Rural and Agricultural Development Communication Network Project
(RADCON) UTF/EGY/021/EGY

Study Report on
Stakeholders Analysis of Rural and Agricultural Development Communication Network

Submitted by

Dr. Mohamed H. Kassem
National Project Consultant

Submitted to

Food and Agriculture Organization of the United Nations
Egypt

October 2005

Index

- Index ... ii
- Acronyms ... v
- Executive summary ... vi
  - 1. Background of the study and justifications ... 1
  - 2. Objectives of the study ... 2
  - 3. Methodology ... 2
    - 3.1 Part I: RADCON stakeholders' information network analysis ... 2
      - 3.1.1. Users' needs analysis ... 2
      - 3.1.2 Main problems in the village ... 2
      - 3.1.3 Effects of the main problem ... 3
      - 3.1.4 Concluding Information needs for each module ... 3
      - 3.1.5 Identifying the pool of stakeholder for RADCON partnership ... 3
      - 3.1.6 Matching users' information needs with available information that can be provided by RADCON stakeholders ... 5
      - 3.1.7 Village Local organizations survey ... 6
      - 3.1.8 RADCON workflow and function ... 6
    - 3.2 Part II: VERCON development potentials ... 6
  - 4. The Study Results ... 7
    - 4.1. Inventory of relevant content, which responds to the needs of RADCON stakeholders ... 7
      - 4.1.1 Categories of main problems ... 7
        - 4.1.1.1 Youth unemployment problem ... 7
        - 4.1.1.2 Marketing problem: ... 7
        - 4.1.1.3 Agriculture related problem ... 7
        - 4.1.1.4 Environment problem ... 7
        - 4.1.1.5 Women related problem ... 8
        - 4.1.1.6 Dealing with NGO problem ... 8
        - 4.1.1.7 Administrative problems ... 8
      - 4.1.2 The problem tree ... 8
      - 4.1.3 Information needs and related systems/modules ... 12
        - 4.1.3.1 Job opportunity module ... 12
          - 4.1.3.1.1 Module components ... 12
          - 4.1.3.1.2 Module developmental objectives ... 12
        - 4.1.3.2 Women's corner module ... 12
          - 4.1.3.2.1 Module components ... 12
          - 4.1.3.2.2 Module developmental objectives ... 13
        - 4.1.3.3 Towards a clean environment module ... 13
          - 4.1.3.3.1 Module components ... 13
          - 4.1.3.3.2 Module developmental objectives ... 13
        - 4.1.3.4 Associations at the service of community module ... 13
          - 4.1.3.4.1 Module components ... 13
          - 4.1.3.4.2 Module developmental objectives: ... 14
        - 4.1.3.5 Marketing information module ... 14
          - 4.1.3.5.1 Module components ... 14
          - 4.1.3.5.2 Module developmental objectives: ... 14
        - 4.1.3.6 "To the editor" module ... 15
          - 4.1.3.6.1 Module components ... 15
          - 4.1.3.6.2 Module developmental objectives: ... 15
        - 4.1.3.7 RADCON Communication Centres module ... 15
    - 4.2 RADCON stakeholders as a pool of information sharing and dissemination for Agricultural and Rural Development ... 15
    - 4.3 Stakeholder potential contribution to RADCON and their information and communication needs, expectations, constrains, requirements, and potential risks ... 16
      - 4.3.1 Faculty of Agriculture, Mansoura University ... 16
      - 4.3.2 Faculty of Environmental Agricultural Sciences in Arish, Suez Canal University ... 17
      - 4.3.3 Department of Rural Development, CAAES ... 19

    - 4.3.4 CARE Egypt........ 21
    - 4.3.5 Social Fund for Development (SFD)........ 27
    - 4.3.6 The Horticultural Export Improvement Association (HEIA)........ 29
    - 4.3.7 Horticulture Research Institute (HRI)........ 32
    - 4.3.8 The Principal Bank for Development and Agricultural Credit (PBDAC)........ 34
    - 4.3.9 Policy and Coordination Unit for Women in Agriculture (PCUWA)........ 37
    - 4.3.10 Union of Producers and Exporters of Horticultural Crops (UPEHC)........ 39
    - 4.3.11 Egypt Information Portal (EIP)........ 43
    - 4.3.12 Development Support Communication Centre in Dekerness (DSCC)........ 44
    - 4.3.13 Alexandria Business Association (ABA)........ 45
    - 4.3.14 Consumer Protection Unit (CPU)........ 47
    - 4.3.15 Agricultural Commodity Council of Egypt (ECC)........ 47
    - 4.3.16 Channel (6) TV station........ 48
    - 4.3.17 Mid-Delta Radio Station........ 49
    - 4.3.18 Village Local organizations........ 50
      - 4.3.18.1 One-class School........ 50
      - 4.3.18.2 Primary schools........ 51
      - 4.3.18.3 Elementary and Preparatory Schools........ 53
      - 4.3.18.4 Community Development Association........ 54
      - 4.3.18.5 Village Bank Delegacy........ 55
      - 4.3.18.6 Youth Centres........ 56
      - 4.3.18.7 Local Authority Unit........ 58
      - 4.3.18.8 Islamic charity Association........ 59
      - 4.3.18.9 Village Mosque........ 60
      - 4.3.18.10 Zohour (Flower) Association for Women........ 61
      - 4.3.18.11 Village Church........ 62
      - 4.3.18.12 Political Party Unit........ 63
      - 4.3.18.13 Animal Production Development Association........ 64
      - 4.3.18.14 Health Care Unit........ 64
      - 4.3.18.15 Agricultural cooperative........ 66
  - 4.4 Information flow lines and control nodes suitable to guide the identification of RADCON stakeholders' potential responsibilities........ 67
    - 4.4.1 Job opportunity module........ 68
    - 4.4.2 Women's corner module........ 68
    - 4.4.3 Towards a clean environment module........ 69
    - 4.4.4 Associations at the service of community module........ 69
    - 4.4.5 Marketing information module........ 71
    - 4.4.6 "To the editor" module........ 71
      - 4.4.6.1 Contact us page........ 71
      - 4.4.6.2 Successful Stories........ 71
      - 4.4.6.3 FAQ (Frequently Asked Questions)........ 72
    - 4.4.7 RADCON Communication Centres module........ 72
    - 4.4.8 Other complementary modules/systems........ 72
      - 4.4.8.1 RADCON News:........ 72
      - 4.4.8.2 Links to partners' home page if available........ 72
      - 4.4.8.3 RADCON Forum........ 72
      - 4.4.8.4 Useful links........ 72
      - 4.4.8.5 RADCON Monitoring System........ 72
    - 4.4.9 Strategy to develop basic modules (1-5)........ 73
- 5. Conclusion........ 73
  - 5.1 Utilization and connecting mass media environments to RADCON........ 73
    - 5.1.1 Collaborating with Ch6........ 73
    - 5.1.2 Collaboration with WDRS........ 73
    - 5.1.3 Short campaign strategy........ 74
      - 5.1.3.1 Premises of the strategy........ 74
      - 5.1.3.2 Principles, roles and responsibilities of the campaign strategy........ 74

5.1.3.3 Criteria for selecting the campaign topics 75
5.2 Communication processes, formal/informal, text based/oral, face to face/through media.......... 75
5.2.1 Network communication management:.......... 75
5.2.2 Communication Centre Management.......... 76
Annex I: NGO Needs Assessment Questionnaires.......... 78
Annex II: Faculties of Agriculture Needs Assessment Questionnaires.......... 86
Annex III: General Needs Assessment Questionnaires.......... 93
Annex IV: Research Institutes Needs Assessment Questionnaires.......... 100
Annex V: Village Local Organizations Needs Assessment Questionnaires.......... 105
Annex VI: Map of Egypt.......... 109

Acronyms

ABA	Alexandria Business Association
AEGRI	Agricultural Engineering Research Institute
AERDRI	Agricultural Extension and Rural Development Research Institute
AERI	Agricultural Economics Research Institute
AHRI	Animal Health Research Institute
APRI	Animal Production Research Institute
ARC	Agricultural Research Centre
CAAES	Central Administration for Agricultural Extension Services
Ch 6	Channel (6) TV station
CLAES	Central Laboratory for Agricultural Expert Systems
CLOA	Central Laboratory for Organic Agriculture
CPU	Consumer Protection Unit
DAECD	Department of Agricultural Economy and Countryside Development
DRD, CAAES	Department of Rural Development, CAAES
DSCC	Development Support Communication Centre in Dekerness
ECC	Agricultural Commodity Council of Egypt
EIP	Egypt Information Portal
FCRI	Field Crops Research Institute
FTRI	Food Technology Research Institute
HEIA	The Horticultural Export Improvement Association
HRI	Horticulture Research Institute
MALR	Ministry of Agriculture and Land Reclamation
MDRS	Mid-Delta Radio Station
PBDAC	The Principal Bank for Development and Agricultural Credit
PCUWA	Policy and Coordination Unit for Women in Agriculture
SFD	Social Fund for Development
SMS	Subject Matter Specialist
SWERI	Soil, Water and Environmental Research Institute
UPEHC	Union of Producers and Exporters of Horticultural Crops
VEW	Village Extension Worker
WDRS	West Delta Radio Station

Executive summary

After VERCON proved to be a successful tool/system for using ICT to link farmers to the public extension and research, the concept is valid to include new stakeholders and wider range of objectives. According to the evaluation studies of VERCON usage, all its seven sub-systems were not fully utilized in the pilot phase. On the other hand, fulfilling farmers' information needs targeted by VERCON would not help alone to eradicate poverty in rural areas, hence, the idea of Rural and Agricultural Development Communication Network (RADCON) have emerge to support more comprehensive rural and agricultural development activities.

Sustainability of RADCON, which is an extended version of VERCON, independent of external funding appears assured due to strong the Egyptian Ministry of Agricultural and Land Reclamation support, and the recognition of the role that VERCON can play in assisting the ministry to meet key policy and programme objectives. The ministry desires to further expand and institutionalise VERCON and is actively seeking external support. The Rural and Agricultural Development Communication Network Project (UTF/EGY/021) was initiated in coordination with the Food and Agricultural Organization of the United Nations to fulfil this goal.

The first workshop on (RADCON)* recommended conducting two studies as a bases for designing the network. The first study is to select 50 poor villages and assess the information needs of their rural people. The second study (in hand) will build on the information needs of the pervious study to identify the sources of that information as information providers and the network stakeholders' community. It will also assess their contribution capacity, expectations, constrains, requirements and information needs.

This study aims mainly to:

1. Identify and provide an inventory of relevant content, which responds to the needs of RADCON stakeholders and the appropriate information systems.
2. Identify suitable group of RADCON stakeholders to work/ are working in the poor communities as a pool of information sharing and dissemination for Agricultural and Rural Development.
3. Identify each stakeholder potential contribution to RADCON and their information and communication needs as well as the expectations, constrains, requirements, and potential risks.
4. Assess information flow lines and control nodes to guide the identification of RADCON stakeholders' potential responsibilities.
5. Suggest how different mass media environments (ex: TV, Radio, etc) can be utilized by RADCON and connected to it.
6. Identify effective communication processes, formal/informal, text based/oral, face to face/through media
7. Identify information, communication and systems barriers of VERCON and potential enhancements, systems or expansions.

The study was composed in two parts, the first part tackled RADCON stakeholders analysis, and the second part II was VERCON development potentials.

The study of RADCON stakeholders analysis followed a participatory communication approach based on the needs assessment of RADCON potential users. The study was conducted in following steps:

- Analyse users' needs based on the cause-effect tree for problem analysis to and aggregate them into homogeneous categories.
- Identify the main problems in the village represent the main systems recommended to be the components of the network.
- Conclude the effects of the main problem resulted as consequences of its root problems. These effects were used to conclude the developmental objectives of each modules/system of RADCON.
- Conclude Information needs associated with each of the main problems for each module. Information concluded was formulated as components for each module in RADCON.

---

* CLAES, A Report on the Proceedings of Workshop on Rural and Agricultural Development Communication Network Project (RADCON), http://www.claes.sci.eg/radcon/radconReport.htm, Cairo, June 22 to 23, 2004.

- Identify the pool of partners/stakeholder for RADCON partnership using a snowball research strategy and collect field data.
- Matching users' information needs with available information that can be provided by RADCON stakeholders.
- Suggest complementary modules to cover the other aspects of RADCON function.
- Survey of Local organizations of the 25 villages representing 50% RADCON target villages for their information capacity and potential collaboration with RADCON.
- The twenty five poor villages are affiliated to six governorates and Noubaria region. A pre-tested questionnaire was developed to collect data. All organizations available in the villages were targeted. Data were collected during July, 2005.
- Suggest a module to cover RADCON Communication Centres needs, function and activities based on the Village Local organizations survey.
- Suggest RADCON workflow and function for utilization and connecting mass media environments to RADCON.

VERCON stakeholders analysis was conducted in a separate document, the document covered the background, objective number 7 of this study related to VERCON systems.

The main results of the study revealed that:

- Seven main problems were identified, which were: Youth unemployment problem, Marketing problem, Agriculture related problem, Environment problem, Women related problem, Dealing with NGO problem, and Administrative problems

- Apart from the agricultural related problems which will be under VERCON, six **main modules** were suggested:
    1. Job opportunity module
    2. Women's corner module
    3. Towards a clean environment module
    4. Associations at the service of community module
    5. Marketing information module
    6. To the editor module

  Agricultural related problems was discussed in the second part of this study to enhance VERCON.

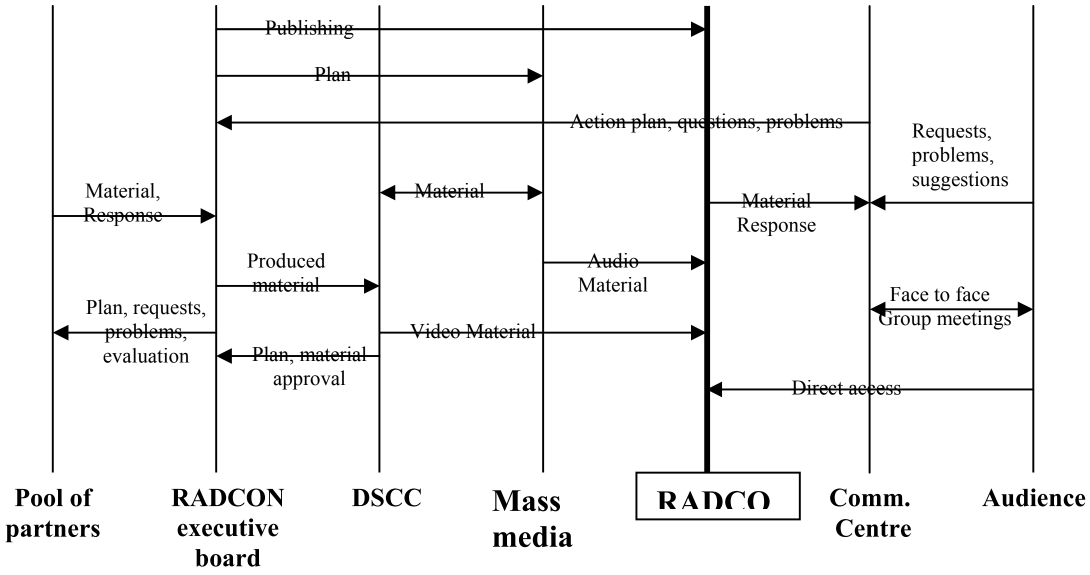
- Some **complementary modules** were identified also to support the network activities, insure public participation and cover emerging demands. These modules were:
    7. RADCON Communication Centres module
    8. Contact us page
    9. Successful Stories
    10. FAQ (Frequently Asked Questions)
    11. RADCON News
    12. links to partners' home page if available
    13. RADCON Forum
    14. Useful links
    15. RADCON Monitoring System

- Based on the results of the needs assessment study, information associated with the main modules were identified. **RADCON partners** as the information sources were identified to be:
    - Faculty of Agriculture, Mansoura University
    - Faculty of Environmental Agricultural Sciences in Arish, Suez Canal University
    - Department of Rural Development, CAAES
    - CARE Egypt
    - Social Fund for Development (SFD)
    - The Horticultural Export Improvement Association (HEIA)
    - Agricultural Research Centre (ARC)
    - The Principal Bank for Development and Agricultural Credit (PBDAC)
    - Egypt Information Portal (EIP)
    - Policy and Coordination Unit for Women in Agriculture (PCUWA)
    - Union of Producers and Exporters of Horticultural Crops (UPEHC)

  - Alexandria Business Association (ABA)
  - Consumer Protection Unit (CPU)
  - Agricultural Commodity Council of Egypt (ECC)
  - Development Support Communication Centre in Dekerness (DSCC)
  - Channel (6) TV station
  - Mid-Delta Radio Station
  - Village Local organizations

- The **village local organizations** surveyed were: one-class School, primary schools, elementary and Preparatory Schools, Community Development Association, Village Bank Delegacy, Youth Centres, Local Authority Unit, Islamic charity Association, Village Mosque, Zohour (Flower) Association for Women, village church, political party unit, Animal Production Development Association, Health Care Unit, and the Agricultural cooperative. Most of these organizations were willing to take part in RADCON, yet its information source was formal i.e., its HQ. Within its speciality, each organization was dealing with rural people. The majority of them do not have computers but can afford a place to host a computer and can provide staff to work with RADCON. Although its information systems are formally rigid, most organizations' staff are experienced and can support RADCON activities in the village (see communication centre management below).

- **Information flow lines and control nodes were concluded as follows.**


Publishing
Plan
Action plan, questions, problems
Requests, problems, suggestions
Material, Response
Material
Material Response
Produced material
Audio Material
Face to face Group meetings
Plan, requests, problems, evaluation
Video Material
Plan, material approval
Direct access
Pool of partners
RADCON executive board
DSCC
Mass media
RADCO
Comm. Centre
Audience

The figure describes the five main groups of RADCON, suggested roles and responsibilities, management mechanism and control nodes.

  - The pool of partners is the main information source whether available or requested by end users. such requests would be filtered, submitted and followed-up by the executive board.
  - RADCON executive board is composed of the main modules directors (ICT and content). Each module has an action plan and respond to end users requests (see Network communication management below).
  - Collaborative work with mass media will be orchestrated by the board and DSCC (see mass media utilization and the short campaign strategy below)
  - Although each partner will be responsible of his content uploading to the network, coordination and coping with related module's master plan would be under the executive board.

    - Communication centres will help in identifying the plan priorities, uploading end users problems and requests, and dealing with them face-to-face for information dissemination (see communication centre management below).

- **Mass media** utilization and connecting environments to RADCON were recognized in collaborating with media channels as follows:
    - Ch6
        - Daily news
        - Agricultural News Programme.
        - “The Agricultural Channel”
        - Selected general material can be send to other local channels.
    - West Delta Radio Station
        - Visits to an organization
        - Successful projects (interviews)
        - Agricultural news
        - Upload local agricultural news within RADCON news system.
        - The project might develop a special web page to serve media activities.

- **The short campaign strategy suggested**
  A short campaign strategy was suggested to integrate different communication tools used by RADCON i.e. internet, group meeting, face to face and mass media. This campaign will be limited to 2 weeks duration to advocate only one major subject e.g. one small business project, a village cleanliness, composting… etc.
    - The campaign will have a plan developed by RADCON Executive Board
    - The plan would cover a six (6) months period with twelve (12) main topics according to the problem priorities, availability of materials, timing …etc
    - Activities should be assigned to communication methods within the plan. A special attention should be given to the role of CH 6 and WDRS whom shall develop audio and video materials.
    - Teaching material would be developed in DSCC in collaboration with the Faculty of Agriculture in Mansoura, related radio station, and the representative from the media.
    - Video material would be produced by the DSCC in collaboration with CH 6 representative, while audio material will be prepared by WDRS.
    - Audio and video materials would be authorized before airing.
    - Authorization of the material by RADCON executive board can be done using NEMS system. Details of the material and airing time will announced to communication centres to coordinate their action plans in a time long enough before airing/broadcasting.
    - A special space in each of RADCON’s systems (1-5) to announce the campaign schedules.
    - The DSCC would transform video material into a digital format and publish it on RADCON, or its page with a link in RADCON to refer to it.
    - Audio material can be transformed into a digital format by the WDRS and uploaded directly to each system.
    - Audio and video material in the digital format should summarize the education of content in not more than one (1) minute.
    - Action plans of communication centres might be available for the media to help them in material production.
    - It is suggested that such a campaign would include a contest to increase the listener’s interest. Contests might be among individuals having a success story, organizations, villages, a knowledge contest to stress some information published by RADCON… etc.

- **Suggested communication processes**
    - **Network communication management**:
        - RADCON should have an executive board that will be composed of: information administrators and system administrators (programmers), collaborating partner’s representatives and headed by the project director.

- Each system should have a plan of work developed in close collaboration with concerned partners.
- Collaboration with each partner should be based on a memorandum of understanding or a contract (in the case of mass media).
- Performance appraisal:
    - Includes all systems (Systems Board Meeting)
    - Should be held at least once a month
    - It aims to assess the progress and solve any problem that emerged during the period.
    - The meeting should be attended by all involved partners, information administrators and system administrators (programmers) and headed by the project director.
    - A report from their meeting shall be presented by the project director during the steering committee meeting.
- All personnel of RADCON should have a honorarium on monthly bases.
- All systems administrators (extension and programmers) should attend the monitoring meeting of Communication Centres. Related issues to their systems should be reported to the system board meeting.

o **Communication Centre Management**

The management of communication centre would follow a collaborative approach and involve a representative from all organizations in the village.

