FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. <u>Please answer the questions as fully and concisely as possible to help us learn about your completed project.</u> The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	Enhancing access to mobile phone and internet based information services for rural population in Northern Uganda
1.2 Project Reference Number: (as in the Agreement)	1528
1.3 Full Name of Organisation:	Pagak Ker Kal Kwaro Development Trust
1.4 Country:	Uganda
1.5 Full Postal Address:	64 Lagony Road, Layibi Division, P.O.Box 42 Gulu
1.6 Physical Address:	Pagak Village, Amuru Town Council, Amuru District, Uganda.
1.7 Contact Person:	Mr. Justine Binyi- Coordinator
1.8 Telephone:	+256775383771
1.9 Fax:	N/A
1.10 E-mail:	justin.binyi@gmail.com
1.11 Website:	N/A
1.12 Period the project was implemented: (from month/year to month/year)	July 2011 to July 2012

2. OUTCOMES AND IMPACT

2.1 **What was the project's long-term goal?** The project's long term goal was the integration and promotion of strategic and innovative use of ICTs for sustainable development with a focus on reaching out to rural farmers in Pagak village in Amuru district in Northern Uganda.
2.2 What was the project's immediate purpose and to what extent was it achieved?
The immediate purpose was: - To provide the community with regular and timely access to market information via communications networks which would help rural farmers make astute decisions about where and at what price to sell their produce, what crops to plant and where to buy inputs,   - To provide the community with access to financial services through mobile money transaction as a simple, trusted way to receive, keep, and send money between individuals through mobile phone as a banking service, and

- To increase the community's social communication - keeping in touch with friends and family, and interaction through phone-ins to FM radio stations using mobile phones

To what extent was it achieved?

To a great extent, the purpose of the project was achieved. A community village information centre was opened, and equipped with 2 computers, with internet connection, local and international newspapers and journals. Mobile money services are available, through an MTN Mobile Money outlet, furnished with telephone and other accessories. 100 rural farmers in Amuru village were trained and registered with the information centre, to access information related to agriculture: marketing of produce, accessing quality inputs and quality control. 100 farmers were registered to use Mobile Money services as a medium of saving, sending or receiving money. 10 volunteers were trained to work at the Village Information Centre, as managers and operators to collect agricultural related information from the internet, print media, mobile phones, radio programmes and to transmit through computer to farmers' mobile phones. 100 farmers were trained to access information on development initiatives from government. The outcome has been an increase in household income and vulnerable women and men boys and girls of Pagak village have been empowered by enhanced communication, as they are more informed and this has boosted their self-worth.

2.3 To what extent were the expected outcomes and outputs achieved?	
Expected outcomes and indicators 1. 1 Community Village Information Centre fully equipped established in Amuru village, in Amuru district. 2. 100 rural farmers in Amuru district trained and registered with the Information Centre, to access agricultural related information delivered on their mobile phones 3. 100 community members registered to use Mobile money services 4. 10 Community volunteers trained as managers and operators to collect agricultural related information from the internet, print media, mobile phones, radio programmes and to transmit through computer for farmers to their mobile phones. 5. 100 farmers trained to access information on development initiatives from government. **Expected outputs and indicators** 1. 1 Village Information Centre established as evidenced by the equipment and infrastructure in place for operation of Centre. 2. 10 volunteers have their capacity as Centre operators enhanced, are operating the information centre. 3. 500 farmers with knowledge to access information from their phones, accessing agriculture-related information.	**Achieved outcomes (disaggregated by sex)** 1. 1 Community Village Information Centre fully equipped established in Amuru village, in Amuru district. 2. 100 rural farmers (65 men and 35 women) in Amuru district trained and registered with the Information Centre, to access agricultural related information delivered on their mobile phones 3. 100 community members (60 men and 40 women) registered to use Mobile money services 4. 10 Community volunteers (7 men and 3 women) trained as managers and operators to collect agricultural related information from the internet, print media, mobile phones, radio programmes and to transmit through computer for farmers to their mobile phones. 5. 100 farmers (65 men and 35 women) trained to access information on development initiatives from government. Expected outputs and indicators **Achieved outputs (disaggregated by sex, if applicable)** 1. 1 Village Information Centre established as evidenced by the equipment and infrastructure in place for operation of Centre. 2. 10 (7 men and 3 women) volunteers have their capacity as Centre operators enhanced, are operating the information centre. 3. 500 farmers (371 men and 129) with knowledge to access information from their phones, accessing agriculture-related information.

