

 <p>Food, Agriculture and Natural Resources (FANR) Directorate SADC Secretariat</p>	<p>Implementation and Coordination of Agricultural Research and Training in the SADC Region (ICART)</p>	 <p>European Union 9th EDF</p>
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Back to Office Report

**Workshop on the Development of an Agricultural Information,
Communication and Knowledge Management (AICKM) strategy
in Agricultural Research & Development (AR&D) at national
level**

SWAZILAND

Ezulwini Valley, Swaziland
31 May – 3 June 2010

K.J. Bheenick

BACKGROUND INFORMATION:

A series of national workshops have been envisaged in the SADC Member States as part of the process to initiate reflection at national level on the need for developing strategies for Agricultural Information, Communication and Knowledge Management (AICKM). This follows a couple of regional workshops organised by the ICART project, where the SADC Network of Agricultural Information Managers had developed a method for carrying out these national workshops and provided some guidelines on the development of such strategies. The intention is to create awareness of the need to develop AICKM Strategies at National Level and eventually at Regional level.

Swaziland workshop:

The workshop held in Swaziland was held following data gathering that had been carried out by the local organizing team. The meeting was also held in conjunction with the Technical Centre for Agricultural & Rural Development (CTA). The workshop was planned over 4 days, as per the attached programme, which combined the activities supported by the CTA and the ICART project.

Following the presentations on the approach to agricultural information management at the SADC level, including the use of the AIMS portal, participants started the process of carrying out the stakeholders information needs assessment using the matrix designed for that purpose. The following day, an afternoon session was held to provide hands-on experience with some of the web-based tools available to facilitate information exchange in the region. The Internet connection was very slow, but participants were nevertheless exposed to the tools through the use of videos, to supplement the hands-on sessions. On the third day, the process of identifying components of the AICKM Strategy was started and on the final day, participants were able to have a first outline of the AICKM Strategy Document, which would be refined through follow-up meetings both using electronic means as well as face-to-face meetings.

The Swaziland team also made presentations of the results of previous studies carried out in the country. These complemented the work being done in the context of the AICKM strategy development. The members of the Swaziland Agricultural Information, Communication and Training sub-sector Network (Swaziland-InfoNet) constituted an editing team to oversee drafting of the AICKM Strategy document and allocated responsibilities to members present to draft different parts of the document and post these on the discussion forum provided.

The documents attached to this report describe the programme and the outputs of the workshop.

Conclusions:

The meeting provided an opportunity to the ICART project to backstop the National Focal Point and members of the SADC ARD Information Managers Network in leading efforts to develop the national AICKM. The collaboration with the CTA in this context was also a good example of how projects being implemented in the region, with proper coordination, can complement each other for the benefit of the Member State. This was seen as a useful way to link up the CTA as a potential source of funds to follow-up meetings that may be held in Swaziland.

Participants were able to better appreciate the roles of their institutions and themselves in the process of facilitating agricultural information exchange.

The discussion forum created for the Swaziland-InfoNet is hosted on the AIMS portal. It can also be accessed at:

<http://dgroups.org/groups/SADC-AIMS/ARD/swz-aginonet>



**National Awareness Seminar on the Value and Role of Information and
 Communication Management in Agriculture and Rural Development &
 Workshop on the Development of an Agricultural Information,
 Communication and Knowledge Management (AICKM) strategy in
 Agricultural Research & Development (AR&D)
 31st May – 3rd June 2010. Happy Valley Resort, Ezulwini Valley, Swaziland**