- The communication centre in the village will be selected on individual basis according to each village preferences.
- Each centre should have a communication officer and an assistant on permanent basis. These personnel will compose RADCON staff.
- Because most organizations in the village are willing to participate in RADCON whether having a place, trained staff, or ICT facilities; each communication centre would have board of directors composed of representatives from all the village organizations.
- A Memorandum of Understanding shall be signed with the representative's authorities, specially the hosting site for RADCON.
- The Centre's Board would be consisted of the communication officer, the assistant, and/or representative of the village organizations. It might also include some opinion leaders from the village but not more than three (3).
- The representatives would assist rural people each in his specialty in respect to the network's activities.
- The Board would develop a simple action plan for each topic of the campaign to be adopted to the village circumstances.
- Each representative will be responsible on his specialty (if available) to advocate in the campaign.
- All Board Members should have honorarium for their overtime work.
- The communication centre working hours should be in the afternoon for 2 or 3 days a week.
- Communication centres would complement each other in the missing specialties (facility to post a question in the centre's site to be answered by other centres/authorities).
- RADCON staff working in the centre would be trained on: Community mobilization, Collaborative work, Communication strategies, Facilitation and liaison, and Computer, internet, RADCON assistance usage
- Training modules would be published by RADCON
- A mechanism for organization problem solving can be added to this module.

1. Background of the study and justifications

Information and communication are recognized as essential components of the rural development process. Reducing poverty means overcoming the powerlessness of individuals and communities. Capacity development is an essentially organic process whereby societies as a whole acquire the ability to set and meet their development goals.

Developing internet access needs to be adjusted to the context of already established and effective communication system. Information and Communication Technology (ICT) can facilitate the access of individuals to sources of learning and information. It can enhance the efficiency and effectiveness of organizations and vastly expand communication throughout societies. In addition, ICT can assist in the collection and processing of data to facilitate goal-setting; can be used to draw up, disseminate, implement and monitor plans.

Yet, ICT solutions must respond to the needs perceived by the rural people; these needs must be properly articulated and understood. It should facilitate access to information in formats and languages that are locally comprehensible, foster voluntary learning, and be compatible with the level of skills and comprehension in the specific context in which they are applied, rather than the transfer, of knowledge. The process needs to be locally managed and owned by beneficiaries and positive incentives need to be established in applying the use of ICT.

Communication for development[**] is defined as the planned and organized use of techniques and means of communication (media or otherwise) in the promotion of development, through a change of attitudes and/or behaviour, through the dissemination of the necessary information and through encouraging the active and conscious participation of all stakeholders, including beneficiaries, in the process.

Improved communication and information alone however are not sufficient for improving rural livelihoods. Stakeholder participation in decision-making process, and building multi-sectoral collaboration and partnership between them are also crucial. This wide range of stakeholders, from the rural society members to international support agencies, all have their own specific information needs and delivery preferences. Sustainable development and elimination of poverty also demand attention to national political economic and social processes, international relations and trade.

After VERCON proved to be a successful tool/system for using ICT to link farmers to the public extension and research, the concept is valid to include new stakeholders and wider objectives. According to the evaluation studies of VERCON usage, all its seven sub-systems were not fully utilized in the pilot phase. On the other hand, fulfilling farmers' information needs targeted by VERCON would not help alone to eradicate poverty in rural areas, hence, the idea of RADCON have emerge to support more comprehensive rural and agricultural development activities.

Sustainability of RADCON, which is an extended version of VERCON, independent of external funding appears assured due to strong the Egyptian Ministry of Agricultural and Land Reclamation support, and the recognition of the role that VERCON can play in assisting the ministry to meet key policy and programme objectives. The ministry desires to further expand and institutionalise VERCON and is actively seeking external support. The Rural and Agricultural Development Communication Network Project (UTF/EGY/021) was initiated in coordination with the Food and Agricultural Organization of the United Nations to fulfil this goal.

The first "Workshop on the Rural and Agricultural Development Communication Network Project" (RADCON)[*] recommended conducting two studies as a bases for designing the network. The first study is to select 50 poor villages and assess the information needs of their rural people. The second study (in hand) will build on the information needs of the pervious study to identify the sources of that information as information providers and the network stakeholders' community. It will also assess their contribution capacity, expectations, constrains, requirements and information needs.

[**] Food and Agriculture Organization of the United Nation, 2002. Methodological Guide for Designing and Implementing a Multimedia Communication Strategy, FAO, Rome.

[*] CLAES, A Report on the Proceedings of Workshop on Rural and Agricultural Development Communication Network Project (RADCON), http://www.claes.sci.eg/radcon/radconReport.htm, Cairo, June 22 to 23, 2004.

2. Objectives of the study

The study aims mainly to identify the roles and responsibilities of the different stakeholders for RADCON (Universities, NGOs, the private sector, financial institutions, and others), as well as their contribution capacity, expectations, constrains, requirements and information needs. The following set of objectives are proposed to guide the implementation of this study:

1. Identify and provide an inventory of relevant content, which responds to the needs of RADCON stakeholders and the appropriate information systems.
2. Identify suitable group of RADCON stakeholders to work/ are working in the poor communities as a pool of information sharing and dissemination for Agricultural and Rural Development.
3. Identify each stakeholder potential contribution to RADCON and their information and communication needs as well as the expectations, constrains, requirements, and potential risks.
4. Assess information flow lines and control nodes to guide the identification of RADCON stakeholders' potential responsibilities.
5. Suggest how different mass media environments (ex: TV, Radio, etc) can be utilized by RADCON and connected to it.
6. Identify effective communication processes, formal/informal, text based/oral, face to face/through media
7. Identify information, communication and systems barriers of VERCON and potential enhancements, systems or expansions.

3. Methodology

The study was composed in two parts:

3.1 Part I: RADCON stakeholders' information network analysis

The study will follow a participatory communication approach based on the needs assessment of RADCON potential users in the fifty (50) poor villages concluded last October 1, 2005. The following steps will be followed:

3.1.1. Users' needs analysis

Needs analysis according to the participatory rural communication followed in this study will be based on the cause-effect tree for problem analysis, or what is termed "problem tree". Problems identified by the basic study on poor village needs assessment will be extracted and grouped in co-related categories. Although some of these root problems stem from some others, the study will only focus on all the roots of each problem alike, i.e., the analysis will track only one level of branching.

Criteria for assigning a root problem to a homogeneous group of a main problem are:

- The root problem is causing the main problem.
- The root problem might contribute by itself, in connection with another root problem or as a result of another root problem in the main problem.
- The root problem contributes significantly in the existence, severity, or complexity of the main problem.
- Solving the root problem cannot eliminate the village poverty by itself, but rather will enhance this elimination.
- Root problems are interconnected and are supporting each other to increase the severity of the main problem.
- The solution of a root problem should be associated with information provision. Problems that need administrative decisions are aggregated in a separate category.

These categories represent the main problems in the target villages to form the "problem trees" affecting poverty problem in the village directly or indirectly.

3.1.2 Main problems in the village

- The main problem is a comprehensive problem that contributes directly or indirectly in the rural poverty problem or deteriorating the rural livelihood.
- The main problem negatively affects rural people standard of living, health or level of literacy.

- The main problem is related to a resource or more in the village. The resource might not be used, used irrationally, used incorrectly or not exclusively used
- From the view point of RADCON, these main problems will represent the main systems recommended to be the components of the network.
- Only the last category of the main problems list is an exception as it is considered administrative problems that need authority decisions rather than information intervention. Hence, this module will function through the communication management approach rather than the information management strategy.
- Agriculture related problems will be exempted from this part of the study as it is the core component of the second part of VERCON study.

3.1.3 Effects of the main problem

- Effects of a main problem are the tangible conditions or situations resulted as consequences of the problem.
- They are the indicators of a problem existence and their depth indicates the severity of the main problem.
- Effects are related to the root problems; hence, it will be concluded from them.
- A problem effect can be improved or eliminated by solving a root problem or more.
- The problem effects are used to conclude the developmental objectives of each modules/system of RADCON.
- Basic indicators for the base line survey to assess progress periodically can be concluded from the problem effects.

3.1.4 Concluding Information needs for each module

- Based on the root problems, information needs associated with each of these problems were concluded.
- Information concluded was formulated as components for each module in RADCON.
- Provision of this information and utilizing it to aid the rural poor would contribute solving the poverty problem in the village. Hence, all suggested systems except one will follow the information management strategy.
- A separate module will be assigned for administrative problem. This module is to connect and provide accessibility to rural people with decision makers outside the village to solve tangible problems. Hence, this module will follow a communication management approach rather than an information management strategy.

3.1.5 Identifying the pool of stakeholder for RADCON partnership

- A partner (stakeholder) is the entity that can provide RADCON with information related to one or more of its module
- A snowball research strategy was followed to identify the main agricultural and rural development stakeholders suitable for RADCON context.
- Some of RADCON stakeholders working in the poor communities were identified during the preliminary workshop of RADCON June 22-23, 2004,.
- Interview guides were developed to identify each stakeholder potential contribution to RADCON and their information and communication needs as well as the expectations, constrains, requirements, and potential risks. (annex I to V)
- Other stakeholders were identified during the interview, and data was collected using the same interview guides.
- The internet was surfed to identify information suitable for RADCON, and its sources.
- Research institutes and central laboratories of ARC were not surveyed except HRI, which was taken as example for their contribution. (annex IV) These institutes and labs are already members in RADCON and VERCON.
- According to the communication style of RADCON users, one local TV channel and radio station were interviewed to identify suitable ways to be utilized by RADCON and connected to it.

- Data collection tools, respondent category and data collected for both RADCON and VERCON studies are summarized as follows:

Tool	Respondent	Target data
Questionnaire	NGOs	The organizations': ▪ Objectives ▪ Related or intermediary organizations ▪ Main projects related to RADCON ▪ Target audience ▪ ICT facilities ▪ Geographic a0rea ▪ Information output (content, source, media, updating cycle..) ▪ Innovative and conventional communication approaches and tools used by the organization ▪ Quality control on content ▪ Information needs (content, source, media, acquisition cycle) ▪ Feedback from target audience and organization's response.
	Faculty of Agriculture	The extension centres': ▪ Objectives ▪ Related or intermediary organizations ▪ Main activities related to RADCON ▪ Target audience ▪ ICT facilities ▪ Geographic area ▪ Information output (content, source, media, updating cycle..) ▪ Innovative and conventional communication approaches and tools used by the faculty ▪ Quality control on ▪ Information needs (content, source, media, acquisition cycle) ▪ Feedback from target audience and the centre's response.
	Research institutes	Contribution capacity to VERCON regarding: training modules, news, products, national extension campaigns.. etc. ▪ Innovative and conventional communication approaches and tools used by the institutes ▪ Quality control on content ▪ Feedback from target audience.
Interview guide	PBDAC	The bank's: ▪ Related or intermediary organizations ▪ Main activities related to RADCON ▪ Target audience ▪ ICT facilities ▪ Information output (content, source, media, updating cycle..) ▪ Innovative and conventional communication approaches and tools used by HQ and branches. ▪ Quality control on content ▪ Information needs (content, source, media, acquisition cycle) ▪ Feedback from target audience and the bank's response.
	DSCC	▪ Intermediary role between RADCON and local mass media. ▪ Schedule, content and monitoring of extension activities of equipped vehicles. ▪ Quality control on content

	Local TV, Radio & press	▪ Address
		▪ Interviewees
		▪ Audience
		▪ Monitoring and feedback
		▪ ICT Facilities
		▪ Costs of airtime, production, broadcasting ... etc
		▪ Suggestion for collaborative activities with RADCON
		    ▪ From RADCON to CH6
		    ▪ From CH6 to RADCON

	PCUWA	The unit's: ▪ Related or intermediary organizations ▪ Main activities related to RADCON ▪ Target audience ▪ ICT facilities ▪ Information output (content, source, media, updating cycle..) ▪ Quality control on content ▪ Innovative and conventional communication approaches and tools used by the Unit ▪ Information needs (content, source, media, acquisition cycle) ▪ Feedback from target audience and the unit's response.
Focus group	VERCON sites	Identify the barriers/reasons and suggestions for: ▪ Low rate of marketing problems reported by farmers ▪ Women participation in VERCON. ▪ Barriers and suggestions of current systems' operation/usage. ▪ Suggestions for new systems/content. ▪ Document one or two examples of a successful information products ▪ Suggestions for complementary communication materials
Document analysis & structured interviews	Ext. Centres, Agricultural Directorate, and CAAES.	▪ Mapping the cycle of planning and implementing extension programmes and training activities, contents and control nodes. ▪ Mapping the monitoring cycle of extension programmes, contents and control nodes.
E-mail quest.	VERCON one visit user	Investigate users abandoned VERCON after the first visit to identify their reasons and suggestions
	VERCON beneficiaries.	Investigate permanent users for the barriers they face and their suggestions for improvements
Internet survey	Websites of potential stakeholders	Assessment of the content relativity to RADCON or VERCON objectives
Experience sharing workshop	VERCON stakeholders	Fine tuning of suggested VERCON systems development.
	RADCON stakeholders	Fine tuning of suggested RADCON systems development.

3.1.6 Matching users' information needs with available information that can be provided by RADCON stakeholders

- Each system's content driven from users' needs will be matched with the stockholder's capacity of information to suggest the system's features.
- It is not necessary for all stakeholders to be involved in all modules; rather, a stakeholder will contribute to the modules related to his activities only.
- Module content will be the harvest contribution of more than a stakeholder, which will depend on the range of coverage of needed information.
- Other complementary modules will be suggested to cover the other aspects of RADCON function.
- A separate module will be suggested to cover RADCON Communication Centres needs, function and activities. This module will depend on the Village Local organizations survey

3.1.7 Village Local organizations survey

A sample of twenty five (25) villages representing 50% of RADCON target villages will be selected to survey all organizations available for their information capacity and potential collaboration with RADCON. The twenty five poor villages are affiliated to six governorates and Noubaria region (see map, annex VI). This data will be used to suggest the action strategy of the communication Centre. Village organizations were surveyed to identify its needs and potential contribution to RADCON. A pre-tested questionnaire was developed to collect data. The questionnaire included items to identify the organization's: Affiliation, Target audience, Services provided, Information provided, Availability of a place for public meetings, Availability of staff to be qualified, Organizational relations with other entities, Needs from RADCON to connect the organization with its audience. All organization available in the villages was targeted (Annex V). Data were collected during July, 2005.

Villages surveyed are presented in the following table:

Governorate	District	Village
Kafr Al-Shiekh	Kafr Al-Shiekh	Kafr Al-Taifa, Kafr Al-Manshi, Belshashah, Halees
	Al-Hamool	Al-Banna, Zedan, Al-Qarn
Dakahlia	Dekernis	Al-Korma
Beheira	Abou Homos Abou Al-Matameer	Abou Hawash, Zawiet Al-Sherkah, Noubar
	Wadi Al-Natroon	Al-Hamraa
Noubariah	Abou Al-Matameer	Saad Zaghloul, Taha Hussien
Ismailia	Ismailia	Toson
	Kantra Gharb	Al-Akharsa
Fayoum	Etsa	Maagon
	Youssef Al-Sedeek	Al-Rouba
Assuit	Manfalout	Sarawah, Kom Boha, Nazlet Romeh
	Al-Kosiah	Beni Saleh
	Abou Teeg	Abou Kharas
	Assuit	Der Refah
	Abnoub	Gezeret Baheeg

3.1.8 RADCON workflow and function

- A strategy for utilization and connecting mass media environments to RADCON will be suggested according to communication capacity, media production facilities and mutual interests.
- Collaboration with media followed the suggestion reached during the interview
- A suggested communication processes, formal/informal, text based/oral, face to face/through media will describe the overall Network communication management, and the Communication Centre Management
- A RADCON communication management diagram will be suggested to describe the communication and information management between RADCON stakeholders.

3.2 Part II: VERCON development potentials

VERCON stakeholders analysis was conducted in a separate document, the document covered the background, objective number 7 of this study related to VERCON systems, the study results including suggested systems

4. The Study Results

4.1. Inventory of relevant content, which responds to the needs of RADCON stakeholders

Needs analysis for participatory rural communication followed in this study was based on the cause-effect tree for problem analysis, or what is termed “problem tree”. Problems resulted from the basic study on poor village needs assessment were extracted and grouped in co-related categories. These categories represent the main problems in the target villages to form the “problem trees” affecting poverty problem in the village directly or indirectly. In the same sense, and from the view point of RADCON, these main problems represent the main systems recommended to be the components of the network. Only the last category of the following main problems list is an exception as it is considered administrative problems that needs authority decisions rather than information intervention.

4.1.1 Categories of main problems

4.1.1.1 Youth unemployment problem

- Lack of job opportunities for youth
- Difficulty of getting loans
- High interest rates
- Difficult procedures of getting loans
- Low value of loans
- Delaying loans delivery
- Long distance between the bank
- Village and big farmers courtesy for getting loans.
- High rates of illiteracy

4.1.1.2 Marketing problem:

- Low prices of agricultural crops
- Traders monopolization of market prices
- High costs of transportation
- Insufficient marketing avenues
- Long distance between marketing and production Centres
- High prices of packaging
- Lack of adequate marketing information
- Exporting difficulties
- Low experience in storing agricultural products.

4.1.1.3 Agriculture related problem

- Unavailable veterinary unit resulted in lack of information about animal protective health regarding: aphthous fever, cattle diarrhea, blood poisoning, swelling, coccidae, dermatitis, rickets, distomiasis, mammitis, tuber and abortion.
- Shortage of irrigation water
- Unavailable credible source for agricultural inputs
- High prices of renting agricultural machines
- High prices of chemical fertilizers
- High prices of pesticides
- Low quality of seeds
- Insufficient of extension service
- Bad status of drainage
- High prices of seeds
- High level of ground water
- Shortage of laser leveling
- High wages of agricultural laborers
- Unavailability of agricultural gypsum

4.1.1.4 Environment problem

- The building on agricultural lands
- Storage of manure in front of homes
- Irrigating clover after 10 of may

- Burning rice straw
- Fallow agricultural lands and erosion of agricultural lands.
- Cattle folds near by homes
- Using plant and animal residuals as fuel
- Waste use of fertilizers and pesticides
- Pilling up manure in front of homes
- Disposal of dead animals in canals
- Washing empty vessels of pesticides and sprinkling tools in the water canals
- Throwing home drainage water in the water canals
- Washing clothes and cooking pots in water canals
- Urination and excrement at water canals, roads and throwing home residuals in the water canals
- Insufficient healthy drainage system
- Pollution of drinking water
- Village pollution
- Irrigation water mixed with drainage water

4.1.1.5 Women related problem

- Parents' unwillingness to educate girls.
- Widespread of endemic diseases resulted in lack of information about protective health regarding: kidney diseases, bilharzias, lever diseases, fever, hypertension, blood sugar, cancer, ophthalmic diseases, anemia, skin diseases, dysentery, worms, common cold, bacterial diseases, pneumonia, migraine and heart diseases
- Lack of information about: food and nutrition, home management, home cleaning, food processing, health care, family planning, sewing and netting.

4.1.1.6 Dealing with NGO problem

- Shortage of financial capabilities
- Insufficient loans
- Lack of knowledge about the association objectives and activities
- Long distance between cooperative location and the village
- Lack of sufficient projects in the village
- Unfair services distribution
- Lack of exhibitions to promote products
- Limited reception space for public in the association
- Shortage of specialists at the association
- Some activities target only women
- Weak cooperative activities

4.1.1.7 Administrative problems

- Unavailable auto bakery
- Unavailable health care unit
- Unpaved roads
- Unavailability of a youth Centre
- Unavailable telephone communication system
- Unavailable preparatory or secondary schools
- Shortage of drinking water
- Unavailable religious institute
- Instability of electric current
- Bad drainage status
- Lack of pharmacies

4.1.2 The problem tree

According to the "problem tree" model, the main problems are the truck of each problem tree, while the needs under each problem are the roots of the problem.

The next step in analysis is to identify the effects of the problem that represent the brunches of the tree. While the problem “roots” are associated directly with the information needed to solve the problem, the problem “brunches” are associated with the situation of poverty in the village and are used as objectives for each module from which criteria can be driven to compare the situation of poverty before and after the communicational intervention made by RADCON periodically.

The six main problem trees with full problem roots and brunches are illustrated in the next table.