2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.

As a result of increased information exchange and communications, Amuru farmers were able to mobilise and form an umbrella farming organization called Amuru Joint Production and Marketing Association under which they have subsequently benefited from World Food Program's Purchase for Progress (p4p) initiative that supported the construction of a multi-million Satellite Collection Point in Amuru District to link Amuru farmers to better markets. Located along Gulu-Amuru Road in Amoikoma Parish, Amuru Town Council. The multi-million farmer's store was handed to the farmers in September 2011 as a collection point where association members store their agricultural produces after every harvest. The store was also constructed as a contribution to Peace, Recovery and Development Plan (PRDP) for Northern Uganda, and also to act as an informatory point where farmers and community members of Amuru will use to access current information on market prices and other agricultural information.

2.5 If you observed any **unintended positive outcomes arising from the project**, please describe.

The formation of Amuru Production and Marketing Association, an umbrella association of farmers is a landmark in the community of Amuru as well as the wider Northern Uganda. Besides, the association has launched an input credit scheme to provide soft loans to its members as a means to increase member's agricultural activities for better collection in the store. To be eligible for the loan, a member must have a minimum of 2 bags of any agricultural produce in the collection store, the member must also develop a work plan and budget showing how the money will be invested, after delivering the work plan with budget to the store, the member is visited by loan committee to approve the quantity of land that member wants to use. The loans are accessed by members engaged in crop production only.

Amuru farmers' store is called Satellite Collection Point because the information and activities of the collection point is uploaded online by World Food Program (WFP) in collaboration with Action Against Hunger (ACF) and it is updated regularly to allow potential buyers or companies get detail information about the association and the various agricultural produces that the association has in the store so that they can link with them direct. The online updates of association activities are motivating several big companies to contact the association.

2.**6 If you observed any negative outcomes arising from the project, please describe**.

N/A

2.7 **Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?**

The use of mobile phones for information exchange and communication will increase agricultural income in the community. Farmers equipped with information will have a stronger bargaining position within existing trade relationships, in addition to being able to seek out other markets. Mobile phones seem to influence the commercialization of farm products. Subsistence farming is notoriously tenuous, but smallholder farmers, lacking a social safety net, are often highly risk averse and therefore not very markets oriented, and are often cheated by unscrupulous middlemen. An earlier study from Uganda found that market participation rose with mobile phone access (Muto and Yamano 2009). Mobile phones will serve as the backbone for early warning systems to mitigate agricultural risks and safeguard agricultural incomes in Amuru.

Specifically, the project will have the following long-term impact:

  a) Making Agricultural Marketing More Efficient: farmers in rural Uganda seldom have sufficient market information which gap exposes the farmers to exploitation by middlemen. Thus, information circulation/exchange will give rural farmers in Amuru a strong bargaining position. Mobile phones, in addition to other ICTs, will inform both producers and consumers of the prices offered for agricultural products in various locations.
  b) Lowering the Costs of Information: use of mobile phones will improve agriculture by improving access to information and making it less costly to obtain. In many rural areas, the arrival of mobile coverage is a radical change in the nature of the information ecosystem. It is thus a necessary step
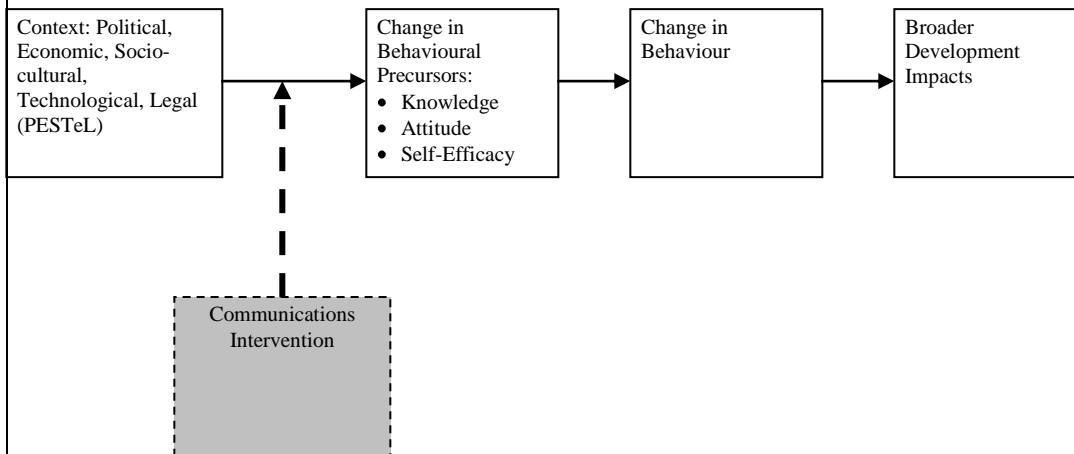
toward access to knowledge of agricultural needs, weather forecasts, markets and modern farming techniques.

