community woman's daily activities with those of a man using the daily activity diaries recorded during ARDA's earlier needs assessment conducted in the community. She gave a typical

example of how a woman's daily activities started at 5.00 am in the morning and ended at 11.00 pm in the night while a man's daily activities started at 7am with breakfast a woman had cooked and then farm work until an early evening return, dinner and relaxation with friends and bed time. The community men at the meeting couldn't help but laugh but agree with her point. She pointed out that women's efforts are often not appreciated and pointed out that the gender inequalities affected everyone in the community adversely and that equality will benefit the whole society. She also mentioned importance of micro-finance which is not readily available to women farmers as another challenge. She therefore called on every participant to make effort to contribute towards the success of this ICTs project.

The call for support and contribution led the team to another session. This session was another active one. The participants were asked to write their vision and mission on more colored cards. These written expressions were shared among the team. (*Attached is the list of vision and mission shared by the participants*). Every participant expressed great hopes for a successful gender and ICT outcome for the project and identified critical roles they plan to play and contribution they will make in order to achieve their visions.

As this is an action research project undertaken particularly for its learning objectives, the monitoring and evaluation component is very important and needs to be integrated from the very onset of the implementation. It was decided that a combination of methodologies will be used to study the project (participatory action research, PAR, outcome mapping and Gender Evaluation Methods, GEM). The research consultant asked for the reports of the earlier study done by ARDA in Gwagwada to enable him check for gaps that should be covered during the baseline/formative study. The TFD consultant stated that she would wait for the outcome of the baseline /formative research in order to identify community-based performing groups for possible collaboration on that part of the project.

After a session of questions and discussions, the team drew up a work plan in order to know "who does what and at what time" bearing in mind the seasonal farming calendar for community women farmers. (*See attached work plan*).

It was impressed on the group that this would be a fast-paced project for which everyone must be ready to work hard and fast, keeping the timelines in mind. The mid-project report is due by July, 2009 and the final report is before November, 2009. Reports will be both narrative, audio-visual and financial including original receipts. In this regard, a video camcorder was left behind with the zonal staff for recording with permission community activities. Mrs. Phido downloaded the FOSS audio recording/editing suite, "Audacity" and shared with the zonal staff.

The Radio representative (who is a director of KSMC) invited ARDA staff to guest on a Saturday morning TV show to talk about the project. Binta and Seember were mandated to plan with her for a suitable date perhaps close to the launch of the TFD and radio

programs. She also advised ARDA to plan an advocacy visit to the Radio station's management to intimate on the laudable objectives of the project in order to elicit their support for a one hour prime time program in Gbagyi at a reduced airtime rate. She also suggested a producer that she felt would be ideal for the program who is Gwari.

After a group photograph and lunch, a participant from the community led closing prayers and the meeting ended with promises that the report and contact list will be made available in the next few days while the research consultant will plan the baseline.

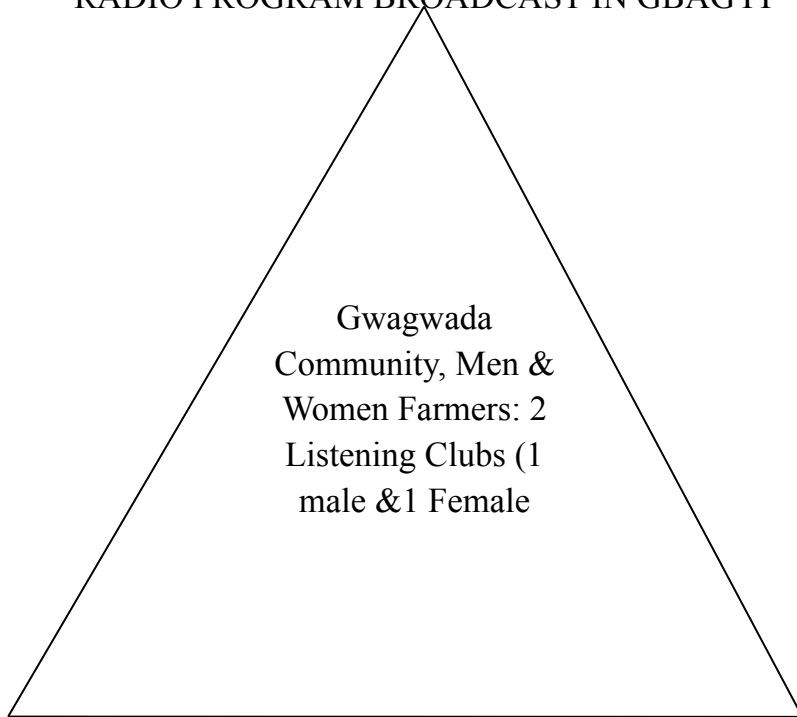
PROGRAM STRATEGY DESIGN

RADIO PROGRAM BROADCAST IN GBAGYI

Gwagwada
Community, Men &
Women Farmers: 2
Listening Clubs (1
male & 1 Female)