Problem analysis	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6	VERCON modules
Effects of the problem	• Dependency on parent • Low family income • Relay on part-time hand-labour • Difficulty of loan amortization • Low profitable projects • Self-financing projects • Common bankruptcy of projects • Refraining to deal with banks • Smaller projects • limited investment chances • Feeling unfairness when dealing with banking houses • Big farmers monopoly over production	• Low farm income • Random selection of crop production • Low quality of products • More dependency on traders • Local marketing orientation • Low farm prices • High losses of production • Traders/mediators monopoly • Dependency on traders • Exporters monopoly • Third party monopoly of post harvest processes	• Losses of agricultural land in the village • Low job opportunities in agriculture • Vulnerability to endemic diseases and poisoning • Higher chances of cotton worm infections • Black cloud potentials • Wasting a useful secondary product or sources of manure • Degradation of soil • Low productivity • Contaminated products • Over expenditure on farm production	• Refrain to deal with NGO • Distrust NGO intention • NGO goals are poorly achieved • Under or over estimation of NGO capabilities • Low utilization of village potentials • Minority/elite monopoly of NGO services • Less marketing chances and prices for NGO products • Low participation in NGO activities • Limited group participation • Lack group communication chances • Low quality of NGO services • Less dependency on NGO as a source of information • Poor utilization of NGO capabilities	• Higher illiteracy of women • Wider gender gap • Unhealthy labour force • Poor productivity • Irrational utilization of family potentials • Vulnerability to diseases and under nutrition • Over population • Unutilised capabilities of rural households	• Vulnerability to diseases and under nutrition • Difficulty and high costs of transportation • Poor collaborative spirit • Youth are vulnerable to crime • Poor connectivity from/to the village • Time and opportunity losses • Higher rates of pupils dropouts • Poor electric-based industry • Poor exposure to ICT and mass media • More dependency on endogenous therapy (faith healers)	• Unhealthy farm animals • Low quantity and quality of animal production • Wasting fodder • Low quality of farm products • Irrational use of mixed irrigation water • Crop losses • Tendency to plant low value crops • Dependency on farm animals • Lower quality and higher waste of farm inputs and outputs • Higher costs of farm products • Black market of chemicals and pesticides • Degradation of soil • Tendency to use home or uncertified seeds • Degradation of crop quality • 10-15% losses in crop production as a result of unlevelled land
Main problem	**Youth unemployment problems**	**Marketing problem**	**Environment problem**	**Dealing with NGO problem**	**Women related problem**	**Administrative problems**	**Agriculture related problems**

Main problem	**Youth unemployment problems**	**Marketing problem**	**Environment problem**	**Dealing with NGO problem**	**Women related problem**	**Administrative problems**	**Agriculture related problems**
Causes of the problem	• Lack of job opportunities for youth • Difficulty of getting loans • High interest rates • Difficult procedures of getting loans • Low value of loans • Delaying loans delivery • Long distance between the bank • Village and big farmers courtesy for getting loans. High rates of illiteracy	• Low prices of agricultural crops • Traders monopolization of market prices • High costs of transportation • Insufficient marketing avenues • Long distance between marketing and production Centres • High prices of packaging • Lack of adequate marketing information • Exporting difficulties • Low experience in storing agricultural products.	• The building on agricultural lands • Storage of manure in front of homes • Irrigating clover after 10 of may • Burning rice straw • Fallow agricultural lands and erosion of agricultural lands. • Cattle folds near by homes • Using plant and animal residuals as fuel • Waste use of fertilizers and pesticides • Disposal of dead animals in canals • Washing empty vessels and tools of pesticides in canals • Disposal of home drainage in canals • Washing clothes and cooking pots in water canals • Urination and excrement at canals • Throwing home residuals in the canals • Insufficient healthy drainage system • Pollution of drinking water • Village pollution • Irrigation water mixed with drainage water	• Shortage of financial capabilities • Insufficient loans • Lack of knowledge about the association objectives and activities • Long distance between cooperative location and the village • Lack of sufficient projects in the village • Unfair services distribution • Lack of product exhibitions • Limited reception space for public in the association • Shortage of specialists at the association • Some activities target only women • Weak cooperative activities	• Parents' unwillingness to educate girls. • Widespread of endemic diseases resulted in lack of information about protective health regarding: kidney diseases, bilharzias, lever diseases, fever, hypertension, blood sugar, cancer, ophthalmic diseases, anaemia, skin diseases, dysentery, worms, common cold, bacterial diseases, pneumonia, migraine and heart diseases • Lack of information about: food and nutrition, home management, home cleaning, food processing, health care, family planning, sewing and netting.	• Unavailable auto bakery • Unavailable health care unit • Unpaved roads • Unavailability of a youth Centre • Unavailable telephone communication system • Unavailable preparatory or secondary schools • Shortage of drinking water • Unavailable religious institute • Instability of electric current • Bad drainage status • Lack of pharmacies	• Unavailable veterinary unit resulted in lack of information about animal protective health regarding: aphthous fever, cattle diarrhoea, blood poisoning, swelling, coccidae, dermatitis, rickets, distomiasis, mammitis, tuber and abortion. • Shortage of irrigation water • Unavailable credible source for agricultural inputs • High prices of renting machines • High prices of chemical fertilizers • High prices of pesticides • Low quality of seeds • Insufficient of extension service • Bad status of drainage • High prices of seeds • High level of ground water • Shortage of laser levelling • High wages of labourers • Unavailability of agricultural gypsum

Based on the six main problems in this model, the following systems/modules are suggested:

1. Job opportunity module
2. Women's corner module
3. Towards a clean environment module
4. Associations at the service of community module
5. Marketing information module
6. To the editor module

The seventh category of the main problems related to agriculture will complement the second part of this study to enhance VERCON. In this regard, some of the problems can be solved through existing modules, while others should need either expansion or new modules. Full details of VERCON enhancement are covered by the second part of this study.

4.1.3 Information needs and related systems/modules

4.1.3.1 Job opportunity module

4.1.3.1.1 Module components

- Inventory of small business projects suitable for youth, and based on available resources in the village.
- Extension modules on the "how-to" knowledge of planning, implementing, managing and evaluating small business projects
- Extension modules on administrative procedures, licenses legislative issues needed to start a project.
- Extension modules on the marketing mix for the project products.
- Potential financial sources and alternatives
- Kinds of loan available and its terms (conditions, mode of payment, interest rate... etc.)
- Requirements demanded by the banking house
- Loan management extension module
- Feasibility study forms and extension module (preferably an expert system)
- Alternative modes for dealing with banks (credit cards, e-banking)
- Teachers guide for illiteracy alleviation.

4.1.3.1.2 Module developmental objectives

This module aims to help young adults to

- Increase the level of self reliance to earn their living
- Raise family income
- Relay on full-time permanent jobs or self employment
- Raise the rate of loan Difficulty of loan amortization
- Increase the rate of high profitable projects
- Increase the rate of funded projects
- Decrease the rates of projects bankrupted
- Raise the rates of dealing with banks and other funding sources
- Increase the number of smaller and medium projects
- Increase investment chances
- Feeling satisfied when dealing with banking houses
- Widen the chances in marketing production

4.1.3.2 Women's corner module

4.1.3.2.1 Module components

- Articles, success stories and extension modules on women rights, equity and other gender related issues.
- Protective health modules on common diseases
- Extension modules on nutrition and food processing.
- Extension modules on home management

- Extension modules on family education
- Extension modules on women small projects (knitting, sewing, embroider… etc)
- Extension modules on poultry, rabbits, ducks, goose, sheep and goats raising at home

4.1.3.2.2 Module developmental objectives

This module aims to help women to:

- Decrease illiteracy among women
- Narrowing gender gap
- Increase utilization of protective health and nutrition knowledge
- Raise their productivity potentials
- Rationalize the utilization of family potentials
- Be more oriented to family planning
- Utilize the capabilities of rural households

4.1.3.3 Towards a clean environment module

4.1.3.3.1 Module components

- Laws and by-laws of legal use of agricultural land, irrigating clover after May 15… etc.
- Articles to explain legislatives and the reasons behind its issuing
- Extension modules on healthy storage of manure
- Extension modules on compost
- Alternatives for using rice strew and the places to get bailing machines, molasses, ammonia injection…etc.
- Extension modules on environment, wise use of agricultural land, chemicals, pesticides
- Extension modules on healthy cattle folds
- Extension modules on clean agriculture
- Article on the healthy ways for dead animal disposal
- Articles on self, home, village cleanliness and healthy behavior
- Extension modules on healthy disposal of/recycling home liquid and sold wastes
- Extension modules on healthy food and water

4.1.3.3.2 Module developmental objectives

This module aims to help rural people to:

- Conserve agricultural land in the village
- Increase job opportunities in agriculture
- Reduce vulnerability to endemic diseases and poisoning
- Lower the chances of cotton worm infections
- Eliminate the causes of black cloud
- Utilize, reuse, recycle secondary farm product and manure
- Conserve the agricultural soil
- Increase productivity
- Produce clean products
- Rationalize expenditure on farm production

4.1.3.4 Associations at the service of community module

4.1.3.4.1 Module components

- A directory of NGO associations available in the target areas, its objectives, activities and terms of dealing with it.
- Success stories of self financing projects of the villages in collaboration with NGOs
- Extension modules on how to form, register and manage a cooperative
- Extension modules on participation and collaborative work in the village
- Extension modules on the usage of rural communication media especially for marketing and group works
- Online exhibition for village products

- Training modules for NGO village specialists (the same as RADCON communication Centre officers)

4.1.3.4.2 Module developmental objectives:

This module aims to help rural poor to:

- Increase the rates of dealing with NGO
- Gain more trust of NGO intention
- Help NGO to achieve its goals
- Understand the true limits of NGO capabilities
- Increase efficiency of village potentials utilization
- Increase equity of benefiting from NGO services
- Increase marketing chances and prices for NGO products
- Raise the level of participation in NGO activities
- Widen the chances of group participation
- Increase group communication chances
- Raise the quality of NGO services
- Increase reliability on NGO's information
- Raise the level of utilization of NGO capabilities

4.1.3.5 Marketing information module

4.1.3.5.1 Module components

This module was suggested by VERCON users with the following information needs:

- The system might include:
    - The daily vegetable and fruit wholesale prices. Marketing Information Project (MIP) used to have delegates in the five wholesale markets to get the daily prices in the morning or peak hour, fax it to the project HQ, which distribute it at the same day to media, concerned organizations in MALR including CAAES. CAAES used to fax these prices immediately to all Agricultural Directorates in the country, which distribute it to the district level to be available to farmers.
    - Farm prices of field crops during marketing season.
    - Market analysis articles by experts.
    - Exportation opportunities.
    - A directory for transportation companies, railway, airfare... etc, and prices.
- A mechanism for supply and demand presentation might be considered.
- News about the common marketing systems (like poultry stock market).

According to the needs emerged by the needs analysis study, the following information might be added:

- Extension module on cooperative marketing
- A directory for specialized cooperatives
- Extension module on post harvest processes
- Exportation terms, conditions… etc
- Exporters directory
- Exportation demands and terms for the next season

4.1.3.5.2 Module developmental objectives:

This module aims to help producers to:

- Raise farm income
- Rationally selection of crop production
- Raise the quality of their products
- Increase self reliance in production marketing
- Change marketing orientation to national or exportation markets
- Increase farm prices
- Decrease the losses of production
- Increase cooperative marketing
- Lessen dependency on traders

- Loosen exporters monopoly
- Reduce monopolistic activities of post harvest processes

4.1.3.6 “To the editor” module

This module will depend on communication rather than information. It would work as another gate to communicate with the network users. Details of the module contents is in section 4.4.6 of the study.

4.1.3.6.1 Module components

- Contact us page
- Successful Stories page
- FAQ (Frequently Asked Questions)

4.1.3.6.2 Module developmental objectives:

This module aims to help rural people to:

- Be able to press complains and express their problems to a remote authority
- Organized and mobilized for collective action
- Be mobilized for collaborative works
- Minimize the unhealthy behavior among young adults
- Improve connectivity from/to the village
- Rationalize time and opportunity utilization
- Decrease the rates of pupils dropouts
- Increase reliability on electric-based industry
- Increase the chances of dealing with ICT and mass media
- Reduce reliance on endogenous therapy (faith healers)

4.1.3.7 RADCON Communication Centres module

The module is based on the RADCON village organizations’ assessment. It will cover the Centre’s activities in close collaboration with those organizations.

4.2 RADCON stakeholders as a pool of information sharing and dissemination for Agricultural and Rural Development

Based on the abovementioned information needs, and the results of the First Workshop of RADCON June 22-23, 2004, some information sources were identified. Other information sources were recognized during surveying those sites to complement the missing information needs. ARC research institutes and central laboratories are a part of this pool, yet only HRI was surveyed as a sample. The list of information sources includes:

- Faculty of Agriculture, Mansoura University
- Faculty of Environmental Agricultural Sciences in Arish, Suez Canal University
- Department of Rural Development, CAAES
- CARE Egypt
- Social Fund for Development (SFD)
- The Horticultural Export Improvement Association (HEIA)
- Horticulture Research Institute (HRI)
- The Principal Bank for Development and Agricultural Credit (PBDAC)
- Egypt Information Portal (EIP)
- Policy and Coordination Unit for Women in Agriculture (PCUWA)
- Union of Producers and Exporters of Horticultural Crops (UPEHC)
- Alexandria Business Association (ABA)
- Consumer Protection Unit (CPU)
- Agricultural Commodity Council of Egypt (ECC)
- Development Support Communication Centre in Dekerness (DSCC)
- Channel (6) TV station
- Mid-Delta Radio Station
- Village Local organizations

4.3 Stakeholder potential contribution to RADCON and their information and communication needs, expectations, constrains, requirements, and potential risks

4.3.1 Faculty of Agriculture, Mansoura University

Interviewee: Prof. Yehia Zahran, Head of the Department of Agricultural Extension and Rural Society

Title of the site:

Department of Agricultural Extension and Rural Society- Extension Services and Agricultural Consultation Centre- Distance Learning, Training and Extension Unit.

Objectives:

The Distance Learning, Training and Extension Unit is conducting a Distance Learning program for Agricultural Extension and Rural Development project in Egypt. The project aims to:

- Build the capacity of Mansoura University staff in the field of distance learning regarding the provision of equipment and tools, as well as deepening the experiences of the teaching staff and technicians in the field of the production and using learning material and distance learning programmes.
- Strengthening the international relations between Mansoura University and the University of Guelph as well as benefiting from similar projects implemented in India and Cameron.
- Support the experience of the University of Guelph in the rural and extension fields, and deepening the experiences of the Canadian Agriculturists in working in developing countries.

Related or intermediary organizations

- The Distance Learning, Training and Extension Unit was established to extend the applicable services of the Department of Agricultural Extension and Rural Society to the university domain area.
- The Distance Learning, Training and Extension Unit is working in close collaboration with other departments in the collage, Development Support Communication Centre in Dikirnes, Agricultural Directorate in Daquahlia and related Extension Centres.

Main projects related to RADCON

Distance Learning program for Agricultural Extension and Rural Development project in Egypt. The project is implemented in collaboration with University of Guelph, Ontario Agricultural Collage, School of Rural Extension Studies. The project span is 6 years from 2001 to 2006. Under the program, the following activities are in action:

- Using bio-technology in Wheat production.
- Environmental awareness
- Micro-financed industry for young women.
- Fruitful forestation.

Target audience

- Teaching staff and technicians
- Agricultural extension researchers
- Village Extension Workers (VEW)
- Subject Matter Specialists (SMS)
- Wheat producers
- Rural people
- Young rural women

ICT facilities

Distance Learning, Training and Extension Unit had a website, but it is not active now. The budget to re-activating and upgrading the suite is already assigned. ICT competencies are available, but there is a shortage of equipment.

Geographic area

Mainly Daquahlia Governorate.

Information output:

	Content	Source	Media	Information cycle
1	Crop and horticultural recommendations	Collage depts.	Bulletins, posters, fact sheets, and video tapes	Source (collage Depts.), editing (Exten. Dept.), production (DSCC Dikirnes), distribution (Exten. Dept.), then audience.
2	Training material for Micro-financed industry for young women	Collage depts.		
3	Best practices for environmental awareness and protective health	Multi-sources		
4	Extension training material (presentations) for VEWs and SMSs	Extension dept.		
5	Annual conference publications	Extension dept.		

* All contents are in digital form

Information needs:

	Content	Source	Media	Information cycle
1	Monitoring reports	Target audience	Pre-designed monitoring sheet	Extension staff through meetings and field visits
2	Audience feed back, needs and problems	Target audience	Non	Non
3	Collaboration formula for coordination with ARC	ARC	Non	Non

Feedback from target audience and organization's response

Feedback is regularly collected through monitoring activities. Some of the activities have a special format to monitor implementation and beneficiary's response.

4.3.2 Faculty of Environmental Agricultural Sciences in Arish, Suez Canal University

Interviewee: Prof. Reda Abu Hatab, deputy of the Faculty of Environmental Agricultural Sciences

Title of the site: The Scientific Centre for Development and Agricultural Extension

Related or intermediary organizations

The centre is related to the Department of Agricultural Economy and Countryside Development (DAECD), Faculty of Environmental Agricultural Sciences, Suez Canal University.

Main activities related to RADCON

1. Egypt Programme for Village Development

Starting date:	September 2004
Target group:	Bedouins
Location:	El-Qusaima, North Sini
Goal:	Community participation and decentralizating Local Units management
Partners:	Department of Agricultural Economy and Countryside Development, and the other departments in the faculty.
Funded by:	UNDP
Description:	The project conducts a study for the situation of the villages. Sequentially, the project trains the local leaders, village heads and members of local councils to develop a unified plan for village development. Difficulties facing the project are about extended areas of target population and the lack of transportation means and communication means.

2. Local Initiations Supporting Programme, Preparation of Productive Village Project

Starting date:	June 2004
Target group:	Graduates of the village
Location:	El-Rabaa and El-Kherba Villages, Beer El-Abd district.
Goals:	Provision of job opportunities, maximize added value of agricultural products and natural resources, and enhancing small business and industrial projects in the villages.
Partners:	ARC, Social Affairs Administration, City Council of Beer El-Abd, as well as Food Industry department and Horticulture department in the faculty
Funded by:	GTZ
Description:	The project presents training, help conducting feasability studies, extension bulletins, and marketing servises. Information provided are about: Difficulties facing the project are the lack of transportation means and communication means.

3. East Delta Project (World Bank)
4. Agricultural Services Project
5. Graduate Villages on Salam Canal Project.

Target audience

- Village Extension Workers
- Villages' Heads
- Farmers
- Women
- Bedouins
- Research Centres

ICT facilities

The Centre has a web site but is not working. The centre has a staff that can be trained to implement RADCON activities. The centre is in short of equipment, trained staff and internet connection.

Geographic area

Northen Sini, Arish.

Information output

	Content	Source	Media	Updating	Information cycle
1	Participatory planning for village development	DAECD & Information Centre of the governorate	training	As needed	Source, faculty departments, DAECD, bulletins, faculty printing house
2	Markets	The university	training, bulletins, exhibitions	monthly	
3	Food Industry	Dept. of Food Industry	training	twice a month	
4	Nurseries	ARC & Dept. of Horticulture	training	seasonally	

Innovative and conventional communication approaches and tools used by the faculty
The centre functions mainly through the project approach, yet it responses to the agricultural organizations and direct farmers contacts as needed. In this regard, then centre conduct field studies, and training courses, issue extension bulletins and holds forums and conferences. The faculty staff, prost graduate students, and external experts from the university and other institutions are working for the centre in collaboration with its staff.

Feedback from target audience and the Centre's response
The centre's target audience seeks:

1. Information about the Centre's services
2. Information about the projects' activities
3. Educational/awareness information
4. Solutions for activities problems

This information is collected regularly through field visits to farmers, office visits of VEWs, face-to-face contacts, meetings organized by the Centre, and field studies. Responses are collected from the faculty departments and prepared by DAECD after authorization (if needed) from the Supreme Committee of Agricultural Development. The Centre respond through personal contacts and extension meetings.

Suggestion for collaborative activities with RADCON
The Centre can provide RADCON with:

- Research results of agriculture in arid areas
- Conferences recommendations
- Settlement and development experience in new communities
- Developing Bedouin youth and women

4.3.3 Department of Rural Development, CAAES

Address:
Nadi El-Said street, Dokki, Giza
Phone: +20 (2)761-5699
+20 (2)337-4720

Interviewees: Ms. Nadia Ess'hak, director general of the Department of Rural Development, CAAES
Ms. Aronie Beheri, Director, CAAES

Related or intermediary organizations
The Department of Rural Development is under the Central Administration for Agricultural Extension Services (CAAES). The department activities are implemented through its 160 training Centres.

Main projects/activities related to RADCON
The department implementing the "National Project of Training and Qualifying Youth Graduates" (NPTQYG) since 1/12/2001. Objectives of the project are to:

- Contribute in solving unemployment problem and the provision of job opportunities through samll projects.
- Diminishing the severity of youth problems emerged due to unemployment.
- Help in realizing economic and social stability for rural youth to reduce the rates of rural/urban immigration.

The project offers training courses for rural male and female youth for a period from 1-3 months. The trainee have LE 100-150 during the training, a certificate after training that also help him to get a loan from PBDAC to start his project.
There is also advanced training that aims to qualify development leaders from target youth.

Target audience

The audience of the department are mainly rural women. The project's target audience are male and female youth graduates.
Since the project started, 150,000 of the rural youth were trained, 41% of the are males and 59% females. 27% of the trainees were university graduates, and 73 were having a high school or equivalent certificate. Training plan for 2005/2006 targets to train another 13,220 trainees.

ICT facilities

- The department has no facility for ICT, yet it works through the CAAES information unit.
- Some of the training Centres have computers as they implement training on computer usage.

Geographic area:
Activities of the department are implemented through its 160 training Centre distributed in 24 governorates as follows:

Governorate	Number of training Centres	Governorate	Number of training Centres
Cairo	3	Behera	14
Esmaillia	8	Menofia	7
Daqahlia	10	Giza	6
Alexandria	8	Fayoum	20
Kafr El-Sheikh	11	Bani Suaf	8
North Sina	5	Menia	9
Qualubia	10	Assuit	4
Gharbia	8	Sohag	4
Suez	3	Qina	1
Damitta	1	Aswan	1
Port Said	2	New Valley	4
Sharkia	12	Luxur	1
Total			160

Information output:
The training material includes production information and financial information. It also relay on practical training, followed by a special training on how to prepare a feasibility study and loan management. There are 30 fields of training afforded by the project.