DAY 1	
Monday 31st May 2010	
Opening Session	OFFICIAL OPENING SESSION
08:30 – 09:00	Registration of participants
09: 00 – 09:30	<p>Welcoming Remarks and Introductions: Mr Thembumenzi Dube: National Focal Person</p> <p>Remarks by Mr Krishan Bheenick, SADC/ICART Information, Communication and Training Officer</p> <p>Ms. Christine Webber, Senior Programme Planning Officer, Technical Centre for Agricultural and Rural Cooperation(CTA)</p> <p>Official Key Note Address; Principal Secretary; Dr Robert Thwala</p>
	SETTING THE STAGE
09:30 – 09:35	Review of Workshop Objectives, Approach & Expected Outcomes – Ms Bonisile Dlamini; Editor/Information and Communications Officer
09: 35 – 10: 10	The SADC approach to Information, Communication and Knowledge Management in Agricultural Research & Development - Mr. Krishan Bheenick, ICART Project, SADC Secretariat
10:10 – 10:30	Tea Break
Session 1	Findings of Information Needs Assessments in Swaziland and the AICKM Methodology
10:30 – 11: 00	Findings of the Needs Assessment Study and Priority-Setting Exercise for Swaziland & Southern Africa: Zilole Phiri
11:05- 11: 20	Swaziland Agriculture Information Sub-sector: a brief overview:Mr Donald Hlophe; Senior Agriculture Information Officer
11:20 – 11:45	Discussions
Session 2	Agriculture Information and Communication Management,
11:45- 12: 15	Why Do an ICM Strategy? Ms. Christine Webber, CTA
12:15- 12:30	Information and Communication Management, Monitoring and Evaluation
12:30- 13:00	Discussions
13:00 – 14:00	Lunch Break

Session 3	
The SADC AIMS and web-based collaboration tools to facilitate information sharing	
14:00- 14: 15	The SADC Agricultural Information Management Information System (AIMS) and web based tools to facilitate networking and collaboration – Mr. Krishan Bheenick
14:15-14:30	CTA Services and Products: Ms Christine Webber, CTA
14.30 – 15:00	Discussions
Session 4	
Refining the Stakeholders Information Needs Assessment	
15:00 – 15:15	Introduction of the use of the Information Needs Analysis matrix – K Bheenick
15:15 – 16:00	Group work to review the context and content of the matrix. Stakeholders both as producers and users of information
16:00- 16:30	Group work continued; Data capture in electronic document
16:30	End of Day 1 and Tea Break

DAY 2	
<i>Tuesday 1st June 2010</i>	
Session 4	
Validation of Information Needs by Stakeholders	
08:30 – 10:30	Plenary sessions to validate the completed matrix, to serve as the basis for communication and information exchange
10:30 –10:45	Tea Break
10:45 – 12:00	Finalising the Matrix
Session 5	
AICKM Strategy development	
12:00 – 13:00	Review of the linkage between the matrix and the method for developing the AICKM Strategy; Creation of work groups to address parts of the AICKM Strategy
13:00 – 14:00	Lunch Break
Session 6	
Parallel Web2. tools and AICKM Strategy Development (2 groups)	
14:00 – 15:30	Group work on the AICKM strategy development Parallel hands-on session on Web2.0 tools (Dgroups, Wiki; RSS feeds)
15:15 -15:45	Tea Break
15:30 -17.00	Continuation of group work; Drafting of AICKM sections by groups Parallel hands-on session on Web2.0 tools (Dgroups, Wiki; RSS feeds)
	End of day 2

DAY 3		Wednesday 2nd June 2010
Session 7	Establishing the first draft of the AICKM Strategy	
08.30- 10.30	Plenary on the 1 st draft of the AICKM Strategy; Identification of gaps	
10.30 – 10.45	Tea Break	
10.45 – 13:00	Further group work on the 2 nd draft of the AICKM Strategy	
13:00 – 14:00	Lunch Break	
Session 8	Plenary session on Web 2.0 tools	
14:00 – 15:00	Viewing of videos on Web2.0 tools; general discussions on applications of Web 2.0 tools for information exchange	
15:00 – 15:15	Tea Break	
Session 9	Plenary session on review of 2nd Draft of AICKM Strategy and Matrix analysis	
15:15 – 16:30	Plenary session followed by group work to refine	
16:30 – 17:00	Compilation of 2 nd Draft AICKM report	

DAY4		Thursday 3rd June 2010
Session 7	Refinement of the draft of the AICKM Strategy	
08.30- 10.30	Plenary on the 2 nd draft of the AICKM Strategy; Identification of gaps	
10.30 – 10.45	Tea Break	
10.45 – 13:00	Further groupwork on the 2 nd draft of the AICKM Strategy	
13:00 – 14:00	Lunch Break	
Session 8	Planning and costing the implementation of the AICKM Strategy	
14:00 – 15:00	Establishment of the write-up team: mode of operation of the to complete the process within an agreed schedule, Discussions on the means of implementation of the Strategy (short-term, medium term)	
15:00 – 15:15	Tea Break	
Session 7	Way forward to complete the AICKM Strategy Document	
15:15 – 15:45	Presentation by each stakeholder of actions he/she will be undertaking to contribute to the conclusion of the draft national strategy. Facilitation by the electronic networking tools. Establishment of mechanism to endorse the draft strategy. Sharing of the draft document among stakeholders	
15:45 – 16:00	Closing remarks by CTA and SADC Secretariat and Hosts	