c) Reducing Transport Costs: Mobile phones will help users to substitute phone calls for travel. Where safety standards are minimal, roads are in disrepair, and distances are great, substituting phone calls for travel reduces farmers' time and cost burdens. Time savings are important for agricultural households, because many crops have extremely time-sensitive and labor-intensive production cycles. In combination with improved rural roads, ICT will encourage larger truck-traders to visit harder-to-reach areas, connecting rural and urban areas.

d) A Platform for Service Delivery and Innovation: Traditional agricultural extension agents are increasingly being outfitted with mobile phones through programs to increase their effectiveness by networking them to knowledge banks. Extension can reach more clients through mobile-based learning platforms—textual or richer platforms, such as video—that provide tips to farmers to improve agricultural skills and knowledge.

2.8 What methods did you use for assessing outcomes and impact?

A communications-for-Development model was used to assess the impact and outcomes of the project. This method conceptualises a clear and direct relationship between the information communicated by the project, and changes in development-related individual behaviour. Mainly undertaken using a positivist, survey-based approach that requires identifying users who have different levels of exposure to communicated information.

The Framework for outcomes/impact assessment takes the format below:

| Context: Political, Economic, Socio-cultural, Technological, Legal (PESTeL) | → | Change in Behavioural Precursors:
• Knowledge
• Attitude
• Self-Efficacy | → | Change in Behaviour | → | Broader Development Impacts |

Communications Intervention

Problem identified	Communication intervention (outputs)	Outcome	Impact
information and financial service needs of rural population in Northern Uganda particularly women farmers through ICT technology in the form of mobile phone and internet based services	1. 1 Village information Centre established	1 Community Village Information Centre fully equipped established in Amuru village in Amuru district	Increased agricultural production and marketing of agricultural produce
	2. 10 volunteers have their capacity as Centre operators enhanced	10 volunteers (7 men and 3 women) trained as Centre operators operating the information centre	Increased agricultural production and marketing of agricultural produce
	3. 500 farmers with knowledge to access information from their phones	500 (371 women and 129 men) farmers accessing agriculture related information on their mobile phones.	1. Information distribution channels developed 2. Partners for Centre created
	4. 500 farmers registered as mobile money users	500 farmers using mobile money services to send, receive and save money on their mobile money accounts	Enhanced money savings among farmers, sending and receiving money using mobile money service.

2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

Direct beneficiaries of the project are:
1.Rural women and men small farmers in Pagak in Amuru district who wish to receive information on their mobiles
2. Rural women and men small farmers in Pagak Amuru district who wish to access mobile money services
3. Urban people who wish to send money to relatives in the rural areas
Indirect beneficiaries included:
1. Government and development partners
2. the World Food Program
3. other Non Governmental organisations involved n development work in Amuru

2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.

This Information Centre will be sustained by the growing local involvement of farmers, support from the networks farmers now boosted by the formation of the Amuru Production and Marketing Association and the Satellite Collection Point in Amuru District to link Amuru farmers to better markets; all of which have brought information sharing to the centre of farmers' activities in Amuru. Indeed farmers are involved in voluntary operation of the centre, as they are directly benefiting from the centre. The mobile money service generates profits that cater for the maintenance of the overhead costs of the centre and will be able to sustain the centre as a going concern.

2.11 What has been the most important change brought about by the project and what is the key evidence for this change?

The Project kick-started the ICT driven rural agriculture campaign that saw the formation of the Amuru Joint Production and Marketing Association and the Satellite Collection Point in Amuru District to link Amuru farmers to better markets; it opened a new chapter of farmers' interconnectivity across northern Uganda, with information sharing and collective marketing as the key to recovery from poverty and ignorance.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.