- Poultry production
- Bee keeping
- Agricultural small industry
- Mushroom production
- Date palms remains industry
- Packaging and enveloping dates
- Sewing and knitting
- Carpets manufacturing
- Leather manufacturing and decoration
- Art works
- Fret sawing works
- Computer training
- Rabbits production
- Operating and maintaining the compilers
- Establishing nurseries
- Cattle production
- Dairy production
- Baking and pastries
- Silkworm production
- Non-traditional fodders production
- Fishery supplies manufacturing

- Textile printing
- Weaving carpets from textile remains
- Arabesque manufacturing
- Wood works
- First aid
- Tractors
- Rice polishing
- Sheep and goat production
- Others

Innovative and conventional communication approaches and tools used by the organization
The project follows a multi-disciplinary approach in training. Although the training depends on the related organizations in MALR and ARC, collaborative actions with other entities like the Ministry of Health, Ministry of Environment, PBDAC, faculties of applied arts… etc is followed. Competencies of the department's qualified staff at the village level are also well utilized. This comprehensive approach to compile training material and trainers help to diverse training fields and sequentially widen the choice for youth to take advantage of opportunities available in their context.

Quality control on content:
The project depends on thorough selection of reliable organizations and qualified trainers. Only training is monitored to ensure the training quality.

Information needs from RADCON

- Support training Centres in RADCON area with necessary equipment and internet connection
- Feedback facility to communicate with graduates and subscribers

Feedback from target audience and organization's response:
There is no regular way to identify feed back, yet some graduates contact training Centres for help sometimes.

4.3.4 CARE Egypt

Address: 106 street, No. 34, Hadayek El-Maadi, Cairo.

Interviewees:

- Dr. Tom Herlehy, Chief of Party, El-SHAMS Project
- Ms. Sherine Ibrahim, Project Manager, SAFE Project.
- Mr. Mohamed Nada, Program Officer

Objectives
CARE International in Egypt is a not-for-profit, non-sectarian development organization that has been serving individuals, communities and local associations in the poorest regions of Egypt. CARE Egypt's Goal calls for addressing underlinying auses of poverty affecting the most vulnrable households in the poorest communities in Egypt. Specific objectives are to:

- Dialogue with the government on policy and decision-making
- Promote innovative partenerships
- Support gender equity
- Mobilize local capacities and resources
- Contribute to buildin a strong civil society for the realization of basic rights.

Related or intermediary organizations

- CARE International, International Secretariat in Brussels, Belgium.
- CARE's work in Egypt is within the framework of a Basic Agreement between the Government of Egypt and CARE signed on June 17, 1976. CARE has a well-established working relationship with the Egyptian Ministry of Insurance and Social Affairs (MISA).

- CARE Egypt works to build the capacity of Egyptian community-based organizations. CARE's approach is to partner with community development associations (CDAs) and other civil society organizations at the field level.
- CARE Egypt also collaborates with and works alongside many different partners from government and non-government organizations, networks and community-based associations, and the private for-profit sector.

Main projects related to RADCON

1. Safe Agriculture for Farmers in Egypt (SAFE) Project

Starting date: March 2003
Target group: 6000 small-scall male and female
Location: Three governorates of Upper Egypt: Qena, Sohag and Fayoum
Goal: To improve the livelihood security of 6000 small male and female households in three Upper Egypt governorates.
Partners: The Ministry of Agriculture and Land Reclamation, and Ministry of Social Affairs
Funded by: European Union, Government of Austria & CARE Austria.
Description: SAFE adopts an agro-ecology approach to sustain agricultural production, small farming communities, and environmental health. SAFE targets small-scale farmers in Upper Egypt. They are empowered with information and encouraged by example, to apply ecologically compatible and locally responsive water and soil management practices. This leads to reduction in dependence on external production inputs, and encourages the farmers to experiment with environmentally-friendly local resources. SAFE is also committed to strengthening its partnerships with established Farmer NGOs. Through collective action, Farmer NGOs act as vehicles for the expression of farmer interests and rights.

2. The Rights and Responsibilities Redirected for Results (R4)

Starting date: April 2004
Target group: Government and NGO parteners, and CARE staff
Location: Multiple locations in Upper Egypt
Goal: Systematic and coherent implementation of Rights-Based Approach (RBAs) in program strategies, plans, and application within CAREEgypt program plans and that of CARE's NGO and government parteners.
Partners: Local and national associations and government counterparts
Funded by: CARE UK and CARE Egypt.
Description: The Rights and Responsibilities Redirected for Results Initiative (R4) aims at a systematic and coherent learning and implementation process of Rights-Based Approaches (RBAs) in program strategies, plans, and application within CARE Egypt's programs and that of its partners. R4 activities consolidate and expand the RBA capacities of CARE Egypt and its partners by organizing and extending the learning processes around rights approaches. R4 builds on the strategic consultative process that is on-going within CARE's projects as a means to better understand and promote rights based approaches. R4 goes beyond the traditional development efforts of civil society by focusing on rights as a means for enhancing dialogue and collaboration between civil society and government.

Concepts of Learning are to:

- facilitate learning, exploration, consultation, and partnership building; and
- set a learning foundation for enhancing the design of programs and interventions with a rights perspective, as well as adapting current projects where feasible.

3. Euro-Med Participatory Water Resources Scenarios project (EMPOWERS)

Starting date: May 2003
Target group: Government, civil society organization and vulnerable water end-users
Location: Regional, national and rural pilot in two villages in Ihnasia district in Bani Suef governorate

Goal: Improve long-term access to water by vulnerable people through more effective local management of water resources in the MEDA region.
Partners: Development Research Technology & Planning Centre (DRTPC) at Cairo University and Social Planning Analysis and Administration Consultants (SPAAC).
Funded by: The European Union and CARE International.
Description:

- The main focus of the project is participation in decision making and management of water resources, a 4-year regional water project that is being implemented in Egypt, Jordan and Palestine
- The project improves long-term access to water by vulnerable populations. It applies a variety of planning and technical approaches within a pilot situation to enhance and document the process of decision-making in local water management. It raises water rights issues within a process that fosters dialogue.
- The project has an inherent horizontal and vertical participation strategy that brings together stakeholders at different levels to discuss water resource management in all its aspects. The project is sending a clear message that water users have the right to participate in decision-making regarding the present and future management of water and other resources.

4. Enhanced Livelihood from Smallholder Horticultural Activities Managed Sustainability (EL SHAMS)

Starting date: September 2003
Target group: Twenty four thousand small and medium-sized farmers in Upper Egypt.
Location: Nine governorates of Upper Egypt: Aswan, Luxor, Qena, Sohag, Assuit, Minya, Bani Suef and Giza, grouped into three regions in order to organize effeciently all technical assisstanse and training.
Goal: To increase on- and off-farm jobs and rural income in Upper Egypt by building the capacity of small and medium sized farmers to improve production, processing and marketing of horticultural products.
Partners: The University of California at Davis (UC Davis) and ACDI/VOCA; and two Egyptian-based organizations: Nile Valley Group (NVG) and Environment Quality International (EQI).
Funded by: USAID.
Description: EL SHAMS is a four-year agribusiness project. It empowers smallholder horticultural growers with knowledge and skills to compete in Egypt's growing high-end domestic and export markets. The project works to improve the capacity of smallholder farmers to identify and respond to high-value horticultural marketing opportunities, and to increase the quality and expand the quantity of horticultural produce.

EL SHAMS builds the organizational, marketing and technical capabilities of smallholders Farmer NGOs and Associations in each governorate. They are trained on how to become viable, self-sustainable, member-driven organizations.

Project Activities functions through linking small-land holding farmers and their Farmer Associations to market-oriented private sector agribusinesses, larger regional trade associations, and to traders, exporters and investors. This helps produce a sizeable and sustainable increase in high-value horticultural exports, domestic sales, local income and agricultural and non-farm jobs.

The project Methodology relays on Participatory, farmer-to-farmer approaches to build the organizational capacity, business skills, technical know-how market intelligence.

5. Integrated Development with Emphasis on Water and Sanitation project (ALIVE)

Starting date: June 2001
Target group: More than 112,000 participants in 15 communities
Location: Naser and Ihnasia districts in Beni Suef governorate

Goal: To improve health and quality of life through water and sanitation services, income generation and environmental education

Partners: Fifteen CDAs, the Ministry of Social Affairs, the Beni Suef Economic Authority for Water and Sanitation, the Egyptian Environmental Administration Authority, Business Women Association and Association of Youth for Development and the Environment of Beni Suef Governorate

Funded by: The Egyptian Swiss Development Fund, CARE, and community and local government contiributions

Description: Water and health are the focus of ALIVE, a project joining efforts with thousands of Egyptians to improve quality of life through water, sanitation, environmental education and micro-finance interventions. ALIVE partners with community development associations (CDAs)intermediary organizations, and a micro-finance institution to enhance their capacity to help people bring clean water into their homes and install environmentally sound sewage and solid waste management systems.

ALIVE increases community understanding and knowledge of health and environmental issues. It empowers the community to participate in critical decision-making and service provision. Adult literacy and life skills training strengthen the decision-making ability of 3000 girls over the age of 14. Teachers are trained to become environmentally aware and transfer this to their students.

6. Task Force on Education Advocacy (TEA)

Starting date: October 2002

Target group: Partner NGO, government, and community development associations (CDAs)

Location: Four governorates in Upper Egypt: Fayoum, Beni Suef, Minia, Sohag

Goal: Help push community participation models and concepts into the mainstream of Egypt's education sector

Partners: Civil Society Organization and the Ministry of Education

Funded by: Ford Foundation and CARE Egypt

Description: CARE established TEA because it believes that the organization along with others with ground-level experience should serve as catalysts to help push community participation models and concepts into the mainstream of Egypt's education sector.

The Task Force Objective is to actively engage in dialogue and collaborative work with civil society organizations to clearly define the parameters of community participation in education, and work as an alliance in awareness building and advocacy initiatives.

TEA builds on CARE Egypt's previous and on-going work in the field of education. Its members research and identify case studies featuring education advocacy documents and initiatives from Egypt and elsewhere. TEA identifies trends in the educational field that may have negative effects on certain target groups in the future.

TEA conducted field research in 91 rural Upper Egyptian communities to measure the impact of the absence of birth certificates in the enrollment of girls in schools. TEA was also involved in organizing events to promote dialogue, learning, and awareness of community participation in education with relevant stakeholders in Cairo and at the governorate level. The project organizes national level meetings to highlight issues from governorate level networks. It also has taken steps toward the formation of a national coalition focused on advocacy related to community participation in education.

7. New School Program (NSP)

Starting date: January 2000

Target group: Twenty eight thousand girls between the age of 5 and 18 and 1300 teachers in 72 communities

Location: Minia, Beni Suef, and Fayoum governorates

Goal: Increasing educational opportunities for girls and improving education quality and teaching with the full participation of local communities

Partners: Education Development Centre, World Education, Salama Moussa, EHAF Consulting Engineer, the Ministry of Education and General Authority of Education Buildings

Funded by: USAID

Description: NSP is working closely with community leaders and residents to establish more than 1000 new classrooms. The first step to increase school enrollment, especially for girls is to make more classrooms available in those areas of rural Upper Egypt with the widest gaps between girls' and boys' enrollment.

Teacher training in active learning methods is the second step, which empowers teachers to do their jobs with more experience and confidence. It is an opportunity for growth and learning for more than 1500 primary teachers and multi-grade facilitators and coordinators working in NSP supported schools.

The third step in increasing girls’ enrollment occurs when communities and parents take ownership of their children’s education. In each target community, NSP established a Community Education Team (CET) to participate in planning new primary schools, and to establish multi-grade community schools. NSP also established and strengthened Parents-Teachers Councils (PTCs) and Parents Associations (PAs).

8. Awareness Against Aids (AAA)

Starting date: March 2004

Target group: Health care providers and other community members, majnly youth, in Aswan governorate in Upper Egypt

Location: Selected Communities in Aswan and Cairo

Goal: Addressing the right to risk-reduction and prevention information, and access to appropriate prevention methods with focus on HIV/AIDS

Partners: Ministry of Health National AIDS Program (NAP), INGOs operating in Cairo, the future Association for Development (FAD), and other local Community Development Associations (CDAs)

Funded by: The Private Sector and CARE Egypt

Description: Project objective is to introduce a two-layered innovative approach to maintaining low HIV/AIDS prevalence in Egypt. The first layer involves collaboration and partnership with the private sector to combat ignorance of HIV/AIDS in Egypt. This is accomplished through tailor-made orientations sessions - AAA Orientations. The sessions are provided to companies in return for a financial contribution that AAA uses to support community-based HIV/AIDS awareness campaigns and related activities primarily in rural villages in Upper Egypt. That forms the second layer.

- AAA Orientations help increase staff members' knowledge about risky behavior and HIV/AIDS prevention, staff apply general messages to their own situations and behavior, give staff the tools for making personal informed decisions about their exposure to risk and, How they can protect their families and ultimately continue to lead a healthy and productive lives and keep HIV/AIDS prevalence low in Egypt
- AAA increases the knowledge base and raises awareness about HIV/AIDS as well as preventive measures amongst health care providers and other community members.
- AAA builds useful bridges between community members and local health units to make critical reproductive health information, with a focus on HIV/AIDS, and services accessible to youth and women.

Target audience: Target audience varies according to the project as mentioned above.

ICT facilities

CARE has a bilingual website: http://www.care.org.eg/

The site contains the following:

- Introductory, history, partners, current events and activities information
- Newsletter
- Training course material on:
    - Education Manuals and Tools
    - CARE Egypt's Experience in Water and Sanitation
    - How to Determine Health Needs in the Community
    - How to Conduct Awareness Campaigns
    - Business Planning, Monitoring and Evaluation of Microfinance Projects
    - Household Livelihood Security (HLS) Manual
    - Marketing and Exporting of Agricultural Crops
    - Organizational Development Tool
- Job opportunities in the organization
- E-mail address for donation
- Photo Gallery
- Entertainment campaign for donation collection (Challenge Series)
- Staff e-mailing facility as a feedback.
- Procedures for benefiting the organization services are not declared.
- No learning material for end beneficiaries included.
- No mechanism to identify beneficiary’s problems/needs systematically.

Geographic area

Upper Egypt governorates (south Giza to Aswan).

Information output:

Content:

Varies according to the project.

For example, manuals cover from A to Z, melons, medicinal and aromatic plants, garlic, spring onions and bulb onions.

Source:

- ARC, Horticulture Research Institute, Department of control on pesticides, Central Laboratory for Organic Agriculture, …
- Association of Business Men.
- Nile Valley Group.
- UNDP projects.
- University of California, Davies
- Others

Media

- Bulletins, fact-sheets, training handouts
- To group farmers in a coop “gamea”
- 22 coop have computers, fax, modem, telephone and ready to ship out 52 computer in Qena, fayoum, giza, bani Swaif, assuit, luxor, aswan;
- coops are going to create/establish their own website which they are going to use to communicate with buyers, exporters and food processors, to train , to generate demand to their products.
- Illustrated manuals for the crops, and potentially on CDs.

Updating cycle

On demand.

Innovative and conventional communication approaches and tools used by the organization

CARE had a contract with Vodafone Egypt

Feedback from target audience and organization's response.

- Face-to-face contacts with staff and researchers.
- Workshops for coop leaders to identify what should the project work on, what is missing..
- Cell-phone line for farmers.

4.3.5 Social Fund for Development (SFD)

SFD was establishment in 1991. Since then, it has played different roles at the development arenas of Egypt, and pioneered in most. Initially, it was designed as a social safety net associated with the government of Egypt's agreement to undertake its extensive Economic Reform and Structural Adjustment Program (ERASP). Therefore, the Fund was considered essential to the actual success of the reform program. Serving as a vanguard of economic empowerment, quality human resources, and an enabling environment for human development, SFD has successfully developed into a full-fledged organization with a new development perspective: it consolidates mechanisms for better understanding of the impact of globalization and mobilizes efforts to minimize risks of social exclusion, help alleviate poverty and combat unemployment. In this capacity, it creates employment opportunities for start-up entrepreneurs and provides them with credit, technical assistance, skills, and technological know-how both Egyptian and international.

The SFD Board is chaired by Egypt's Prime Minister and composes of: Minister of Finance, Minister of Manpower and Immigration, Minister of International Cooperation, Minister of Information, Minister of Foreign Trade and Industry, SFD Managing Director, President of the General Organization for Investment and Free Zones, Board Chairman of Maghrabi Group, Board Chairman of Americana, Financial and Legal Adviser, Managing Director of Alexandria Businessmen Association, Chairman of the Egyptian Association for Enterprise Development.

Projects are implemented by sponsoring/intermediary/executing agencies, which may be ministries, governorates, banks and financial institutions, NGOs and PVOs, public and private sector enterprises and local community agencies. Sponsoring agencies submit project proposals to SFD for evaluation according to a set of appraisal criteria selectively designed to take into consideration the socio- economic impacts of such proposals, whenever necessary. SFD may assist these agencies in developing project proposals, with special attention paid to the accurate identification of vulnerable groups.

Agreements drawn up between SFD and each sponsoring agency on approved proposals specify the implementation schedules, the financial terms and conditions, the technical assistance requirements for which SFD funds are provided, and the contribution to be made by the agency concerned.

Objectives

- Creating employment opportunities for new graduates, unemployed youth, and low-income groups through the encouragement of small enterprises both newly established and already existing.
- Directing additional public investments toward services of social, health, educational, and environmental nature.
- Establishing mechanisms to protect vulnerable population groups and improve their living standards such as women, children, and the elderly.
- Engaging NGOs and PVOs in implementing projects that serve the target groups.
- Strengthening partnerships with the government and all major players in the decision-making process.
- Replicating SFD model in different parts of the world.

Target Groups

- Women
- New graduates
- Unemployed youth
- start-up entrepreneurs

Web address: http://www.sfdegypt.org/ **(bilingual Arabic/English)**

Site contents:
About SFD

- Objectives
- Composition of the SFD Board
- Implementation Channels
- Target Groups

SFD Groups

- Administration and Finance Group
- Internal Audit Group
- Human and Community Development Group
- Small Enterprise Development Organization
- Marketing & Management Group
- Planning and Monitoring Group
- International Cooperation, Media, and Public Relations Group

Support Services

- SEDO Franchise
- Loan Performance Development Department
- Technology Support Centre(TSC)
- Footwear & Leather Industry Service Centre (FLISC)
- Business & Technology Incubators
- Cooperative Insurance Society
- Network of Egyptian Small Business Development Centres (ESBDC)

SME (Small & Medium Enterprise) Law

What's New

- Cooperation with CAPMAS
- Cooperation with CAPMAS
- SFD participation the development of a new website
- A National Baseline Franchise Census

Stories

Publications

- Annual Report
  - Annual Report 2001-2002
  - Annual Report 2000
    Part One: Changing the Landscape of the Disadvantaged
    Part Two: The Programs
  - Annual Report 1999
- Newsletter October 2002
  - May 2005
  - January 2005
    - SFD Board Meeting
    - Activating SFD Initiative to Establish the Arab Information Network
    - Developing Management Information Systems
    - Twenty Million Kuwaiti Dinars from the Kuwaiti Fund
    - SFD in the Governorates

        - New Assignments by Prime Minister to SFD Managing Director
        - Managing Director Elected as WASME Deputy Chairman
        - Arab Union for Small Enterprises
    - October 2002
- Franchise
    - Franchise Census Egypt

Electronic Complaints

4.3.6 The Horticultural Export Improvement Association (HEIA)

Address:

22, Syria St., Mohandeseen
Giza 12411
Egypt
Phone: +20 (2)338-3080
Fax: +20 (2)338-1940
e-mail: info@heia.org

Interviewees: Mr. Wail Rafea, Executive Director

Objectives:

To support the Egyptian horticultural industry (exporters, growers, and processors) to increase exports of fresh and processed produce through continuous improvement of quality production, marketing, policy advocacy, training and management aspects assuring Egypt's international quality reputation and raising agriculture labor force standards for a sustainable national economy.

HEIA aims to access modern production technology, post harvest handling practices and to connect the industry to market information to reach its production, quality and marketing goals.

Related or intermediary organizations

Regional office, Luxor Airport

Main projects/activities related to RADCON

HEIA exists to serve its membership and their partners, who are either grower/exporters or foreign suppliers/receivers, in order to develop and promote the horticulture industry. With the assistance of the United States Agency for International Development (USAID), HEIA is empowered to provide services to members in areas such as:

- Export promotion
- Technical support
- Market knowledge
- Training services.

HEIA offers a wide range of training, technical and networking support to members of the horticultural industry. HEIA is in close contact with industry members, government agencies, agricultural Institutions, researchers, USAID funded projects and other valuable resources so that our members are always on top of what's new in the industry. The organization offers its services through:

- Technical Support
- Networking Opportunities
- Councils
- Training
- The Gender Program
- Management Consulting Unit (MCU)
- Advocacy

The Refrigerated Perishable Terminal in Luxor airport is the only project in the organization. Some of the projects in processing now are establishing a packing and packaging line, analysis laboratory for soil, water, remians, plant leaves..., training, and application of the Total Quality Management in members' farms.

Target audience

HEIA serves producers, exporters, suppliers of horticultural products, as well as affiliated companies such as equipment and packaging manufacturers, and provides a forum where members benefit from representation.

Two membership categories are available: Full Members and Associate Members; full membership is open to firms or people serving the industry. These includes exporters/producers, consultants, input suppliers such as package manufacturing, chemical companies and clearing and forwarding firms. These firms generally benefit via the multiplier effect, tapping services such as database of export member listing and accessing general trade information.

Members represents almost 90% of the organization's clinte. Some USAID projects benefit from the organizations service and some food processing factories yet, with no membership.

ICT facilities

- The organization has an English website: http://www.heia.org/
- Information in the website are mainly introductory, promotional, calender, events and news of the organization, membership terms, useful links, feedback tool through e-mail, and some reports. No educational material is published.
- The organization has qualified ICT staff.