Cell phones

TFD



Work plan/ Milestone

ACTIVITIES	WHEN
Inception	Done, On going
Contact extension workers and orientate them on project	Start immediately
Participatory need assessment & contract. Radio station requirement	Start immediately (March)
Baseline Study	March
TFD	April –on going
Start up- listeners' clubs	April, continuous
Start up –Radio broadcast	July
Training community women to use cell phones and generating income from the cell phone	April/May
Record voices of community women for the radio program	April – to end of broadcast
For learning, video tape and take photos of all the process(Both community & Studio)	Throughout the project
Courtesy visit to radio station by community members, ARDA team and a Gbagyi producer	April/May
Evaluation	October/November
Documentary production and dissemination to Donor, partners and community.	November

Participants Expectation of the inception meeting:

- A well laid plan for the project
- Maximum cooperation from all the stakeholders
- My expectation from this meeting is that we should be able to come up with a workplan that is achievable within the stipulated period
- Build a strong relationship for future development
- I wish that there shall be well and adequate
- I will like to know more about gender in ICTs for agricultural and rural development in Gwagwada. Also find ways to address these issues as it affect the farmers' livelihood
- A solid partnership is formed
- Everyone desires to put in their best for the success of the project
- Get acquainted further with the project goals and objectives
- Get enlightened about my specific role in relation to other participants
- To get familiar with the project
- Know the evaluation requirements /areas
- Have insight into the expected outcome
- I am expecting to be well orientated so that I will be well organize to feed my follow people in the rural area at Gwagwada in Chikun local government Kaduna State.

List compiled from participants' Visions:

- At the end of the programme I believe that our community will achieve a lot, it will much to be self reliance to have more productive, educated and eradicate poverty and also increase in knowledge in gender issue
- My vision is to see the women farmers in Gbagyi make a choice to be heard
- Based on the objective of this programmme, I am convinced that if implemented, my community people can greatly benefit and there shat be a great change particularly women that are living in bondage. Therefore I am encouraging the organization to do the best to reach the rural areas because of their positive idea
- A community, Gwagwada where women cooperate to sell their stuff and improve their well-being in terms of happiness and prosperity. Readiness to learn new positive ideas.
- I hope to see the women and men in the focal community use the available technology and information for their development.
- To see how gender can be balanced as a means of moving the society forward.
- The community gets informed about participatory communication.
- Life of women less burdensome but more productive.
- Men to be more gender sensitive
- After the project I wish to see the women farmers in Gwagwada would be able to use the information and training given to them appropriately. They should be able to have a voice and also being able to use and own phone send information anytime the need arises from the right channel.

These are the mission statement shared by the participants

- Expose them to radio
- Ensure that programs produced are aired at the appropriate time.
- Ensure that producer of the programme keeps track of women participating in RLGs in the community
- Ensure that relevant specialist are brought into the programme to answer, questions from community members
- Ensure that the programme is trailed before the day of broadcast
- Through participatory discussion with the women in question. And actively participating in all the achieve that will lead us to achieving the desired dreams. This involve in training exercise
- Through participatory theatre skills, I will put at the disposal of the community communication strategies for participatory development. Gender balance as a specific goal will be targeted in communication
- My contribution will be my time and expertise in radio production. Also share any information concerning ICTs with the community.
- Translate their present lifestyle and my vision in a drama that would cause the community to reflect and kick start the change process
- The only means to share what I have acquire is to enlighten my fellow members by either practicing it myself or by making face to face contact with people to insight the importance of this programme and its achievement. Giving advice to work hand in hand irrespective of gender issue.
- My involvement is in the area of monitoring the activity to make sure that the objectives of the project are realized. It will be interesting to evaluate whether we have left the community better than we met it before the project intervention.

LIST OF PARTICIPANTS

PROJECT TITLE: Majalisar Mata Manoma

ACTIVITY: Inception Meeting

LOCATION: Kaduna State

DATE: March 17, 2009

NOS	NAME	ORGANIZATION	CONTACT
1	Hon. Yahaya	Gwagwada community member	08036823856
2	Hon. Habila Inusa	Gwagwada community member	08066160925
3	Mrs Lami Umaru	Gwagwada community member	Nil
4	Dr. Sola Adeyanju	Mass Communication department, Ahmadu Bello University, Zaria (Consultant Evaluation)	08034507660
5	Dr. Elizabeth Nyager	Theatre Art department, University of Jos (Consultant Theatre for Development)	08037010702
6	Binta Ibrahim	ARDA, Production officer North.Kaduna	
7	Comfort Tamani Yusuf	Kaduna State Broadcasting corporation (KSMC) (Director)	080233082920
8	Data Phido	ARDA, Lagos	08033151790
9	Mojisola Sobodu	ARDA, Lagos	08023026629
10	Seember Nyager	ARDA, North Kaduna	08029455583