Extracts of the CTA Information Needs Assessment – Swaziland Report

Information need not satisfied	Institution not satisfied
Current statistics on employment, commodity prices, cost of living,	CANGO
Government policies on gender issues	CANGO
Community development	CANGO
Civic Information	CANGO
Gender issues	CANGO
Farm problems	MOAC
Non-farm livelihoods	MOAC
Agricultural/development networks	MOAC
Post harvest technology	MOAC, NAMBOARD
Crop variety	MOAC, NAMBOARD, SFDF, FINCORP
Packaging	MOAC
Waste utilization	MOAC
Patents	MOAC
Industrial profiles	MOAC
Integrated pest management	MOAC, SFDF
Information need not satisfied	Institution not satisfied
Grading systems	MOAC, NAMBOARD
Identification of markets	MOAC, NAMBOARD, FINCORP, SFDF
Credit and micro-credit	MOAC, FINCORP, SFDF
Crop insurance systems	MOAC
Application of technology in extension	MOAC, SFDF
Participative methodologies	MOAC
Conferences and meetings	NAMBOARD, SNLS, UNISWAFoA
Development and funding programmes	NAMBOARD, SBIS, SWAZICAN, UNISWAFoA
Quality assurance	NAMBOARD, SFDF, SWAZICAN
Market data	MOAC, NAMBOARD, FINCORP, SFDF
Management of information within Organization	NAMBOARD, SBIS, SFDF, SNLS
Equipment sourcing and availability	SBIS, SFDF, SNLS, UNISWAFoA
Market intelligence	NAMBOARD, SFDF, FINCORP, MOAC,
Market research	FINCORP
Editing reports/manuals	MOAC, SFDF

SWAZILAND AICKM STRATGY

(Draft version 2 of 03/06/2010)

INTRODUCTION (Group 1: Mncina & PJ)

What is Agricultural Information, Communication & Knowledge Management?

- It s a Technical Logical System for collecting, processing, dissemination sharing and storing the information (agriculture related).
- Various tool are required for effective sharing and dissemination of information such as website, phones etc.
- AICKM involves various stakeholders such as farmer's association institutions, NGO's etc.

Why store information and knowledge.

- To be easily access by the different stakeholders and also for future use.
- Preservation for future use
- It also helps in minimizing the duplication of effort by the different stakeholders.

Qualities of knowledge sharing platform.

- It must be accessible universal, user friendly, up to date and factual.
- It must systematic and allows two ways communication.
- Stakeholders with different disciplines should be represented.

BACKGROUND TO THE AICKM STRATEGY

(Group2: Happiness Mabuza and Sifiso Fakudze)

Policies supporting AICKM at regional level

- SADC protocols on ICT, agriculture, fisheries, natural resources, scientific research, trade.
- COMESA protocols, agriculture, fisheries, natural resources, trade, research and ICT

National Level Policies

1. National Development Strategy

The National Development Strategy (NDS) is a long term development strategy crafted by the Government of Swaziland in 1999 to guide strategic socio-economic development of the country over a 25 year period. The vision and objective of the NDS proclaims that:

“By the year 2022, the Kingdom of Swaziland will be in the top 10% of the medium human development group of countries founded on sustainable economic development, social justice and political stability.”

The implementation is structured into 3-year rolling development plans, incorporating projects envisioned in the NDS. The NDS is intended to inspire and direct socio-economic development of the country up to 2022. The vision of the agricultural sector as expressed in the NDS is about the development and implementation of strategies for food security enhancement, drought mitigation, poverty alleviation and sustainable use of the country’s natural resources. It focuses on improving water availability for both socio-economic and economic productivity. The NDS also provides an overall development framework for the agricultural sector to contribute immensely in the development of the country.

2. Poverty Reduction Strategy and Action Plan

The Poverty Reduction Strategy and Action Plan (PRSAP) is a policy document whose implementation is highly dependant on the performance of the agriculture sector. It includes policies and action programmes that ensure that growth is participatory and inclusive and takes place through greater and equitable access to productive assets in order to increase the efficiency of individuals. Its overriding goal is to reduce poverty by more than 50% by 2015 and then ultimately eradicate it by 2022, in line with the vision of the NDS. It further seeks to reduce income deprivation, malnutrition, vulnerability to ill-health and preventable diseases, illiteracy, isolation, poor shelter, voicelessness and external shocks.