Geographic area

All over the country

Information output:

- Information provided in many forms but limited to members in most cases.
- Sometimes training is open for non-members for extra fee.
- HEIA offers to provide RADCON with these information for free:

Content	**Media**	**Updating**
Some technical reports prepared by Egyptian staff (post harvest field)	Printed/digital	According to the activities
Directory for horticulture growers	Digital	According to registration
Directory for exporters	Digital	According to registration
Marker prices	Digital	3 months delay
Training calendar including: date, subject, instructor, subscription fees, and place.	Digital	One month ahead
Index of educational material available in token prices	Printed, CD, video taps	According to activities
Agricultural Technology Utilization and Transfer (ATUT) bulletins	Printed	Non
HEIA quarterly Newsletter	Digital	Every 3 months

Innovative and conventional communication approaches and tools used by the organization

- **Technical Support**
    - Transfer of Technology: Production Technology Adaptation Develop testing/research methodology for adaptation trials on member farms, solve production and post harvest problems, using consultants as needed and making information gained available to all interested parties.

  - Quality Control: Apply appropriate market quality standards and regulations and increase members' awareness and assist them to apply the most up-to-date practices to produce safe foods.
  - Technical seminars & workshops covering all crop- related topics e.g. grapes, mangoes, melon, cut flowers, green beans, strawberry... from HACCP and food safety to packaging, refrigeration and transportation.
  - International technical experts are made available at HEIA to provide immediate consultations to the members' most pressing problems of a technical nature.
  - Observational study tours that take the participants to different countries in the world to view developments of technology in topics of interest, to benefit from world experiences, to apply the new techniques and adopt advanced methods they come through during such trips.
  - Easily comprehensible technical aspects in HEIA's quarterly newsletter keeping you informed about the latest news and issues that affect your business.
- **Networking Opportunities**
  - Organizing networking gatherings for all members on bi-monthly basis.
  - An Annual Conference to exchange information.
  - Access to members' farms through organizing 6 field days for different commodities according to the season at different sites.
  - Active committees providing a focused contact base and industry participation.
  - A membership Directory with members' personal data and key contacts.

- **Councils**

  The Councils are to operate as voluntary private sector representation groups under the guidance of their members. Crop councils are made up of producers, exporters, researchers, extensionists, and representatives from the Ministry of Agriculture and Land Reclamation and other important sector participants. However, at least two-thirds of a council's member's must be exporters and producers. The following crop councils are actively planning and working with HEIA staff to implement plans that are improving their commodity industry: Table Grapes Council, Strawberry Council, Melons Council, Mango Council, Green Beans Council, Cut Flowers Council, Nurseries Council, Organic Agriculture Council, and Food Processing Council.

- **Training**

  HEIA develops and manages an ongoing training program in close collaboration with members, crop councils, and other bodies. There is also Crop Specific Training in which the association develops training related to specific crop production, post harvest practices, quality control, foreign market information and exports.

- **The Gender Program**

  Pursuing its role in promoting the Egyptian community services in general and the horticultural community in particular, HEIA is undergoing a gender program to provide Egyptian horticultural industry with highly skilled female workers in order to successfully compete in the world markets, for the third consecutive year. HEIA does identify, plan and implement training activities that improve related work performance and living standards. We are proud that 1530 female workers actively participated in the program during the period from 2000-2003.

- **Management Consulting Unit (MCU)**

  The Management Consulting Unit (MCU) seeks to provide HEIA members with a model for application and follow up of their performance in preparation for receiving the Good Agriculture Practices (GAP) certification. The model is based on the following international standards: EUREPGAP (Good Agriculture Practices Protocol), British Retail Consortium Technical Standards (BRC) for Packing Houses Supplying Fresh Produce to retailers, Social

Accountability Standards S.A. 8000, Organic Standards For Production According to EEC2092/91, Guidance for implementing organic standards, IFOAM Standards for organic production and processing, Environmental Management Systems ISO 14001, Occupational Health and Safety - BS 8800 / OHSAS 18001, ISO 9001-2000 Management Systems, and Hazard Analysis and Critical Control Points (HACCP).

- **Advocacy**
  To ensure legislators and regulators are well-equipped to make the best decisions impacting the horticultural produce industry, the Advocacy Committee continues efforts to resolve issues affecting horticultural exports such as reduce direct and indirect taxes, which increase the unit costs of horticultural exports, reduce transportation costs i.e. resolve inland transportation problems that increase costs and create logistical delays, reduce high tariffs on imported trucks and refrigerated containers, eliminate requirement(s) for letters of guarantee associated with Egyptian refer trucks traveling abroad, and simplify regulations governing the import of new varieties.

Quality control on content:
- The organization depends mainly on secondary data that being validated by its source.
- Consultants are selected carefully with knowledgeable background.

Information needs from RADCON
- Up-to-date statistics about:
  - Planted area (horticultural crops)
  - Egypt exports of horticultural crops
  - Horticulture production
  - Authorized pesticides
  - Land investment opportunities
- Feedback information

Feedback from target audience and organization's response:
- From members about the services provided
- Consultants' reports to clients.

Collaboration with others:
- MOA
- Ministry of Foreign Trade, Commodity Council
- Ministry of civil aviation
- USAID
- FAO
- UNIDO
- Others.

4.3.7 Horticulture Research Institute (HRI)

Interviewee:
- Prof. Mohamed El-Masri, Deputy Director for Extension and Training Affairs
- Prof. Ibrahim Sae'ed, Head of the Environment Friends Association, HRI.

Research departments
- Citrus
- Viticulture
- Tropical Fruits
- Deciduous Fruits
- Olive and Semiarid Fruits

- Fruit Handling
- Cucurbits and cross-pollinated
- Vegetables
- Tomato and Self-Pollinated Vegetables
- Potato and Vegetatively Propagated Vegetables
- Vegetable Seed Technology and Production
- Protected Cultivation
- Medicinal and Aromatic Plants
- Vegetable Crop Handling
- Botanical Gardens and Ornamental Plants
- Timber and Forestry
- Flora and Phytotaxonomy

Extension activities:
Regular extension programmes through ARC and CAAES

Agricultural services provided:
Seeds and seedlings

Feedback from farmers
Most information the target audience seek are extension information, and services. Approaches/methods used are:

- Evaluation studies
- Field days and extension programmes
- Personal contacts through research stations
- VERCON

The internet site

- The institute has a one page webpage under ARC http://potato.claes.sci.eg/arc/hri.htm
- The institute has an information unit fully equipped with PCs and a LAN, and a trained staff.
- The institute is a part of NAREMS

Small business projects

Information for youth projects that the institute can provide

	Recommended seedlings production	Medical & aromatic plants production	Decorative plants and pick flowers production
Supplies and requirements			
Land/place and equipment	√	√	√
Raw material	√	√	√
Permits and authorizations	√	√	√
Sources and selling places of supplies	√	√	√
Expertise and labour	√	√	√
Technical aspects			
Procedures	√	√	√
Agenda	√	√	√
Precautions, health condition, treatment…	√	√	√
Quality control criteria			
Production criteria	√	√	√
Marketing criteria	√	√	√
Special opportunities	√	√	√
Financing			

Cost and benefit			
Sources for financing			
Lending and loan management			
Feasibility study			
Financial management			
Partnership and cooperative			
Book keeping			
Taxes and exemptions			
Contracting			
Marketing			
Markets	√	√	√
Pricing	√	√	√
Post harvest			
Preservation and storage	√	√	√
Manufacturing	√	√	√
Packaging	√	√	√
Transportation	√	√	√

Potentials of the institute participation in women issues:
Articles training and extension material regarding Gardening and flower arrangement in the family care field, and Herbs and spices usage in the Food and nutrition field

Potentials of the institute participation in environment conservation and clean production issues
Articles training and extension material regarding Recommendations for clean production, Orchard wastes recycling into compost, and Narcotic harmful effects

Training courses available
The institute is willing to provide RADCON with the training material in all subjects related to its departments mentioned above. As a priority, it is suggested to start with Medical and aromatic plants production, Pick flowers production, and Tissue culture

Requirements from RADCON
Training

4.3.8 The Principal Bank for Development and Agricultural Credit (PBDAC)

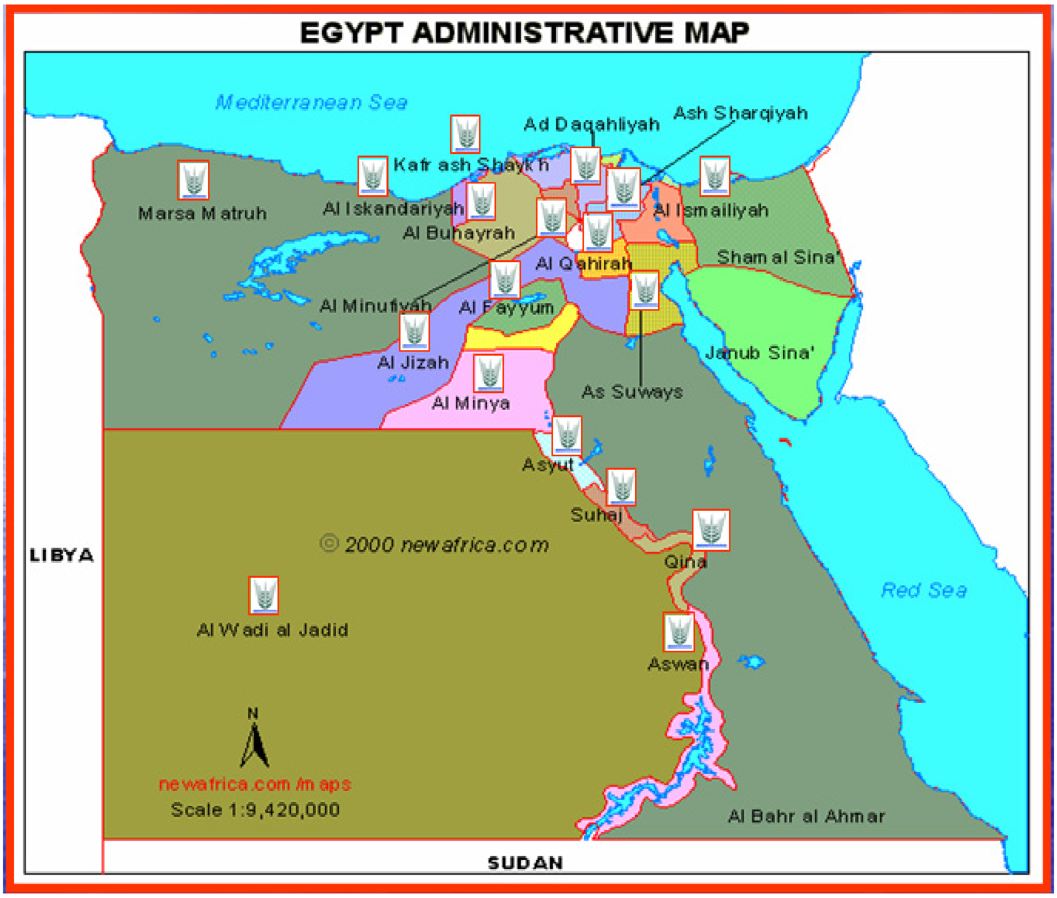
Address:

PBDAC Main Branch (Head Office):	110 Kasr El Aini St., Cairo
P.O.Box:	11623
Tel.:	(02) 7953151- 7951229 7959427 - 7948806
Fax:	(02) 7948757 - 7948337
Telex:	PBDACUN 93045
Email:	pbdac@pbdac.com.eg

Interviewees:

- Mr. Ahmed Abdel-Hamid, Director of Information Systems Department
- Ms. Jelan Fekry Mahmoud, Director of Public Relation Department

Related or intermediary organizations:
The Principal Bank for Development and Agricultural Credit (PBDAC) HQ is located at the central level in Cairo. In addition to the “Egyptian ompany for Agricultureal and Rural Development” (ECADR), the VIP Branch and Ghaza Brabch, there are 18 governorate banks distributed in Lower and Upper Egypt.
Each of the 18 governorate “Bank for Development and Agricultural Credit” is serving the district branches in its domain. The “Branches of the Bank for Development and Agricultural Credit” on the district level are sering the village banks and the banking units each on its domain.


EGYPT ADMINISTRATIVE MAP
Mediterranean Sea
Ad Daqahliyah
Ash Sharqiyah
Kafr ash Shaykh
Marsa Matruh
Al Iskandariyah
Al Buhayrah
Al Ismailiyah
Al Qahirah
Shamal Sina'
Al Minufiyah
Al Fayyum
Al Jizah
Janub Sina'
Al Minya
As Suways
Asyut
Suhaj
LIBYA
© 2000 newafrica.com
Qina
Red Sea
Al Wadi al Jadid
Aswan
N
newafrica.com/maps
Scale 1:9,420,000
Al Bahr al Ahmar
SUDAN

Main activities related to RADCON

PBDAC is committed to undertake the following tasks:

- Preparing an annual plan, which quantifies agricultural credit requirements and cooperative financing needs at a national level.
- Monitoring and supervising the execution of the agricultural credit and cooperative financing programs within the framework of national policy.
- Financing agricultural activities and to make available to producers all production inputs (both from local and external sources) either in cash or on credit.
- Formulating policies for supporting all organizations responsible for the promotion of Egyptian agricultural production and/or trade.
- Making funds available to the bank's local distribution outlets so as to enable these to provide banking services to their customers as well as to cooperatives in their area.
- Intermediating in international trade finance (import/export) activities
-
- In addition to the above, PBDAC's distribution outlets such as the governorate banks, the district branches, the village banks and the banking units, are responsible for the following:
- Providing loans for productive purposes to farming cooperatives and other institutions engaged in agricultural development and supporting these institutions either financially or otherwise.
- Making credit facilities available to farmers, including individual members of agricultural cooperatives.
- Carrying out banking transactions for clients and farming cooperatives including their individual members, and mobilizing savings and deposits from these clients as well as from farming cooperatives and their members.
- Offering marketing and distribution services to agricultural producers

- Creating an awareness of the importance of savings as a source of finance for the development of rural communities.

Target audience:

Although the banking services is open to everyone; agricultural producers, importers, exporters, organizations, cooperatives and rural youth are targeted in specific.

ICT facilities

- PBDAC headquarters has an Information Systems deprtment equipped with computers, software, and networking devices, which are targeted to be connected with the governorate banks, the district branches, and the village banks.
- The bank has a well qualified ICT staff.
- PBDAC has a bilingual website: http://www.pbdac.com.eg that contains:
  - Introductory information:
    - Historical Background
    - Goals & Objectives
    - Board of Directors
    - Organization Structure
    - Geographical Spread
    - Bank Contributions
    - Banking Services
    - Contact Us
    - Financing Sector
    - Financial Status - Cash Flow Statement
    - Foreign Correspondents
    - Investment Sector
    - Marketing, Storage and Commercial Affairs Sector
  - Job opportunities
  - Your Opinion (page for feedback)

Information output:

- Banking information (regulations, terms, services, supplies and machinery banking terms… etc) is provided by the principal bank, while other information regarding the merchandise that the bank facilitates is driven from the sources like companies or MALR.
- The bank produces posters and bulletins. The cycle of updating printed material is rather slow. Most of the content is about the services provided by the bank.
- The bank has the aforementioned bilingual website which contains mainly introductory information.
- There is no educational information (credit awareness) published by the bank.
- Dealing with clients is in a face-to-face contact.

Innovative and conventional communication approaches and tools used by the back

- Conventional communication within and between the bank's hierarchy at all levels is currently in use. A new trend to mechanize the bank's work is already launched. About 200 branches was mechanized till now and all braches (1200) should be fully mechanized and connected with the principal bank y the end of the first quarter 2006.
- A plan is being negotiated with the Ministry of Administrative Development to include the bank in the e-government activities. In this context, the branches of the bank will facilitate access of users -in rural areas in specific- to deal with the services offered by e-government sites, and the bank will take over the money transactions.
- A mainframe is available now to work for MALR. This will include databases about: types of investments, kinds of loans, detailed banking services information, categories of clients data.. etc.
- Information needs (content, source, media, acquisition cycle)
- The bank is subject to banking national laws and regulations like all banks.

- The annual plan depends also on other sources of information like:
  - Ministry of Interior Trading
  - Ministry of foreign trade
  - Ministry of International Cooperation
  - Agricultural Cooperative Central Union
  - Ministry of Finance

- On the other hand, the bank plan depends partly on the annual plan and survey data from MALR's institutions at related levels.
- Data driven from MALR is officially obtained through documents and correspondences. Acquisition cycle of such information is widely ranged from daily to annually.

Feedback from target audience and the back's response:

- The website of PBDAC includes a feedback page with a space for users to write their suggestions or problems.
- There is no other regular ways nor field studies to collect feedback.
- The bank response depends mainly on conductions drawn from financial flow

Suggestion for collaborative activities with RADCON

- Collaborate to develop an expert system to help clients (farmers, rural people) to choose the suitable loan type and schedule.
- Collaborate to develop an expert system to help clients to prepare and print feasibility studies.
- Detailed technical information about the projects facilitated for users in the agricultural field (e.g., poultry breeding, mushroom production.. etc) would enable the bank to provide the appropriate loan amount and installment schedule.
- RADCON users data might help the bank in planning and promotion activities.
- Collaborate to produce and publish credit awareness information whether translated or prepared by a third party. This information is to help RADCON users and bank clients to understand and rationally use credits and loans. It might contain information like:
  - Does the user need a loan?
  - What other ways or sources for financing? And how to select the optimal?
  - Why should the user go for a loan? Will the project be more profitable if the user had a loan?
  - How the user can calculate the amount of the loan he needs and pay back/installment schedule in relation to his project conditions?
  - How could the user manage the loan and installments?
  - How to deal with banking services?
  - What the client can do if he could not pay back?
  - What are the consequences of pay back inability?

4.3.9 Policy and Coordination Unit for Women in Agriculture (PCUWA)

Address:

5, Nadi El-Said street, Dokki, Giza,Egypt
Phone: +20 (2)337-1798
Fax: +20 (2)760-1157
e-mail: pcuwa@mail.claes.sci.eg
pcuwa@hotmail.com

Interviewees: Dr. Kamla Mansour, PCUWA Director
Ms. Nadia Ismaiel

Objectives:

The unit aims mainly at mainstreaming rural woman interests and needs in the strategies and polices of MALR through:

- Develop a database and analytical technique to identify the socio-economic conditions of rural households.
- Define the gender gap in all developmental stages, and enlighten the society about its importance and size in order to narrow it.
- Empower rural women to be able to utilize production resources and services.
- Provide decision maker with the results to help developing the plan for rural household development.

Related or intermediary organizations

The Unit is a governmental body and is under the Central Administration for Foreign Agricultural Affairs, MALR. The Unit has three divisions: Research and Programmes Division, Training Division, and Information and Communication Division.

Main projects/activities related to RADCON

- Poultry productive village project in Fayoum governorate is undergoing.
- Participate in conferences and workshops
- Conduct research studies
- Conduct training courses

Target audience:

Although Gender approach is being followed, the unit is focusing on increasing productivity of women in agriculture. Hence, target audience is mainly:

- Rural women
- Researchers concerned with gender studies
- Decision makers related gender issues, especially women in agriculture

ICT facilities

- The organization has an English website but is not active http://www.pcuwa.org/
- The Unit is equipped with ICT facilities, but only one of the staff is in charge.

Geographic area

All over the country

Information output:

Content	**Media**	**Updating**
Research results related to women empowerment and gender issues	Printed material	
Women in development database	Digital	Annually
Medical and aromatic plants, artichoke, and poultry production	Video	
Proceedings of conferences and workshops related to women in agriculture	Printed material	

Quality control on content:

The Unit depends on thorough selection of reliable organizations and qualified trainers.

Feedback from target audience and organization's response:

Non

Suggestion for collaborative activities with RADCON

- Success stories for women in development
- Training material regarding gender issues and women empowerment
- Upload women in development database that includes rural women activities in various social, economic and environmental fields
- Announcing conferences, workshops, forums…etc related to gender issues, and reporting its results and recommendations.

4.3.10 Union of Producers and Exporters of Horticultural Crops (UPEHC)

Address: Ministry of agriculture building,dokki,giza,egypt.
Telephone: 20 02 3372402
Fax:20 02 3372293

Interviewees: Dr. Khairy El-Shrief

Objectives:
The Union of Producers and Exporters of Horticultural Crops (UPEHC) was established in 1971 to achieve the following strategic objectives:

- Enhancement of the Egyptian horticultural industry.
- Development of Egyptian horticultural exports.
- Creation of new employment opportunities.
- Increasing national income

Related or intermediary organizations

- **UPEHC Headquarters**
  Ministry of Agriculture Building, Dokky, Giza, Egypt
  Phone: +20 (2) 337-2402 760-0986
  Fax: +20 (2) 749-3471
  E-Mail: mail@upehc.org.eg
  URL: http://www.upehc.org.eg/
- **Alexandria Branch**
  Abees, Alexandria, Egypt
  Phone: +20 (3) 502-9907
  Fax: +20 (3) 502-9908
- **Areesh Branch**
  Agricultural Directorate, Areesh
  Phone: +20 (68) 320-787
- **Ashmoun Branch**
  Agricultural Directorate, Ashmoun
  Phone: +20 (10) 504-1158
- **Fayed Branch**
  Agricultural Directorate, Fayed
  Phone: +20 (64) 664-916
- **Ismailia Branch**
  Agricultural Directorate, Ismailia
  Phone: +20 (64) 358-692
- **Ismailia Sorting and Packing Station**
  Ismailia Industrial Zone, Ismailia
- **Kafr El-Zayyat Branch**
  Ebyar, Ghrbiya, Egypt
  Phone: +20 (40) 254-6850
  Fax: +20 (40) 331-5571
- **Menya Branch**
  Agricultural Directorate, Menya
  Phone: +20 (86) 363-981
- **Qaliubeya Branch**
  Agricultural Directorate, Toukh, Qaliubeya
  Phone: +20 (13) 460-083
- **Monofiya Branch**
  Shebine El-Kome, Monofiya
  Phone: +20 (48) 222-078
  Fax: +20 (48) 326-460

- **Suez Branch**
  Agricultural Directorate, Suez
  Phone: +20 (62) 550-515
- **Tanta Branch**
  Agricultural Directorate, El-Bahr Street, Tanta, Gharbiya
  Phone: +20 (40) 331-7541
  Phone: +20 (40) 331-5571

Main projects/activities related to RADCON

Major services provided by UPEHC to members are:

- Provision of agricultural inputs.
- Climatic information through a national network of automated weather stations.
- Availing spraying equipment, pesticides, and packing materials.
- Packing, processing, and cold storage services.
- Coordinating inland, sea, and air shipping contracts, as well as export contracts.
- Extension services through a state-of-the-art MTI network.
- Educational and promotional programs.