Planned activities	Actual activities	Explanation of change
1. Survey of agricultural marketing needs	1. Survey of agricultural marketing needs	N/A
2. Assessment of obstacles to using ICT including	2. Assessment and Addressing of obstacles to using ICT including	*This was applicable to women in the community. The two issues were literacy requirements and mastering the use of mobiles and introduction to IT for those interested*
3. Tabling for adoption to the Chief's Council project proposal	3. Tabling for adoption to the Chief's Council project proposal	N/A
4. Formation of a Steering Committee	4. Formation of a Steering Committee	N/A
5. Forming alliances with organizations to work with	5. Forming alliances with organizations to work with	N/A
6. Designing Services and Programmes	6. Designing Services and Programmes	N/A N/A

7. Equipment Acquisition 8. Recruiting volunteers to train to manage and operate Centre 9. Recruiting, registering and training project participants	7. Equipment Acquisition 8. Recruiting volunteers to train to manage and operate Centre 9. Recruiting, registering and training project participants	N/A N/A

3.2 How did the beneficiaries react to the programme activities?
As a source of agriculture-related information, the Centre appealed to the rank-and-file in the community, since agriculture is a lifeline of the over 80% of the population. As a daily occupation, agriculture helps the people in the community to meet their livelihood needs, including food and income. Ready access to information has enabled farmers to organise themselves into a farmers' association and to access viable markets from agencies such as the World Food Program. Information and communications exchange keeps farmers upbeat in the new drive to boost agricultural production and household income in the community.
If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries. **N/A** The project was principally agricultural-related information services provision, and promotion of m-banking services
3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.
1. This project is currently being managed/run by volunteers.

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.	
Political:	Formation of farmers' association has given the community commendable leverage to engage the government and other agencies in service delivery and community participation in decision making.
Social:	Formation of farmers' associations, collective marketing, a social network of information and communications sharing.
Natural environment:	No observable change yet

5.2 To what extent is the project still relevant in the present-day context? Please explain.
The success of rural development depends on availability and effective use of relevant information in daily activities. Sharing this information serves socially as a binding thread among people in rural communities. Conditions in Northern Uganda are still hard because of absence of physical infrastructures and social amenities such as road network, electricity, social centres. This project was important as one of its objectives was improve incomes of small-holder farmers by better marketing information. Once we have shown this initiative to be successful in one village, it can be scaled and more people can benefit

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

The support received from WACC has certainly placed us in a better position to lead on other initiatives. Its project delivery quality depended critically on the quality of staff and volunteers. This means human resources is at the top of our organization's capacity building priorities. The funding enabled us to train, make use of, and retain volunteers. Secondly, systems and Infrastructure we have put in place can now be used for more initiatives

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?
Some lessons learnt: 1. It was discovered that a lot more people were eager to participate in the programme, a lot more than the pilot project had planned for. Most of the trainees and volunteers realised that so many things went wrong in their communities due to ignorance. 2. It was realised a larger capacity of information and communications technology infrastructure of computers, internet connectivity, and availability of local and national newspapers are desired to meet information needs in the wider Northern Region 3. An enhanced ICT intervention is essential in bringing Northern Uganda in the recovery process and linking it economically with the rest of the country.
7.2 What challenges and difficulties were encountered, and how did you address them?
Some challenges and difficulties 1. Poor and unreliable internet service. This was partly met by subscribing to two different Internet service Providers 2. The Mobile Money Service was on and off, due to unstable service by the service provider. This challenge has been more difficult to work. We have appeled for an improvement and we now see a more reliable service countrywide 3. Most farmers faced communication problems arising from illiteracy in English and computer use. More time was devoted to training of farmers in these two areas of difficulty
7.3 Did the project have any impact on gender equality issues?

Gender equality issues
1. Many women realised that for them to be effective leaders in the community and economic development activities they need to learn to use a range of communication technologies for personal, family, business and networking purposes
2. Women felt they were empowered by :
  (a) gaining access to new and useful agricultural and marketing knowledge and information
  (b) acquiring new skills, abilities, confidence and competence by use of ICT

7.4 What further work needs to be carried out or follow up steps taken, if any?

- advocacy to promote model of service
- integration with mainstream services
- service fees structure and additional support funding

Bulking produce and secure storage requirement is currently being considered by ACF Uganda which has recently erected a number of depots in rural areas.
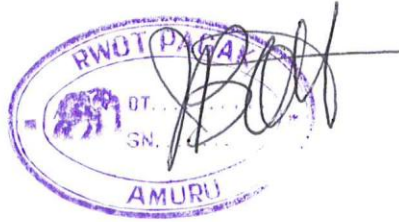
7.5 Other comments, if any.
N/A
7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.
Photos embedded in a separate 'End of Project Report'.

Name and position of person submitting the report.
Justin Binyi- Project Coordinator

Signature:

Date: 30-10-2012