The policy objective is to create an environment that will empower the poor to participate actively in uplifting their standards of living by taking advantage of existing and future opportunities. Central to this is the transformation of the agricultural sector, structural reforms, investing in the lives of the poor to reduce their risks and vulnerability and restructuring the public expenditure pattern.

3. National Environment Policy

The National Environment Policy is one of the policy initiatives that were identified by the Swaziland Environment Action Plan (SEAP) process. As such, most of the policy statements in it were derived from the SEAP document. The policy is related to the Comprehensive Agriculture Sector Policy. The policy is based on four principles:

- a. Responsibility for environmental conservation;

- b. How people interact with the environment and use it;
- c. The environmental rights of individuals; and,
- d. The wider context of sustainable development.

The formulation of the National Environment Policy is geared towards promoting the enhancement, protection and conservation of the environment to attain sustainable development.

4. Comprehensive Agriculture Sector Policy

The Comprehensive Agriculture Sector Policy (CASP) focuses on the contribution of the agriculture sector to the realization of the country's aspiration of the Vision 2022 and to the achievement of national development goals of the NDS. The goal of CASP is, therefore, to ensure that the agriculture sector contributes fully to the socio-economic development of the country. The broad objective is to provide clear guidance on policy options and measures necessary to enhance sustainable agriculture sector development and its contribution to overall economic growth, poverty alleviation, food security and sustainable natural resources management. Specific objectives set to be pursued by CASP:

- a. To increase agricultural output and productivity;
- b. To increase the earnings for those engaged in agriculture by promoting adoption of diversification and sustainable intensification and use of appropriate technology;
- c. To enhance food security;
- d. To ensure sustainable use and management of land and water resources; and,
- e. To stabilize agricultural markets.

5. Livestock Development Policy

The Livestock Development Policy (LDP), adopted in 1995, promotes the commercialisation of the livestock sub-sector and achievement of an efficient and sustainable livestock industry contributing to economic development. It advocates the development and promotion of smallholder livestock enterprises, entrepreneurship and formation of community livestock groups, as the main vehicle for development. The policy objectives relate to improving the national herd and animal health, nutrition, meat hygiene standards, marketing, processing industries, commercialisation and promotion of entrepreneurship, range management, research, legislation and communication. Proposed strategies for achieving these objectives focus on improving and strengthening livestock extension, raising off-take levels and quality of livestock, maintaining good range and pasture management practices, ensuring adequate research, raising livestock nutrition levels, developing competent manpower, guaranteeing meat hygiene standards and sanitary requirements, preventing diseases through animal health care, developing appropriate legislation and cattle branding.

6. National Rural Resettlement Policy

The guiding vision of the National Rural Resettlement Policy (NRRP), which was adopted in 2003, is to establish a durable, practical and participatory framework for the planning and sustainable management of land, and the appropriate application of resettlement strategies in rural Swaziland, in order to increase agricultural production, promote the sustainable utilisation of natural resources and improve livelihoods. Policy objectives focus on transparent, orderly, legitimate and equitable land allocation in both social and legal contexts, fair compensation and appropriate treatment of displaced and other people affected by resettlement, and an effective legislative framework for resettlement, resolution of land disputes and sustainable land management. In addition it emphasizes the promotion of optimal and sustainable land use and the identification of suitable land use strategies for local communities and their full participation and involvement. In essence this

policy addresses issues regarding the improvement of land uses and national economic growth through rural resettlement.

7. Draft National Land Policy

The guiding vision for the land policy is *“to maximise benefits to the entire society from land on a sustainable basis”*. It aims to provide guidance on sustainable land use management; improve productivity, income and living conditions, thereby alleviating poverty. The policy aims at addressing issues of land under-utilisation, inappropriate land use as well as management of grazing areas.

8. Draft National Water Policy

The draft 2007 National Water Policy (NWP) provides guidance to stakeholders in the water sector regarding integrated planning, development and management of water resources, with particular emphasis on the role and responsibility of stakeholders. It seeks to ensure equitable access to water resources by all sectors of society without prejudicing existing users. The policy promotes sustainable water development in the interest of the whole nation and region without abdicating state integrity and responsibility towards neighbouring countries.