Target audience

Currently, UPEHC membership exceeds 12,000 members representing:

- Small, medium, and large growers.
- Agricultural cooperatives and associations.
- Processors.
- Exporters.

ICT facilities

- The network headquarters is equipped with state-of-the-art computers, software, and networking devices, which are connected via a high-speed link with the extension departments of 18 governorates.
- Well qualified ICT staff.
- UPEHC has an English website: http://www.upehc.org.eg/ developed by the Marketing and Technology Information network in 2003.
- The website have pages for agricultural technologies that include bulletins for quality standards of: Artichoke, Bean, Carrot, Citrus, Cucumber, Garlic, Grape, Green Pepper, Leek, Melon, Onion, Pea, Strawberry, Tomato
- Provides some of its services using the e-mail and internet dynamic databases.
- Profitability of Production of Some Selected Crops
- foreign trade directory (with a search engine)
- Comprehensive directories for the companies classified by the fields of activity:
  - Grower
  - Exporter
  - Grower/Exporter
  - Organic/Biodynamic Produce/Fertilizers
  - Air Freight Forwarding
  - Sea Freight Forwarding
  - In-Land Transport
  - In-Land Cold Transport
  - Pre-Cooling/Cold Storage Services
  - Packing Materials
  - Sorting/Grading/Packing Services
  - Dehydration Services
  - Chemicals/Fertilizers/Seeds/Seedlings
  - Labs (Tissue Culture/Analysis)
  - Farm Machinery/Tools/Equipment
  - Green Houses/Irrigation Systems

  - Cooling System Manufacturer
  - Farm Management
  - Agri-Business Consultant

- Comprehensive directories for the companies classified by Commodities:
  - Fruits: General
  - Vegetables: General
  - Grape
  - Strawberry
  - Mango
  - Artichoke
  - Green bean
  - Melon
  - Orange
  - Cut Flowers & Ornamentals
  - Medicinal & Aromatic Plants
  - Field Crops (Maize, wheat, etc.)

Geographic area
All over Egypt

Information output:
Information provided is mainly in a digital format for public

Content	Media	Updating
Introductory information about the organization	Web page	
EU Quality Standards for Selected Commodities (14 commodities)	Downloadable pdf document	Not updated
Contact information for UPHEC and branches	Web page	Not available
Search UPEHC Foreign Trade Directory: by Crop, Country, Field of Business, Crop Type, and companies with e-mail or website.	A search engine for a database including 663 importers	Not available
Local trade directory for companies working in agriculture (Company Registration)	Front end for a database	Not available
Local trade directory for companies working in agriculture. Classified by: **Fields of Activity** • Grower • Exporter • Grower/Exporter • Organic/Biodynamic Produce/Fertilizers • Air Freight Forwarding • Sea Freight Forwarding • In-Land Transport • In-Land Cold Transport • Pre-Cooling/Cold Storage Services • Packing Materials • Sorting/Grading/Packing Services • Dehydration Services • Chemicals/Fertilizers/Seeds/Seedlings • Labs (Tissue Culture/Analysis) • Farm Machinery/Tools/Equipment • Green Houses/Irrigation Systems • Cooling System Manufacturer	Back end of a database	Almost annually

• Farm Management • Agri-Business Consultant **Commodities** • Fruits: General • Vegetables: General • Grape • Strawberry • Mango • Artichoke • Green bean • Melon • Orange • Cut Flowers & Ornamentals • Medicinal & Aromatic Plants • Field Crops (Maize, wheat, etc.)		

Market information.
Classified by:
• Profitability of Production of Some Selected Crops
  ◦ Land Rental
  ◦ Seeds
  ◦ Labor
  ◦ Mechanization
  ◦ Compost
  ◦ Fertilizers
  ◦ Pesticides
  ◦ Total Cost
  ◦ Productivity
  ◦ Selling Price
  ◦ Total Revenue
  ◦ Net Profit
• Export Opportunities (Country, Demanded Crop/Commodity/Product, Quantity Demanded, Demand Expires)
• Export prices.
	Search engine for a database	Not available

Pamphlets for promoting Egyptian horticultural crops. Pamphlets used for extension activities.	Printed material	On demand

Innovative and conventional communication approaches and tools used by the organization

- Availing information services online (in English).
- UPHEC deals with groups of farmers to provide its services using participatory approach.
- It provides consultations for members interested in developing quality management systems for specific exportation demands.

Quality control on content:

- The organization depends mainly on secondary data that being validated by its source.
- Consultants are selected from ARC research institutes.

Feedback from target audience and organization's response:

There is no systematic way except availing the organization's address, e-mail, telephone, and fax numbers.

Collaboration with others:

- Horticulture Research Institute
- Agricultural Economics Research Institute.
- Central Laboratory for Agricultural Climate.

4.3.11 Egypt Information Portal (EIP)

This site is affiliated to Information and Decision Support Centre (IDSC).

Web address: http://www.eip.gov.eg/index.asp (bi-lingual)

The site includes:

- Economic and social issues (Data, Studies and Reports)

  The studies and reports that are conducted by the Information and Decision Support Centre include some of the most important economic and social issues. The abstracts and contents of the reports are available on the site. The site also includes relevant government websites, as well as relevant time series data.
- Authorities Publications Guide

  This includes a list of publications that different entities publish in various forms (paper, database, website) and gives the user the chance to know the frequency and sources of the data searched.
- Statistical Indicators about Egypt

  Macro and sectoral economic and social variables are searchable in the database and are updated from their main sources of information according to their data cycle and depending on the frequency of the publication, source of data and indicators for example: Investment , work force , Education.....
- Studies/report/working papers

  This section allows the user to be acquainted with the most recent studies, reports, working papers, and polls that the Centre has conducted in the economic, sectoral, and social fields. It also allows you to understand international laws and measures regarding these fields.
- What's new !!

  The latest publications displayed in the site: We keep you informed with all new publications, reports, and web directories.
- Periodicals

  Daily, weekly, and monthly bulletins are accessible. Previous editions can also be found.
- Information Inquiries and Reports

  The IDSC's Information Service Unit provides information and data required by academics and both private and public sector visitors by allowing them to use the Centre's database. The Information Service Unit uses different groups of databases which are updated periodically making the required data available in the shortest possible time
- Future Studies
- Global Capital Markets
- Egyptian Websites Portal
- A web directory for the most important sites
- IDSC Websites
- Currency exchange
- Today’s Forecast
- Time now
- Measurement converter

- Data guide that includes:
  - Products Directory
  - Internet Research Institutes
  - NGOs in Cairo directory
  - Airlines companies directory
  - Hotels directory
  - Embassies in Cairo directory
  - Investors Associations
  - Trade Promotion Agencies
  - Commercial Chambers
  - International Organizations
  - Business Directory Guide
  - Media Directory
  - National Data
  - Egyptian Ministries
  - Governorates
  - Universities
  - Main Governmental Authorities
  - Egyptian Embassies Abroad
  - Banks
  - Industrial Enterprises
  - Training Centres
  - Egyptian Libraries
  - Ministries Databases Directory
  - Research Centres
  - Egypt Net Directory

4.3.12 Development Support Communication Centre in Dekerness (DSCC)

Interviewees: Eng. Mahmoud El-Sherbini, Director of DSCC in Dekerness
Eng. Hamada Mohamed Hamza, Deputy Director, DSCC in Dekerness
Eng. Abdel-Latif Ahmed El-Sharkawi, Printing House Director, DSCC in Dekerness
Eng. Abdel-Hakiem Shaaban, Information Systems, DSCC in Dekerness

DSCC is affiliated to CAAES, MALR technically and administratively. Its domain of action covers mid-delta region that includes Damitta, Kafr El-Shiekh, Dakahlia, Sharkia, and Gharbia governorates. DSCC is not an information source, rather it is a communication facilitator in the region. Hence, the Centre has a strong relation with:

- The Faculty of Agriculture, Mansoura University
- Regional Research Station and related specific research Station
- Agricultural Directorates in related governorates
- Channel (6) TV station
- Mid-Delta radio station
- Some local news papers

The Centre is mainly equipped for mass media production as it has a qualified staff for media production as well as the following facilities:

- A printing house, and a digital montage unit
- TV studio, and out-door video facility
- Still picture and slides production facilities
- Audio production studio

In addition, the Centre runs:

- A special extension programmes (Wheat, Rice…)

- A training Centre (full board training facilities for 28 trainees, 4 training rooms, an auditorium)
- An extension equipped vehicle (daily visits to various villages of related governorates according to a pre-planned schedule)
- VERCON site
- A library

The training Centre is implementing training courses for MALR assigned by CAAES. It is involved also in the "Young Graduates Project" and implements courses in: informatics, printing, video production, Photographing, women in development… etc.

4.3.13 Alexandria Business Association (ABA)

Alexandria Business Association began its activities in 1983 to provide support to the private sector, promote the interests of the business community, provide networking opportunities, consolidate business and social ties and present Members' views to the government. ABA has around 350 members representing a variety of business sectors in Alexandria. Members are selected and approved on a selection criteria and based on their sound reputation in the business community.

Although ABA is devoted to serve its members' interest, its web site good information that RADCON users can use.

ABA Mission

- ABA activities can be summarized under three main angles: Members Services Community Service Advocacy ABA specific objectives are:
- Developing a pro-active approach in representing and supporting its members' interests in the business environment in Egypt and abroad.
- Boosting the city of Alexandria, industrially, economically, socially and enhancing Alexandria's role as an important business hub in the region.

Web address: http://www.aba.org.eg/default.asp (Bi-lingual Arabic/English)

The web site include variety of information under the following titles:

About ABA

- Objectives
- ·Projects
- ·Contact Us
- ·Join ABA

Activities

- Committees
- Committees Meeting

Agenda

- Training Programs
- Library
- Calendar
- Events/ Conferences
- ABA Photo Album

Reports & Publications

- ABA Annual Report
- Weekly Bulletin
- ABA Reports
- Petitions and Position Papers

Services

- Members' database
- Business Opportunities
- Regulations and Decrees

- Recruitment
- Stock Market
- Economic Indicators
- Investments
- Trade Shows

Regulations:

- New Tax Law
- Generalized System of Preference
- Arab Agreements

Links

- Alexandria on the WEB
- Egyptian Government Links
- Egyptian Business Links
- Economic Indicators
- Stock Market
- International Business Links

Projects

- Small & Micro Enterprise Project
- Alexandria Centre for International Arbitration
- School to Work Project
- Mubarak-Kohl Project
- GLOBE Project
- School Desks Project
- Feeding the Poor Project
- Towards Self-Employment Project
    - TSEP mission is to reduce poverty by helping poor people of very low income to start micro businesses. The program targets the poorest and most vulnerable sectors of the population particularly women and unemployed young people.
    - TSEP is not a credit program, but it provides seed capital in the form of a L.E.200 (US$50) conditional grant to be disbursed in two equal installments.
- Orphans Sponsorship Project
- 21st Century Information Technology Centres

Innovative approaches:
Each of the abovementioned projects has its own web site. For example, one of ABA's projects is the **Small & Micro Enterprise Project**. the approach followed in this project is summarized in one of the links of the project's web site as follows:

- Since lending began in January 1990, ABA has taken a very measured approach in extending its services. All loans are given on an individual basis, without utilizing groups. Most promotion is done by the Extension Officer or by word of mouth from existing clients.
- The Extension Officer is the key person in developing new clients. S/he is assigned to a branch office (currently 14). Each branch office has a specific geographic area to cover. The Extension Officer appraises the credit needs and develops the loan application in concert with the potential borrower. Applications are then reviewed and approved by the branch loan committee headed by the branch manager. In exceptional cases some applications are referred to control management. The exceptional cases usually arise when the proposed loan size exceeds the norms significantly.
- Loan releases are made on scheduled days throughout the months. A schedule is determined at the beginning of the year, showing the dates of loan disbursements. New client loans are disbursed twice monthly, while repeat loans are disbursed four-five times each month.

- The operational approach to lending is both innovative and traditional. An approved borrower receives a check in the amount of the loan and signs promissory notes in the amount of the installments that will come due over the course of the loan.
- All borrowers who have repaid on time and in full are usually guaranteed subsequent finance and qualify for a larger loan.
- For new loans, clients come to the branch office to receive their disbursement check and attend a 45-minute briefing/orientation session given by the Branch Manager. A 15-minute video film is also played to explain the concept of the project. At the end of this session, disbursement checks are distributed. The briefing session has the following agenda:
    - Clients introduce themselves and state their enterprise activity.
    - A 15-minute video film is shown.
    - Manager explains history and purpose of ABA.
    - Manager emphasizes importance of on time repayment.
    - Manager describes non-financial services of ABA.
    - Manager explains the contents of a folder, which is prepared for each client and includes the loan check, a record book and a sticker with the ABA logo. Folders are disbursed to each client.
- The Management Information System (MIS) operated by the project, is integrated into the operational approach. The MIS, along with the status of the current and previous loans, maintains all information on the borrower. At the end of each business day, the bank that is receiving the repayments faxes to the ABA and the information is put directly into the MIS, with a daily report then generated for the management and the extension officers. The responsible extension officer, along with a letter of collection, immediately follows up any late payers. If the repayment is still not made after one week, the loan is turned over to the Legal Department for formal recourse

4.3.14 Consumer Protection Unit (CPU)

CPU is affiliated to the Egyptian Organization or Standardization and Quality (EOS). The Unit aims to solve consumer's problems and complains, raise his awareness and protect him against false advertisements, and face claims, as well as issuing a consumer newsletter.

Web address:

http://www.consumer.eos.org.eg/FE/ViewPage.aspx?page=..\HtmlPages\MainPage\MainPage.htm

(Arabic, and the English site is under construction)

The web site includes:

- About the Unit
- Addresses of CPU branches in Egypt
- Articles
- Guides and advice
- News
- Monthly newsletter
- Studies
- Useful links
- Post a complain
- A forum
- Manufacturers and quality
- Questions and answers

4.3.15 Agricultural Commodity Council of Egypt (ECC)

The council is affiliated to the Ministry of Foreign Trade and Industry. It was established to work as an umbrella for producers, exporters, government officials, opinion leaders, universities and research institutes related to agriculture. The council's members include NGOs and businessmen associations related to agriculture. The council is run through different specialized committees for commodities and services. The commodity committees are: Agricultural Machinery, Fishery and aquaculture, Peanuts and oil crops, Potatoes, Medical plants, Rice and Cereals, Pick Flowers, Poultry, Onion and Garlic, Red Meat, Bio-agriculture, Citrus, and Vegetables and Fruit. The services comities are: transportation, agriculture, economic and financial, legal affaires and domestic trade, and interior and exterior information and communication.

The council developed national programmes for: production, marketing, integrated pest control, transportation and handling, standards and logos, energy utilization, implementation mechanisms, and reporting.

Objectives:

- Improve the productive and competitive capacity of the agricultural sector
- Create job opportunities for a wide sector of the Egyptian society
- Deal with the problems of the agricultural sector in an integrated vision and strategy to enhance the agricultural sector's exportation capacity and efficiency.

Web address: http://www.accegypt.com/index.html (Arabic site)

The site contains:

- Main page
- About the council
- The council's activities
- Members
- Studies and research
- Ministerial decrees
- Important links
- Agricultural forum
- News letter
- Contact us
- Links to committees of: Agricultural Machinery, Fishery, Peanuts, Potatoes, Medical plants, Rice, Pick Flowers, Poultry, Onion and Garlic, Beef, Bio-agriculture, Citrus, and Vegetables and Fruit.

Target audience:

- Producers (commodities, and intermediated and complementary industries)
- Exporters (exporter, mediator)
- Scientific entities (Universities and scientific institutes, specialized research Centres)
- Related entities in charge

4.3.16 Channel (6) TV station

Address:

Tanta, Gharbia Governorate

Interviewees: Mr. Salah Abdel-Salam, Agriculture Newscaster
Eng. Hamada Mohamed Hamza, Deputy Director, DSCC in Dekerness
Eng. Abdel-Latif Ahmed El-Sharkawi, Printing House Director, DSCC in Dekerness
Eng. Abdel-Hakiem Shaaban, Information Systems, DSCC in Dekerness

Audience:

Channel (6) is a local non-specific channel targeting all categories of audience in mid-delta region that covers 5 governorates i.e., Gharbia, Menofia, Daqahlia, Kafr El-Shiekh, and Damitta. The channel could be received locally in this area through a regular TV set. It can be received also throughout Egypt using a satellite receiver on the Nilesat at 11766 MHz.

Monitoring and feedback

Channel (6) does not conduct surveys to identify audience watching. Mass media studies to prepare media schedules are conducted by the Union of TV and Radio occasionally.

Broadcasted material relevancy and usefulness are not identified by the channel.

ICT Facilities

There is no equipment or staff available to deal with the internet.

Costs of airtime, production, broadcasting ... etc

So long as RADCON is a governmental project, and is not involved in advertising for private sector; the channel would not charge RADCON for airtime or broadcasting, yet costs of production would be paid to the DSCC in Dekerness. Nevertheless, incentives might help motivate the channel's crew.

Suggestion for collaborative activities with RADCON

a. From RADCON to CH6:

- Send the daily news by fax to the channel to be aired within the regular agricultural news. RADCON news editor might be responsible for selecting and sending the daily news either directly to CH6 or through the DSCC in Dekerness.
- Specific agricultural news programme (audio and video) can be initiated for 5 minutes a day or 30 minutes a week. This program would cover: ministry news, new recommendations, awareness announcements, current problems and its solutions driven from farmers' problems system... etc. Contents would be selected weekly (in both cases) by RADCON board, sent to the DSCC for production in collaboration with CH6 staff, authorized by RADCON board, then DSCC for re-adjusting and delivering the final tape to CH6 for airing. A system similar to NEMS can be used for this operation and handled by the RADCON news Editor.
- The Agricultural Channel is an hour weekly programme in a magazine style. The contents of the programme are in items like: agricultural news, extension material like new recommendations and new research findings, awareness announcements, media campaigns that are concurrent with youth and women filed activities led by RADCON; current problems and its solutions driven from farmers' problems system; success stories of distinguished villages, farmers, youth and women, and interviews with officials, researchers (ARC and universities) and other audience categories. The magazine programme would have its board (from ARC, research stations, university, DSCC, CH6… etc.) and an editor for each item. Information cycle and production might be similar to the previous suggestion.
- Selected general material can be send to other local channels.

b. From CH6 to RADCON:

- Selected material can be summarized in a minute or two audio or video file to be uploaded within RADCON systems
- More brief material can be used in RADCON systems like success stories in a written format supported by the audio/visual file.

4.3.17 Mid-Delta Radio Station

Address:

Tanta, Gharbia Governorate

Interviewees: Ms. Mahasen El-Surnagawi, Director General of Mid-Delta Radio Station
Mr. Ashraf El-Adawi, Senior broadcaster

Audience:

Mid-Delta Radio Station (MDRS) is a local non-specific station targeting all categories of audience in mid-delta region that covers 6 governorates i.e., Gharbia, Menofia, Daqahlia, Kafr El-Shiekh, Damitta, and Sharkia. The station could be received locally in this area through the MW frequency at 1161 KHz. It can be received also throughout Egypt using a satellite receiver on the Nilesat. The station broadcast continuously from 6:00 AM till 12:00 midnight.

Monitoring and feedback

MDRS does not conduct surveys to identify audience watching. Mass media studies to prepare media schedules are conducted by the Union of TV and Radio occasionally.
Broadcasted material relevancy and usefulness are not identified by the station.

ICT Facilities
The station has no website. Equipment and staff are available to deal with RADCON after having the necessary training by the project.

Costs of airtime, production, broadcasting ... etc
So long as RADCON is a governmental project, and is not involved in advertising for private sector; the station would not charge RADCON for production or airtime. If a programme contains drama; fees for the director and actors are to be paid.

Suggestion for collaborative activities with RADCON

a. **From RADCON to the station:**

- Programmes suggested by the network can be produced and aired, as such:
    - Visits to an organization (in context of RADCON) to introduce the organization, how to deal with it, its activities… etc.
    - Successful projects (interviews)
    - Agricultural news
- MDRS would participate in media campaigns of RADCON to promote a special activity. It is suggested that such a campaign would include a contest to increase the listener's interest. Contests might be among individuals having a success story, organizations, villages, a knowledge contest to stress some information published by RADCON… etc.
- The station can upload local agricultural news within NEMS.
- The project might develop a special page/system to serve media activities. In this system, each channel/radio station can have its page and be responsible for its information upload. It can include the station's time schedule of programmes, news related to RADCON, audio/video files produced by the station… etc.

b. **From the station to RADCON:**

- Selected material can be cut in a few minutes file to be uploaded within RADCON systems or the station's page hosted by RADCON.
- More brief material can be used in RADCON systems like success stories in a written format supported by the audio file.

4.3.18 Village Local organizations

4.3.18.1 One-class School

Number of questionnaires: 1

Affiliation:

a. **District:** Educational administration
b. **Governorate:** Educational Directorate
c. **Central:** Ministry of Education (MOE)

Target audience: Young girls (drop-out girls 7-14 years)

Services provided:

- Primary certificate
- Teaching sewing, netting, and embroidery.
- Provision of loans for studying.

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Home economics (Vocational training)	Group meeting	Daily	SMS from the educational administration	Face-to-face and printed material
Pickles and Jam preparation	Group meeting	Daily	SMS from the educational administration and text books.	Face-to-face and printed material

Availability of a place for public meetings:
Yes

Availability of staff to be qualified:
Yes

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Educational Admin.	Formal/organizational	Statistics	Regulations and teaching activities

Needs from RADCON to connect the organization with its audience:
A computer and internet connection.

4.3.18.2 Primary schools

Number of questionnaires: 10

Affiliation:

a. **District:** Educational administration
b. **Governorate:** Educational Directorate
c. **Central:** Ministry of Education (MOE)

Target audience:
Youth (pupils), men and women.
Some writers and poets

Services provided:

- Educational tasks
- Illiteracy eradication
- Population education
- Culture awareness activities
- Village cleanliness activities.
- Religious awareness
- Training on simple craft management
- Food Production activities
- “Reading for All” festival
- Enlightening through Parent Teacher Association (PTA)
- Open library for rural public
- A nursery

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Environmental conservation	Group meeting	Monthly Seasonal	MOE bulletins, school library Ministry of Environment	Face-to-face Printed material
Rationalization of using environmental resources	Group meeting	Daily	Text books and training courses	Printed material
Pollution and rural environment conservation	Group meeting	Weekly	Curriculum and meetings with officials	In groups and printed material
Environment awareness	Face-to-face	Daily	Educational Admin.	In groups
Developing self-capabilities of pupils	Group meeting	Daily	Curriculum of MOE	Printed material
Health awareness	Group meeting	Seasonal Daily	- MOE bulletins, school library - Ministry of Health	Face-to-face In groups and tel/fax
Educational awareness	Group meeting and printed material	Annual	Authority of cultural palaces in the governorate	Face-to-face
Illiteracy alleviation	Group meeting and printed material	Seasonal	Educational Admin.and Directorate of Adult Education	In groups and printed material
Religious awareness	Group meeting	Daily	Curriculum of MOE	Face-to-face
“Reading for All” festival	Group meeting Printed material (school library)	Daily Seasonal	Educational Admin.	In groups Printed material (school library)
Population Education for PTA and rural public	Group meeting	Monthly Seasonal	National Council for Population	Printed material
Computer courses	Group meeting	Daily	Educational Admin.	In groups
Family Care & Home Economics	Printed material	Weekly	Educational Admin.	Printed material
Motherhood & Childhood	Face-to-face Group meetings Printed material	Monthly	National council for Women, governorate branch	Face-to-face, In groups, Printed, and Tel/fax
Agriculture	Group meetings	Monthly	Agricultural Admin. Agricultural school at the district level	

Availability of a place for public meetings:
Nine schools have a space to host group meetings, and one does not have.

Availability of staff to be qualified:
Nine schools have a staff to work with RADCON, and one does not have.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural directorate, administration and coop	Obtaining agricultural products Forestation	Non	Non

Media	Having "Kafr El-Sheikh" news paper monthly		

Needs from RADCON to connect the organization with its audience:

- To allow the school to hold awareness meetings and discuss village problems within the school.
- Uploading educational material like modern Instructional Methods.
- Furniture and equipment (some schools have PC but not a phone line)
- Material related to illiteracy eradication, health, and environment conservation.
- Foreign language teaching programs.
- Material related to developmental activities in different governorates in Egypt
- Material related to productive family and its relation to the productive school.
- Material regarding small business projects
- Information about the Social Fund for Development.

4.3.18.3 Elementary and Preparatory Schools

Affiliation:

a. **District:** Educational administration
b. **Governorate:** Educational Directorate
c. **Central:** Ministry of Education (MOE)

Target audience: Youth (pupils), men and women.

Services provided:

- Formal education
- Night classes for illiteracy eradication for women and for men
- Summer supporting classes for pupils
- "Reading for All" festival
- Open library for rural public
- Enlightening through Parent Teacher Association (PTA)
- One-day-campus for forestation and village cleanliness activities

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Illiteracy classes	Group meetings	Daily	Educational Admin.	Meeting and printed
Preparing Jam, liquid soap, and dissolvent	Group meetings	Monthly	Home economics teachers and SMS in the Educational Admin.	In groups Face-to-face
sewing, netting, and embroidery	Group meetings	Weekly	Educational Admin.	In groups Face-to-face
ICT training	Group meetings	Monthly	Educational Admin.	In groups Printed
"Reading for All" festival	Group meeting Printed material	Daily Seasonal	Educational Admin.	In groups Printed material

Availability of a place for public meetings:
All the six schools have a space to host group meetings

Availability of staff to be qualified:
Five schools have a staff to work with RADCON, and one does not have.

Organizational relations with other entities:

Organization	Cooperation	Information exchanged

	field	From	To
Kentucky project for education improvement	Education improvement	Problems	Suggested solutions
Mobarak/Kohl project			

Needs from RADCON to connect the organization with its audience:

- Training courses for all categories
- Educational program about:
    - Agriculture, environment, health awareness, instructional methods and adult education.
    - Small business projects for youth
    - Simple maintenance for house and equipment
    - Religious awareness due to spread of divorce.
    - Material for general knowledge due to unavailability of a library
    - Rural development and social problems awareness for youth
    - Political life awareness
    - ICT training
- On-line forum for rural youth
- Allow dealing with youth and rural people

4.3.18.4 Community Development Association

Affiliation:

a. **District:** Social Affairs Administration
b. **Governorate:** Social Affairs Directorate
c. **Central:** Ministry of Social Affairs

Target audience: All categories

Services provided:

- Religious services (Quran recitation)
- Provision of awareness knowledge in various fields, e.g., drinking water rational use, smoking harmful effects, cleanliness.
- Illiteracy alleviation
- Drinking water and swage projects
- Contributing in raising educational effectiveness of primary schools
- Free format of ID number for needy women.
- Rewarding distinguished village graduates in the Science Day
- Environment conservation.
- Family planning
- Kinder garden
- Pilgrimage organizing
- Orphans guardianship

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Quran recitation and memorization	Face-to-face Group meetings	Daily Weekly	Teachers	
Religious awareness	Group meetings	Daily Weekly Monthly	Awkaf Directorate	In groups
Smoking harmful effects	Group meetings Printed material	Monthly	WHO, internet	Face-to-face Printed
Rational use of drinking water	Group meetings Printed material	Monthly	Drinking water and swage company	Face-to-face Tel/fax

Women's' role to serve the community	Group meetings	Monthly	Cultural Centre at the governorate	Face-to-face Printed
Health awareness	Group meeting	Daily Weekly Monthly	Local health organization Health campaigns	Printed material
Illiteracy alleviation	Group meeting	Daily	General Authority of Illiteracy Alleviation and Adult Education	In groups
Small industries	Group meetings Printed material	Monthly	Social Development Fund	In groups
Agriculture	Group meeting	Seasonal	Agric. Administration	In groups
Culture awareness and entertainment	Group meeting	Seasonal	Culture Administration	Representatives

Availability of a place for public meetings:
The four associations have a space to host group meetings

Availability of staff to be qualified:
The four associations have a staff to work with RADCON

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Primary school	Quran memorization		
Agric. Coop	Connection and Delivery of drinking water	Data and statistics about the houses	House condition
UNISEF	Connection and Delivery of drinking water		
Swiss project	Illiteracy alleviation		
Culture Directorate	Entertainment and awareness		
Ministry of Health	Health campaigns		

Needs from RADCON to connect the organization with its audience:

- Development projects, e.g., Cattle and paltry breeding, house waste recycling, environmental friendly collection of garbage, and embroidery
- The association introductory information and the village data on the internet.
- How to conduct feasibility studies.
- Small business projects planning and implementation
- Environment conservation

4.3.18.5 Village Bank Delegacy

Affiliation:

a. **District:** Principal Bank for Agricultural Development and Credit, District Branch
d. **Governorate:** Principal Bank for Agricultural Development and Credit, Governorate Branch
e. **Central:** Principal Bank for Agricultural Development and Credit, central level.

Target audience: All categories

Services provided:

- Provision of loans and credit
- Provision of input supplies
- Current account services
- Financing agricultural machinery purchase
- Passbooks services

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Agricultural loans	Face-to-face Printed material	Daily Weekly Monthly Seasonal	Bank branch in the mother village/governorate	In groups In print
Input supplies	Face-to-face Printed material	Daily Seasonal	Bank branch in the mother village	In print
Machinery provided	Face-to-face Group meetings	Daily Weekly Monthly Seasonal	Bank branch in the mother village	Face-to-face In groups
Loans for small projects with soft conditions	Face-to-face Group meetings	Daily Annually	Bank branch in the governorate, Social Development Fund	In groups In print

Availability of a place for public meetings:
One branch has a space to host group meetings, and two do not have.

Availability of staff to be qualified:
One branch has staff to work with RADCON, and two do not have.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural Administration	**- Input supply demands for the village** - Canals and sewage clearance	Quantities and prices	Cropping survey
Agricultural Research Station	Land leveling using laser Machines	Dividing costs among farmers	Discount procedures and installments

Needs from RADCON to connect the organization with its audience:
- Terms of granting and guaranteeing loans and credits
- Updated information of the village cropping survey
- Input supplies available in the delegacy and its prices
- Domestic and international crop prices
- How to cash agricultural and investment loans and credit
- How to purchase agricultural machinery, procedures and installments
- Terms of soft lending for youth to establish small industries and projects

4.3.18.6 Youth Centres

Affiliation:
a. **District:** Youth and Sports Administration (YSA)
d. **Governorate:** Youth and Sports Directorate (YSD)

e. Central: Ministry of Youth and Sports (MOYS)

Target audience: Men, youth, all categories and children

Services provided:

- Sports activities
- Cultural activities
- Art activities
- Narcotics and smoking harmful effect awareness
- Health awareness
- Reproductive health awareness
- Boy scouts
- Entertainment activities
- Social events
- Religion information
- Quran recitation and memorization
- ICT training
- Camps and journeys
- Library
- Competitions

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Sports and Art	Group meetings	Daily Monthly Seasonal	YSD, the centre's library	In groups In print
Political awareness	Group meetings	Daily	News papers	In print
Health awareness	Face-to-face Group meetings	Daily Monthly	- Health directorate - Health Unit - Medical centre - Info. Centre, Local Authority Unit	Face-to-face In groups In print
Religion awareness	Group meetings Printed material	Weekly Monthly Seasonal	Religion men Mosque preacher Awkaf Directorate MOYS	Face-to-face
Computer and internet training	Group meetings	Seasonal	ICT specialists	Face-to-face In groups
Narcotics and smoking harmful effect	Face-to-face Group meetings	Monthly Annually	- Health directorate - Health Unit - Medical centre - Info. Centre, Local Authority Unit	Face-to-face In groups
agriculture	Group meetings Printed material	Seasonal	Agriculture Administration	In groups
Environmental awareness	Group meetings	Monthly	Environment directorate	In groups

Availability of a place for public meetings:
Six centres have a space to host group meetings, and one does not have

Availability of staff to be qualified:
Five centres have a staff to work with RADCON, and two do not have.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural directorate and administration	Agriculture ICT training Environmental awareness	Agriculture problems Training courses Information/trainers	Specialists/solutions
Faculty of Veterinary Medicine	Veterinary health awareness	Demands	Vets
Local news papers	events	Needs and problems	Contacting officials publishing

Needs from RADCON to connect the organization with its audience:

- Meeting setting furniture
- Training courses in using computer and the internet for youth
- Coordination with village schools to implement training on ICT
- Small business project planning and implementation
- Rural industrialization
- Information about Narcotics and smoking harmful effect

4.3.18.7 Local Authority Unit

Affiliation:

a. **District:** The City Council
b. **Governorate:** Governorate HQ
c. **Central:** Ministry of Local Authority

Target audience:
All categories

Services provided:

- Electricity and drinking water supply authorization
- Paving roads
- Sewage disposal
- Environment conservation

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Electricity and drinking water supply	Face-to-face	Daily	The City Council	Face-to-face In In print
Infrastructure	Face-to-face Group meetings	Monthly Seasonal	The City Council	In groups In print Tele/fax
Environment conservation	Face-to-face	Daily	The unit staff	Face-to-face

Availability of a place for public meetings:
The unit have a space to host group meetings

Availability of staff to be qualified:
The unit have a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural Admin. Coop	Land protection	Regulations	Farmers' violations

Needs from RADCON to connect the organization with its audience:

- ICT hardware and connectivity
- Staff training
- Place furneture

4.3.18.8 Islamic charity Association

Affiliation:

a. **District:** Social Affairs Administration
b. **Governorate:** Social Affairs Directorate
c. **Central:** General Union for Special Associations and Institutions

Target audience: All categories

Services provided:

- Monetary support for poor
- Quran recitation and memorization classes
- Educational supporting classes
- Charity clinic
- Illiteracy alleviation classes

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Quran recitation and memorization	Group meetings	Daily	Religion men	Face-to-face
Educational supporting classes	Group meetings	Weekly	School teachers	Face-to-face
Illiteracy alleviation	Group meetings	Weekly	Volunteers	Face-to-face

Availability of a place for public meetings:
The association does not have a space to host group meetings

Availability of staff to be qualified:
The association have a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Local Authority Unit	Administrative work	Data about classes beneficiaries	Data about illiterate persons and widows

Needs from RADCON to connect the organization with its audience:

- Data about households in the village

4.3.18.9 Village Mosque

Affiliation:

a. **District:** Awkaf Administration
b. **Governorate:** Awkaf Directorate
c. **Central:** Ministry of Awkaf

Target audience: All categories

Services provided:

- Religion awareness
- Narcotics and smoking harmful effect awareness
- Awareness about development projects in the village
- Announcing infantile paralysis campaign
- Announcing cattle immunization schedule
- Marriage contracting
- Conflict resolving sessions

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Development projects in the village	Group meetings	Weekly	Awkaf Admin.	In groups
Religious activities	Group meetings	Weekly	Awkaf Admin.	In groups
Illiteracy alleviation	Group meetings	Weekly	- Awkaf Admin. - Authority of Illiteracy Alleviation & Adult Education	Face-to-face In groups

Availability of a place for public meetings:
The association does not have a space to host group meetings

Availability of staff to be qualified:
The association does not have a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agriculture admin./Directorate	- Chemical protection for Cotton - Cattle immunization schedule	Announcement	
Local Authority Unit	Development projects	Announcement	

Needs from RADCON to connect the organization with its audience:

- Information about Narcotics and smoking harmful effect
- Statistics about social problems like divorce and crime
- Information about national awareness campaigns (religion, health, environment …)
- Information and statistics about Islamic world events

4.3.18.10 Zohour (Flower) Association for Women

Affiliation:

a. **District:** Social Affairs Administration
b. **Governorate:** Social Affairs Directorate
c. **Central:** General Union for Special Associations and Institutions

Target audience:
Women

Services provided:

- Motherhood and childhood care especially farm labor
- Kindergarten
- Illiteracy alleviation classes for women and girls
- Free format of ID number for needy women.
- Environmental awareness
- Training women on solar furnaces and small home projects

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Health and environment	Face-to-face Group meetings	Weekly	Bostan project Karitas association	Face-to-face In groups
Small projects	Group meetings	Weekly	Agriculturists Researchers	Face-to-face
First aid Midwife and kindergarten supervisors	Group meetings	Weekly	Karitas association	In groups In print

Availability of a place for public meetings:
The association has a space to host group meetings

Availability of staff to be qualified:
The association has a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural Administration	Services	Association needs	- Information about forestation - Coordinate between the association and Karitas association
Faculty of Veterinary Medicine	Vet Campaigns	Extension meetings and training	Association staff training
Donors	Financial support	Training needs	Trainers
Bostan Agricultural Development project	Educational forums	Sending representatives	Trainers and experts
Ministry of Education	Illiteracy alleviation	Sending trainees	Organizing classes in the school

Needs from RADCON to connect the organization with its audience:

Information about:

- Health awareness for members of all ages

- Environmental awareness
- Religious awareness
- Small projects for women and girls
- Home devises maintenance training

4.3.18.11 Village Church

Affiliation:

a. **District:** The Archdiocese of Coptic Orthodox
b. **Governorate:** The Archdiocese of Coptic Orthodox
c. **Central:** The Patriarchate of Coptic Orthodox

Target audience:
All categories

Services provided:

- Religious and social services
- Educational services
- Financial services

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Religious and spiritual	Group meetings	Daily Weekly	Church leaders The Archdiocese of Coptic Orthodox	Face-to-face In groups Printed
Illiteracy alleviation for women	Group meetings	Daily Weekly	Church leaders The Archdiocese of Coptic Orthodox	In groups Printed
Sewing, embroidery and agricultural industries	Face-to-face Group meetings	Daily Weekly	Volunteers, books	In groups Printed

Availability of a place for public meetings:
The Church does not have a space to host group meetings

Availability of staff to be qualified:
The Church does not have a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Non			

Needs from RADCON to connect the organization with its audience:

- Information about small agricultural projects
- Religious and ethical information

4.3.18.12 Political Party Unit

Affiliation:

a. **District:** Secretariat of the National Democratic Party
b. **Governorate:** General Secretariat of the National Democratic Party at the governorate
c. **Central:** General Secretariat of the National Democratic Party

Target audience:
All categories

Services provided:

- Population problems awareness
- Conflict resolving activities
- Political and party awareness

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Over population problem	Group meetings	Monthly	Expert guests	In groups Printed
Political, party and elections	Group meetings	Seasonal	The party cadres	In groups
Conflict resolving and revenge problem	Face-to-face Group meetings	Seasonal	Local and executive leaders	Face-to-face In groups

Availability of a place for public meetings:
The Unit does not have a space to host group meetings

Availability of staff to be qualified:
The Unit does not have a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural Administration	Input supply	Flow-up the supplements	- Follow-up land law - Violations
Irrigation administration	Irrigation water supply	Send farmers complains to officials	- Receive response - Solve the problem jointly
Health Directorate	Follow-up the health unit performance and development	Statistics about infections, immunization and protective health	Protective health and environmental awareness

Needs from RADCON to connect the organization with its audience:

Awareness information about:

- The consequences of social problems especially revenge problem
- Narcotics and smoking consequences
- Environmental friendly behavior and safe disposal of pollutants
- Success stories about peacefully resolved conflicts

4.3.18.13 Animal Production Development Association

Affiliation:

a. **District:** Agricultural Cooperation Administration\Agricultural Administration
b. **Governorate:** Agricultural Cooperation directorate\Agricultural Directorate
c. **Central:** Ministry of Agriculture

Target audience:
Men and women

Services provided:

- Recommendations
- Provision of fodders

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Cattle breeding	Face-to-face Group meetings	Monthly Seasonal	Cooperation Admin. Agricultural extension	In groups Printed Tele\fax

Availability of a place for public meetings:
The Association does not have a space to host group meetings

Availability of staff to be qualified:
The Association does not have a staff to work with RADCON.

Organizational relations with other entities:

Organization	Cooperation field	Information exchanged	
		from	to
Agricultural Administration	Cattle breeding	Information needs	Extension in breeding field

Needs from RADCON to connect the organization with its audience:

- Awareness information about cattle breeding and animal health

4.3.18.14 Health Care Unit

Affiliation:

a. **District:** Health Administration
b. **Governorate:** Health Directorate
c. **Central:** Ministry of Health and Population MOHP

Target audience:
All categories and children

Services provided:

- Medical and dental treatment
- Analysis laboratory
- Family planning
- Immunization
- Mobile clinic
- Environmental services
- Food observation
- Motherhood and childhood care

- Health insurance for school pupils
- Protective health
- Issuing birth certificates

Information provided:

Field/subject of information	**Communication method**	**Provision cycle**	**Source of information**	**Method of contact with the source**
Family planning	Face-to-face Group meetings Printed material	Daily Weekly Seasonal	- Health Administration - National council of population	Face-to-face In groups Printed
Child care	Face-to-face	Daily Monthly	Health Administration	In groups Printed
Health awareness and protection	Face-to-face Group meetings	Weekly Monthly	Health Administration books	In groups Printed
Pregnancy and delivery	Face-to-face Group meetings	Seasonal	Health Administration	In groups Printed
Immunization	Face-to-face	Daily Seasonal	Health Administration	Face-to-face
Infants paralysis	Group meetings Printed material	Monthly	Health Administration	In groups
Bilharzias	Face-to-face	Daily	Health Administration	In groups
Threatening pregnancy	Face-to-face	Daily	Health Administration	In groups

Availability of a place for public meetings:
Four Units have a space to host group meetings, and two do not have

Availability of staff to be qualified:
Five Units have a staff to work with RADCON, and one does not have.

Organizational relations with other entities:

Organization	**Cooperation field**	**Information exchanged**	
		from	**to**
Agricultural Administration	Population education Pesticides	Information provision First aid	White ant protection Commonly used Pesticides
Health Administration	Treatment and protective health	Infection, death and birth statistics	Updated information

Needs from RADCON to connect the organization with its audience:

- Announcing the Unit services, the free medication, free contraceptive means, and free check-up
- Develop a programme jointly with the unit to encounter the diseases and enhance environmental conservation
- Hardware and connectivity
- Common and epidemic diseases in the area
- Information about the mother and children health
- Statistics of the population
- Information about the general health programmes provided by MOHP

4.3.18.15 Agricultural cooperative

Affiliation:

d. **District:** Agricultural Cooperative Administration
e. **Governorate:** Agricultural Cooperative Directorate/Cooperative Union at the governorate level
f. **Central:** Ministry of Agriculture, Central Administration for Agricultural Cooperatives/ Central Cooperative Federation.