9. Draft National Irrigation Policy

The overall goal of the draft National Irrigation Policy is to ensure that the irrigated agriculture sub-sector in Swaziland contributes fully to economic growth and poverty alleviation. It has three specific objectives to:

- a. Optimize the productivity of water in the country’s agricultural sector and broaden the scope for agricultural intensification and diversification;
- b. Establish an irrigation sector institutional landscape characterised by transparent regulation and strong, participatory and/or responsive and accountable institutions in Swaziland; and,
- c. Enhance the structure of the irrigated sub-sector by promoting new public and private investment opportunities for emerging farmers.

*National Information and Communication Policy and Plan

*ICT Policy

*National Food Security Policy

*relevance to AICKM- Agricultural and Information Policies

AICKM in National Institutions in relation to AR&D (How is AICKM reflected in policy documents of institutions?)

(Some stakeholders to send extracts of their institutional documents that provide evidence of this at their)

- UNISWA – Strategic plan and course programmes
- MoA – reflected in policies e.g. CASP,

To still do an environmental scan of documents from institutions- to find out what they have on AICKM

Who are the stakeholders of AR&D

Stakeholder analysis results

- All government ministries
- Academicians - UNISWA
- Development finance institutions – FINCORP, Swazibank,
- Farmers
- Consumers
- Farm Input Suppliers
- Producers of agriculture related information
- Humanitarian agencies
- Farmers' union
- SWASA
- Parliamentarians

Current status of AICKM in AR&D (GROUP 3: Thembinkosi & Patrick)

- ❖ Insufficient agricultural information
- ❖ Not accessible to all stakeholders/ end-users
- ❖ Poor coordination, collaboration and linkages among stakeholders
- ❖ Poor (No) internet access
- ❖ Poor documentation of agricultural information
- ❖ Lack of consultation (One-sided flow of information)

*need to check the matrix and correlate

*SWOT Analysis

Current challenges to AICKM

- ❖ Lack of resources such as computers, internet etc.
- ❖ Incomplete (scattered or fragmented) information. Therefore not meeting individual requirements (needs).
- ❖ Lack of (poor) infrastructure such as Electrical and Telecommunication infrastructure to enable internet use
- ❖ Poor transport to enable access to information sharing platforms (workshops, demonstration sites etc)
- ❖ Poor communication and linkages amongst stakeholders
- ❖ Lack of capacity in terms of human resource and expertise for information dissemination and knowledge management
- ❖ Financial resource limitations

* prioritise, which ones are more critical

Goals of AICKM

- ❖ To improve food productivity and thus food security
 - situational analysis
 - what is the current situation
 - employ SWOT analysis

The need for and AICKM strategy (objectives) -SMART

- ❖ To improve agricultural information dissemination and knowledge sharing
- ❖ To avoid duplication of the information generation process by different organizations
- ❖ To harmonize currently disjointed efforts.
- ❖ Capacity building and mobilization of available resources e.g human resources in order to manage and disseminate knowledge and information respectively

THE PROCESS OF DEVELOPING THE AICKM STRATEGY (METHODS) **(Thembumenzi, Bonisile)**

Establishment of the core team

The Core Team comprises members from agencies and organizations that are involved in agricultural activities. Their main responsibility will be facilitating the stakeholder forums and coordinating the activities to develop the strategy. This will essentially be a small team (max 12 members) and will come from:

Modified this morning

- The Central Statistics Office: Agricultural Statistics Unit
- Ministry of Agriculture: Information Officer
- Department of Meteorological Services
- Ministry of Economic Planning: Agriculture Sectoral Officer
- Ministry of Finance: Agriculture Sectoral Officer
- Ministry of Public Service: Agriculture Sectoral Officer
- The Chairperson: Food Security Consortium
- Ministry of Agriculture: Economic Planning and Analysis Section
- Farmers Union Representative
- Ministry of Information, Communication and Technology: Representative of Director Computer Services
- Ministry of Agriculture: Research
- University of Swaziland: Library Services

*to be corrected

Identification of stakeholders

Agencies and organizations that have a direct and indirect involvement in agricultural activities (entire agriculture value chain) will make up the stakeholders. These can be producers, processors and users of agriculture sector related information. They will come from the sub sectors identified as follows:

- Agricultural marketing, trade and agribusiness development
- Livestock Production and Health
- Research and extension
- Crop production
- Water and irrigation
- Food Utilization and Nutrition

- Fisheries
- Information and communication
- Forestry
- Government Cooperating Partners: UN Agencies-WFP, UNDP, FAO, UNFPA, UNICEF, CTA(EU), SADC/ICART, UNESCO,
- Donor Community: EU, ROC-Taiwan

Information needs assessment of AR &D stakeholders

To establish information needs participatory methods were applied. Desktop review of previous reports where structured questionnaires/interviews were administered to provide guidance on information needs.

Information audits: human resource capacity, databases, agriculture information systems.

Infrastructure audit, computers, internet connectivity.

*other methods and approaches used

Planning the development of the AICKM strategy

In depth analysis of the outcomes from the participatory approaches were used to plan the development of the strategy.

Human resource development through training.

Infrastructure improvement: purchasing and installing equipment.

*SWOTanalysis

INFORMATION NEEDS ASSESSMENT OF THE AR &D STAKEHOLDERS

(Group 5: Caiphus + Gugu)

1) The information needs assessment matrix.

The matrix can be used as a device for identifying stakeholders. Stakeholders will know from the matrix fit-in in the structure. The matrix also plays an important role in information sharing through the networking. There is no duplication of information.

Reference can be made to the needs assessment matrix.

*what about validation methods?

*was this exhaustive of needs assessment

2) Analysis of the matrix

Stakeholders are not currently categorized. We need to categorize them according to the role they play. If they are properly categorized their information needs can be addressed according to their different categories.

*need to review stakeholder categorization

*according to their different levels of understanding

*language issue (use both English and SiSwati)

* improve upon modes of communication to meet the needs of people with special needs(people with disabilities)

We currently face problems in accessing information because of poor networking, lack of proper skills (computer literacy). Proper networking, staff training and etc can play an important role in alleviating the problem. We also need to secure a database for our information needs.

The matrix could be evaluated by the stakeholders much quicker than other methods, like questionnaires.

Once the matrix is completed, it brings out more issues that need to be done.

The matrix can also bring to the end the duplication of duties and conflicting information.

*Results of the matrix analysis

ANALYSIS OF AICKM AND DEVELOPMENT OF THE AICKM STRATEGY (Group 5: cont)

We first need to find out what other partners are doing in this regard. Analysis will help define how development of the AICKM strategy should be carried out.

Do we have enough institutions in the country that can carry out the program?

Are they adequately staffed?

Is the staff properly trained?

Do we have budget to carry-out the exercise.

*analysis looks at information collected and map out a plan of strategic issues identified

* need to do a SWOT all the information collected; which ones to address

* situational analysis

Development of an AICKM Strategy

If partners have AICKM strategies, that we can also implement, it would be easier to adopt than develop a new one. Compile list of activities to be carried out of each information need.

Stakeholders must have regular meetings to deliberate on the strategies so that all of them should be on the same.

Engage the ministry of public service (Human Resource Development) for training those stakeholders who are civil servants.

*what activities are going to be used

*methods

Programme

COMPONENTS OF THE AICKM STRATEGY

COMMUNICATION STRATEGY

(Group 7: Shedrack, Phiri, Boy)

- need to scan communication strategy documents with various departments, to capture what other departments(eg, animal health communication strategy) start with general and zero on specifics
- provide and outline or structure

Communication strategy is a mode of information delivery to the user.

Objectives

- a. To disseminate accurate, up-to-date agricultural information from agricultural Research and Development institutions to stakeholders in a timely manner.
- b. To evaluate the impact of scientific information to stakeholders.
- c. To share information with other agricultural institutions, and other non-agricultural stakeholders who may benefit from the use agriculture related products.
- d. To improve knowledge in food production to enhance food security.
- e. To improve the countries 'financial status through foreign exchange.
- f. Marketing
- g. Disease Control(outbreaks

Mode of information delivery

1. Meetings.
2. Workshops.
3. Field-days.
4. Campaigns.
5. Seminars.
6. Media.
7. Internet,
8. Demos.
9. Promotions
10. Flyers.
11. Creativity, pictures, photos, sign language.
12. Marketing.
13. Interpersonal communication.
14. Tele-communications.

Communications channels

- a. Sharing of information, e.g. Agricultural extension, workshops.
- b. Infrastructure, e.g. roads and telex-communications.
- c. Common communication standards.
- d. Compatibility of communication technology and software.

Beneficiaries/ stakeholders

- a. AR & D and other parties who are interested in agriculture issues.

*Feedback mechanism

*monitoring and evaluation

INFORMATION MANAGEMENT STRATEGY

(Group 8: Nkosinathi Dlamini; Thabo Dlamini, Donald Hlophe)

Definition:

Information management entails the application of management techniques, tools, software, and expertise in deployment of information technology in the acquisition, organization and dissemination of information.

Introduction:

The importance of information cannot be overemphasized in regard to decision making in almost all organizations /institution. The general shortage of information necessitates a concerted effort in the establishment of a system that will enhance the collection, processing, storage and delivery of information at a national level.

Objective:

To ensure that we have a functional database that has relevant, up-to-date and secure information management system.

The value it brings:

- Easy access to information instantaneously,
- It will provide a rich, organized and secure platform for information storage.
- It will provide a one stop shop for agricultural information

Dynamic context

The unprecedented change in the deployment of information technology, information needs necessitates that there should be constant review of the way the information is managed to ensure effectiveness of the project.

Our approach:

Information is invariably package in many formats which include print material (books), non-print (CDs, DVDs), and soft copies (computer files). The latter is duped the way to go in effective sharing and dissemination of information over a wider audience via telecommunication networks, hence the need for a national database. A database is a collection of computer files stored on a server and manipulated through the use of an information management software.

Acquiring information:

Information shall be acquired through active participation of stakeholders in sending information to the database administrator through emails, remotely uploading information into the database, and sending hardcopies for scanning. To populate the database members will be encouraged to harvest freely available information on the internet to strengthen the collection. The type of information to be acquired includes the following: Crop production, animal husbandry, agricultural economics, and other FANR information.

Processing/Classification

The processing of the information will require proper classification/organization into various subject headings, and indexing/tagging to enhance retrieval of information whenever it is required. The database administrator will explore the extensive capabilities of the software in ensuring that there is easy retrieval of relevant information by the end users.

Storage (Hardware & Software)

The information will be stored in a server (computer with a huge hard drive space) and be made available to both online and offline users. This entails the use of information management software like Greenstone, Dspace, and E-prints to name but a few. The above software enable storage of word documents, PowerPoint, pictures, video clips, voice data and pdf files. Backup information will be stored in a separate storage area.

Online users will access information on the network/internet, and some documents will be hyperlinked to external servers (e.g Google documents, Twitter, etc) to save on storage space.

Offline users are those who are not connected to the internet or those who are victims of poor network infrastructure especially those in the rural areas like most farmers. This group will benefit from burnt disks (CDs, DVDs) that can be created using the above stated software.

Database maintenance and security shall be reviewed periodically to ensure that it reaches only the intended groups (data encryption).

*use of electronic media; radios etc

Communication

Stakeholders will have the liberty to hyperlink the resource portal in their institutional websites.

Dgroups shall be used a platform to share new developments. Other means of communication shall be reviewed periodical by stakeholders.

KNOWLEDGE MANAGEMENT STRATEGY

(Innocent, Dladla)

Group 9:

A knowledge management strategy needs to address the following areas for it to be comprehensive:

- Knowledge acquisition
- Knowledge processing
- Knowledge storage
- Knowledge retrieval
- Knowledge dissemination
- Knowledge application
- Periodic reviews of the knowledge

Definition

Knowledge is information that is applied to enhance decision making, improving products and services as well as processes. Knowledge management is the process of managing the knowledge in terms of acquisition, processing, storage, retrieval, dissemination, and application.

Objective(s)

The objective of the knowledge management strategy is to outline how knowledge will reach the destination where it is required in order to assist stakeholders to make better decisions.

Value of knowledge

The value of knowledge is in the application. Knowledge that is tucked away and not helping anyone is of no value. In order for knowledge to be of value, it must reach the stakeholders at the right time and in the right form. Information about when to plough reaching farmers' way after the ploughing season is over is of little value since it does not help the farmer to make a better decision. Knowledge about certain seeds is of no value to the farmer unless the farmer can access that information and actually make a decision on which seeds to use.

Strategic focus areas

Acquisition- the knowledge management strategy needs to outline a clear plan on how knowledge will be identified and acquired. This can be done through networking, electronic media, word of mouth and print media.

Storage- This outlines how the acquired knowledge will be stored for safe keeping and ease of retrieval and access. Knowledge can be stored in libraries as both hard and soft copies. These libraries need to be accessible to the end stakeholder that will consume the knowledge.

Retrieval- retrieval addressing the unpacking of knowledge so that it can be consumed by the end user. Retrieval should be easy and straightforward to facilitate consumption and application. Knowledge stored in libraries can be downloaded into suitable media for easy

*Types (indigenous, oral, local context)

*Insitutional memory

*Knowledge security

*Knowledge sharing platform, nationally, regionally and internationally(networking and collaboration)

Implementation of the AICKM strategy: (Group 9: Robert Mabila & Mabandla Dhlamini)

1. Assessment of the existing knowledge – sharing platforms.

- Radio and plus call in-interviews
- Newspapers
- TV presentation
- Educate chiefs at Regional Administration meetings
- Field days/agri-shows
- Conferences /workshops (funds permitting)
- RDA's and Marlkerns Research Station
- SWASA (health and markets standards)
- TV meteorology dept (weather forecast)

Analysis of stakeholders- steps that have been taken

*ICT based platforms

*categories(according to level of understanding

*implementation plan (getting started; who will implement and how; what can already be done? by who and how?)

2. Info and Knowledge Exchange Activities

- Workshops, field days, agrishows
- Training association groups (**FARMERS UNION**)
- Tinkhundla meetings with extension officers on specific subjects monthly.
- Chiefs to drive resettlement programmes plus encourage youth to attend
e.g. Luyengo Dairy Farmers Association
Shibani Poultry
REDI (in American don ours fund)

3. Education and Awareness Programmes.

- Weekly radio broadcast and telephone call in shows.
- RA's to educate chiefs using experts. (as policy watchdogs)
- Field day demos/Community Agric shows
- Networking of stakeholders

Information and knowledge in a regional and global context: Group 10 (Simon, Gcinase, Bho)

It is important to start creating the Swaziland AIMS then link it to similar regional and international AIMS. This could be achieved through:

- Identify focal people in each of the regional AIMS and establish an online network with other AIMS regionally and internationally
- Conducting annual meetings with key stakeholders to share experiences etc
- Develop bi-annual news letters that can be circulated as hard and soft copies
- Creating interactive web based repositories for each national AIMS

*linkages starting with local institutions then feed into regional, and international fora

Monitoring and Evaluation

It is critical that all stakeholders are clear of what is being monitored and evaluated. In our case we will be monitoring and evaluating how this very strategy is achieving information dissemination and knowledge management.

In order for this strategy to be monitored systematically and effectively we have to

- Have SMART indicators identified as part of the strategy framework.
- Defining and bench marking the indicators will form the basis for monitoring the strategy
- A monitoring and evaluation plan will be developed and budgeted for and in this plan key aspects like responsibilities, data collection methods like surveys, online questionnaires and tools, timing of reporting and evaluations will be detailed.

Impact assessment/evaluation:

Within the set time frame of five years, there should be a midterm strategy evaluation after 2.5 years and an impact assessment will be done at the end of the 5 year period. An independent strategy consultant working with a local team member will be engaged to conduct this impact assessment to ensure that the same information dissemination evaluation skills are transferred to the locals.

Budget:

This strategy can only be implemented with a realistic budget attached to it. There is need to identify sources for this funding. The following sources are being suggested:

- The existing resources are not adequate and will only be used as a starting point to demonstrate the potential benefits of developing effective information exchange systems
- This will entail local institutions taking responsibility to start making efforts to do smaller things like allowing staff time to interact and contribute to the information exchange platforms
- Other new sources of funding will be identified for continued and sustained funding

Time frame:

- This strategy will be implemented over a period of 5 years(2010-2015)

MATRIX

*group did not finish

*indepth analysis of the matrix

*use d-groups to continue working on the stakeholders needs analysis

**LIST OF PARTICIPANTS FOR NATIONAL AWARENESS SEMINAR INFORMATION
AND COMMUNICATION MANAGEMENT & WORKSHOP ON DEVELOPING AN
AGRICULTURAL INFORMATION, COMMUNICATION AND KNOWLEDGE
MANAGEMENT STRATEGY AT NATIONAL LEVEL**

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