Target audience: All categories, mostly men

Services provided:

- Classification of crop composition
- Distribution of input supplies
- Solving farmers' problems concerning landholding
- Provision of extension services
- Facilitate irrigation and drainage services
- Provision data required for farmers' loans
- Provision of input supplies in installments
- Facilitate equipment rent
- Participate in issuing landholding cards
- Help marketing Cotton and Wheat production
- Provision of some social services
- Facilitate health awareness campaigns
- Facilitate anti-smoking awareness campaigns.

Information provided:

Field/subject of information	Communication method	Provision cycle	Source of information	Method of contact with the source
Extension information	Face-to-face Group meetings	Seasonal Daily	Agricultural administration, extension department.	Face-to-face In groups, Tel/fax Printed material
Land protection concerns	Face-to-face Printed material	Daily	Land & environment dept. Agric. Admin.	In groups Printed material
Loan and credit information	Face-to-face, Group meetings, Printed material	Daily Weekly Monthly	CAAES, PBDAC	Face-to-face Printed
Marketing	Face-to-face	Seasonal	Coop. Admin.	In groups
Environment conservation	Face-to-face, Group meetings, Printed material	Daily Weekly Monthly Seasonal	Agricultural admin., Research Station.	Face-to-face In groups, Tel/fax Printed
Agricultural equipment usage	Face-to-face, Group meetings	Daily Weekly Monthly	Agricultural equipment station	Face-to-face

Availability of a place for public meetings:
The 15 cooperatives have a space to host group meetings, and 4 have not

Availability of staff to be qualified:
The 15 cooperatives have a staff to work with RADCON, and 4 have not

Organizational relations with other entities:

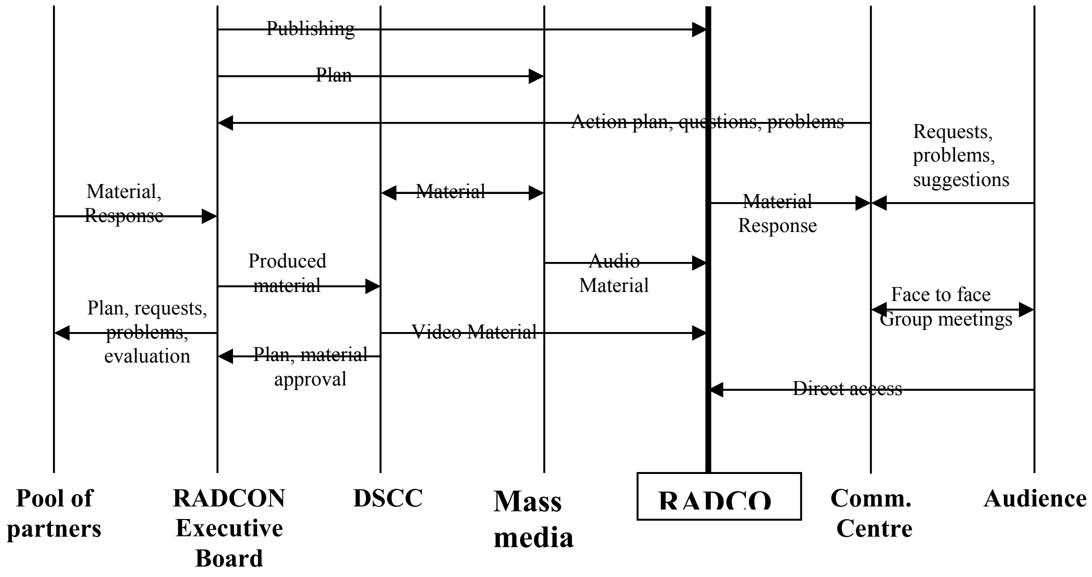
Organization	Cooperation field	Information exchanged	
		from	to
Agricultural system	Surveys Training Landholding cards Animal protection Building permits	Land, crops & animal statistics Crops monitoring Land registration	Agric. Plan Allocated land maps Extension information Agric. regulations
Village bank	Facilitate: Loan procedures	Clients landholdings Needs of input supplies	Available input supplies Refund problems
Karitas Egypt assoc. (NGO)	Forestation Employments	Provide hand labor in forestation	Forestation plan
Research stations	Exten. information Training National campaigns	Agric. Problems Training needs	Scientific solutions Training material
Faculties of Vet Medicine	Animal health	Animal health condition	Veterinary awareness information

Needs from RADCON to connect the organization with its audience:

- Extension information
- ICT facilities (equipment and staff training)
- Marketing information
- Protective health awareness information
- Small business projects based on available resources
- Environmental awareness information
- Clean agriculture information
- IPM
- Illiteracy alleviation
- Vocational training for graduates.

4.4 Information flow lines and control nodes suitable to guide the identification of RADCON stakeholders' potential responsibilities

Communication and information flow RADCON stakeholders can be summarized as follows:


Publishing
Plan
Action plan, questions, problems
Requests, problems, suggestions
Material, Response
Material
Material Response
Produced material
Audio Material
Face to face Group meetings
Plan, requests, problems, evaluation
Video Material
Plan, material approval
Direct access
Pool of partners
RADCON Executive Board
DSCC
Mass media
RADCO
Comm. Centre
Audience

The figure describes the five main groups of RADCON, suggested roles and responsibilities, management mechanism and control nodes.

- The pool of partners is the main information source whether available or requested by end users. such requests would be filtered, submitted to the stakeholder/source of information and followed-up by the executive board.
- RADCON executive board is composed of the main modules directors (ICT and content). Each module has an action plan and responds to end users' requests (see Network communication management below).
- Collaborative work with mass media will be orchestrated by the board and DSCC (see mass media utilization and the short campaign strategy below)
- Although each partner will be responsible of his content uploading to the network, coordination and coping with related module's master plan would be controlled by the executive board.
- Communication centres will help in identifying the plan priorities, uploading end users problems and requests, and dealing with them face-to-face for information dissemination (see communication centre management below).

4.4.1 Job opportunity module

	Inventory of projects	How-to knowledge	Administrative	Inputs	Marketing	Financial sources	Kinds of loan	Loan requirements	Loan management	Feasibility study forms	Modes of lending	Campaigns
Fac. Mansoura		√	√									√
Fac. Aris												√
DRD. CAAES	√	√		√								
CARE	√	√										√
SFD	√					√	√	√	√	√	√	
HEIA		√			√							
HRI, FTRI...	√	√	√	√	√				√	√		
ARC, CLAES										√		
PBDAC	√					√	√	√		√	√	
EIP			√		√							
UPEHC	√				√							
ABA	√			√	√	√	√	√			√	
CPU				√	√							
ECC		√			√							
DSCC		√										√
Ch 6												√
MDRS												√

4.4.2 Women's corner module

	Women's' rights	Protective health	Nutrition and food processing	Home management	Family education	Women small projects	Animal production	Success stories for women	Financial support	Campaigns
Fac. Mansoura		√			√	√				√
Fac. Aris			√			√				

DRD. CAAES		√		√		√		√		
CARE		√			√					
ARC, AERDRI	√		√	√				√		
ARC, FTRI			√			√				
ARC, APRI						√	√			
ARC, AEGRI				√						
PBDAC									√	
ABA									√	
PCUWA	√					√	√	√		
CPU				√						
DSCC						√				√
Ch 6								√		√
MDRS								√		√

4.4.3 Towards a clean environment module

	Laws	Explain legislatives	Healthy storage of manure	Compost	Using rice strew	Environment, land, chemicals, pesticides	Healthy cattle folds	Clean agriculture	Dead animal disposal	Cleanliness and healthy behavior	Healthy disposal of liquid and sold wastes	Healthy food and water	Campaigns
Fac. Mansoura			√			√		√		√			√
Fac. Aris		√								√		√	√
DRD. CAAES										√		√	
CARE						√				√	√	√	√
ARC, SWERI			√	√	√	√		√			√		
ARC, APRI					√				√				
ARC, AEGRI					√		√						
ARC, FTRI												√	
UPEHC				√									
DSCC													√
Ch 6													√
MDRS													√

4.4.4 Associations at the service of community module

	NGO directory	Success stories with NGOs	Form a cooperative	Participation work in the village	Usage of rural communication media	Online exhibition	Training NGO specialists	Campaigns
Fac. Mansoura					√		√	
Fac. Aris			√	√				√
DRD. CAAES						√		
CARE		√		√	√		√	
SFD						√		

HEIA		√						
ARC, AERDRI				√	√		√	
EIP	√		√					
ABA						√		
DSCC						√		√
Ch 6		√						√
MDRS		√						√

4.4.5 Marketing information module

	Market analysis articles	Farm prices of field crops	Exportation opportunities	Daily prices	Supply and demand presentation	Market news	Cooperative marketing	Post harvest processes	Exportation terms	Specialized cooperatives directory	Exporters directory	Transportation directory	Exportation demands	Campaigns
CARE								√						
HEIA	√		√		√	√	√		√	√			√	
EC, MALR		√		√									√	
ARC, AERI	√				√									√
ARC, CLAES					√									
HRI, FCRI								√						
PBDAC									√				√	
EIP	√				√					√	√	√		
UPEHC			√		√	√			√				√	
ECC			√		√									
DSCC														√
Ch 6														√
MDRS														√

4.4.6 "To the editor" module

4.4.6.1 Contact us page

The module would have links to the "contact us" pages of RADCON stakeholders/partners including RADCON administrator.

- The site may contain a guide on how to press a complain, how to right a suggestion…etc.
- Different stakeholders/partners and number of questions, complains, or suggestions submitted through the site to them and already been answered.
- A link to the questions, complains, or suggestions can lead the user to read it with the organization response.
- Other questions, complains, or suggestions in process for a response will not show till the organization response is fed into the system.
- Another strategy to implement this module is to develop a system similar to the "Farmer problems tracking system". The back end would be opened to users that will be directed to the concerned organization through a list of options. Each partner will receive his problems to be solved and published. This strategy will help also those partners without a working home page in Arabic. Selecting either of these systems will depend on the preferable strategy of the partners to deal with feed back.

4.4.6.2 Success Stories and experiences

- The module might have a section to success stories posted by the users directly.
- A guide on "how to write your story" might be added to help unify the articles' formulation and the story integration.
- Writers should be alerted that the editor may edit their story to be valid for publishing after their final approval.
- Users stories might be appeared as titles with a link to the article.

- The success stories page might end by asking for readers comments or questions. Readers' comments/questions/claims might appear in the article's page with the editor's or the writer's response.
- It might be useful to assign a honorarium for the writer to encourage other writers.
- This module can be an integral part of the modules 1 through 5 as an alternative strategy.

4.4.6.3 FAQ (Frequently Asked Questions)

- FAQ can also be a part of this module, other than FAQ of VERCON.

4.4.7 RADCON Communication Centres module

The module may contain:

- A web page for each site with its basic data of the village and related organizations
- The Centre's action plan and time schedule based on the main plan of campaign. The action plan should be developed by the Centre's board.
- Announcing the projects implemented/in progress assisted by the Centre.
- On line exhibition to advertise the products of the Centre's clients.
- A mechanism for field management i.e., connect the site with systems administrators for submitting action plans and have it authorized and published by the administrator. (see 4.5 below for communication strategy details)
- A training module on management of communication Centre for officers (information sources: CARE, AERDRI, Faculties of Agriculture in Mansoura and Arish).

4.4.8 Other complementary modules/systems

4.4.8.1 RADCON News:

- NEMS is still a valid tool for news as a system, yet more facilities is still required in data and media inputs (details are in VERCON study – second part, under 3.1.2. Agricultural news system)
- News will be posted by RADCON\VERCON partners and authorized by the organization's head.
- News title would appear in RADCON home page with a link to its details.

4.4.8.2 Links to partners' home page if available

- Most partners have a web page in Arabic that can be linked to RADCON
- Ch6 and WDRS do not have such page. In the interview with WDRS, the director suggested that RADCON would help the station to have a web page, and the station would populate it with information and news in return.

4.4.8.3 RADCON Forum

- The developed forum and registry systems were already discussed and presented in the VERCON workshop.
- To work for RADCON, it is suggested to open separate groups that goes along with RADCON Systems 1 through 5 in addition to an open issue group.
- It is strongly recommended that the posts be censored for decency and general policy of the network. Hence, publishing should be limited to the system administrator (either IT or extension).

4.4.8.4 Useful links

- This will include a link in the home page that leads to a page for a list of useful sites that have services, documents, experience… etc classified by RADCON systems.
- This also can be implemented within each of RADCON systems, or using the two access strategies.
- Links should be selected by each system administrator, and be reviewed by him periodically to eliminate dead links and add new ones.
- The useful link page should end with a request from the reader to suggest other links of the kind.

4.4.8.5 RADCON Monitoring System

- The system access is limited to certain RADCON administrators.

- The system is almost similar to VERCON monitoring system (see VERCON second part of this study 3.4.4. Monitoring system).
- RADCON work plan, the field sites action plans, and the sites activities and problems are the main activities to be monitored by this system.
- In addition, it should reflect achievements of the work plan of RADCON and action plan of the sites in RADCON Communication Centres page.
- The module should have a mechanism to solve the sites' action problems posted by the communication Centre officer.

4.4.9 Strategy to develop basic modules (1-5)

Those modules aims to aid the user to be acquainted to the pool of opportunities available, select the appropriate opportunity to him, implement it, solve his problem, and share his experience with other users. Scenarios of the user can be:

1. The user is not aware of the opportunities related to his needs under each system, nor its advantages and disadvantages.
2. The user have an idea and want to implement it but do not know how, when, where, why…etc.
3. The user have an ongoing activity/project and is facing some difficulties.
4. The user have a successful activity/project/opportunity and want to share others in the idea.

Hence, each system should have a mechanism or more to lead the user to:

- Recognize the available opportunities and be aware of its advantages and disadvantages.
- Select the suitable opportunity to his interests or conditions.
- Know how to plan, implement, operate, and monitor the selected opportunity
- A detailed training module with a step-by-step guide and important links to support the process.
- A problem solving mechanism to help the user overcome implementation barriers.
- A feedback and successful stories mechanism to share experiences among users of the same interest.
- NGO module should encourage participatory action for self-financed village projects for public good.

5. Conclusion

5.1 Utilization and connecting mass media environments to RADCON

5.1.1 Collaborating with Ch6

- Exchanging **daily news** by fax to the channel directly or through DSCC to be uploaded/aired within the regular agricultural news.
- Specific **Agricultural News Programme** can be produced for 5 minutes a day or 30 minutes a week. This program would cover: ministry news, new recommendations, awareness announcements, current problems and its solutions driven from farmers' problems system... etc. Contents would be selected weekly (in both cases) by RADCON executive board, sent to the DSCC for production in collaboration with CH6 staff, authorized by RADCON board, then DSCC for re-adjusting and delivering the final tape to CH6 for airing. NEMS can be used for this operation and under the RADCON news administrator.
- **"The Agricultural Channel"** is an hour weekly programme in a magazine style. The contents of the programme are in items like: agricultural news, extension material like new recommendations and new research findings, awareness announcements, media campaigns that are concurrent with youth and women filed activities led by RADCON; current problems and its solutions driven from farmers' problems system; success stories of distinguished villages, farmers, youth and women, and interviews with officials, researchers (ARC and universities) and other audience categories. The magazine programme would have its board (from ARC, research stations, university, DSCC, CH6… etc.), while the RADCON news system administrator will be responsible for editing. The information cycle and production are similar to the previous suggestion.
- Selected general material can be send to other local channels.

5.1.2 Collaboration with WDRS

- Programmes can be produced and aired by the station are:

  - Visits to an organization (in context of RADCON) to introduce the organization, how to deal with it, its activities… etc. such a programme can start with RADCON partners.
  - Successful projects (interviews)
  - Agricultural news
- Upload local agricultural news within RADCON news system, in either text or audio format by the station.
- The project might develop a special web page/system to serve media activities. In this system, each channel/radio station can have its page and be responsible for its information upload. It can include the station's time schedule of programmes, news related to RADCON, audio/video files produced by the station… etc. RADCON can have links to these materials (audio, video or text) where appropriate

5.1.3 Short campaign strategy

A short campaign strategy can be worked out to integrate different communication tools used by RADCON i.e. internet, group meeting, face to face and mass media. This campaign will be limited to 2 weeks duration to advocate only one major subject e.g. one small business project, a village cleanliness, composting… etc.

5.1.3.1 Premises of the strategy

The idea of the campaign stemmed from the following premises:

- We are dealing with mass media and they know, specially in advertising, that the stronger the audience needs the shorter the time of campaign
- Mass media is mainly used to generate awareness in the adoption process, hence, we shouldn't expect more than that.
- Mass media focuses on variation rather than concentration
- TV channels and radio station would not find it convenient to allow longer campaign
- TV channels and radio station in the interview offered to cooperate with RADCON free of charge
- The term "campaign" was used because it will utilize a package of communication methods
- The suggested subject for each campaign is limited i.e. established small project. How long would it take the audience to know "how to establish a jam or pickles project" using TV, radio, face to face, group meeting, and the Internet at the same time?
- The campaign content will be available in RADCON after the campaign ends
- Dividing the suggested 25 projects (which are already being trained on by DRD, CAAES) by the remaining period in the project life (one year) will make the campaign duration only 2 weeks

5.1.3.2 Principles, roles and responsibilities of the campaign strategy

- The campaign will have a plan developed by RADCON Executive Board
- The plan would cover a six (6) months period with twelve (12) main topics according to the problem priorities, availability of materials, timing …etc
- Activities should be assigned to communication methods within the plan. A special attention should be given to the role of CH 6 and WDRS whom shall develop audio and video materials.
- Teaching material would be developed in DSCC in collaboration with the Faculty of Agriculture in Mansoura, related radio station, and the representative from the media.
- Video material would be produced by the DSCC in collaboration with CH 6 representative.
- Audio material will be prepared by WDRS.
- Audio and video materials would be authorized before airing.
- Authorization of the material by RADCON executive board can be done using NEMS system. Details of the material and airing time will announced to communication Centres to coordinate their action plans in a time long enough before airing/broadcasting.
- A special space in each of RADCON's systems (1-5) to announce the campaign schedules.
- The DSCC would transform video material into a digital format and publish it on RADCON, or its page with a link in RADCON to refer to it.

- Audio material can be transformed into a digital format by the WDRS and uploaded directly to each system.
- Audio and video material in the digital format should summarize the education of content in not more than one (1) minute.
- Action plans of communication Centres might be available for the media to help them in material production.
- It is suggested that such a campaign would include a contest to increase the listener's interest. Contests might be among individuals having a success story, organizations, villages, a knowledge contest to stress some information published by RADCON… etc.

5.1.3.3 Criteria for selecting the campaign topics

Bearing in mind that the material is already available, criteria for selecting the campaign topics should be concluded by the module administrators (IT and Content). Yet, basic/general criteria might be:

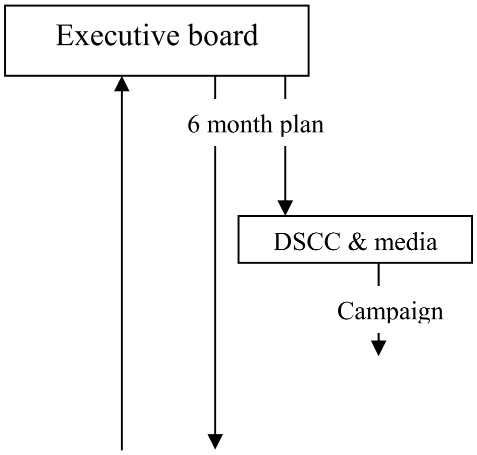
- Priorities concluded in the needs assessment study
- Priorities of these topics/projects recognised by DRD during their training of young audience
- Simplicity of the topic/project
- Nature of the topic/project i.e. low cost, availability of the project location/site, simple procedures, high demand and simple marketing

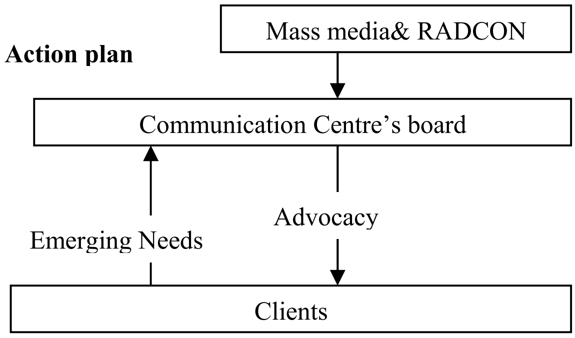
5.2 Communication processes, formal/informal, text based/oral, face to face/through media

5.2.1 Network communication management:

Based on the experience gained from VERCON, the following suggestions are drawn to aid information and communication management:

- RADCON should have an executive board that will be composed of: information administrators and system administrators (programmers), collaborating partner's representatives and headed by the project director.
- Each system should have a plan of work developed in close collaboration with concerned partners.
- Collaboration with each partner should be based on a memorandum of understanding or a contract (in the case of mass media).
- Performance appraisal:
  - Includes all systems (Systems Board Meeting)
  - Should be held at least once a month
  - It aims to assess the progress and solve any problem that emerged during the period.
  - The meeting should be attended by all involved partners, information administrators and system administrators (programmers) and headed by the project director.
  - A report from their meeting shall be presented by the project director during the steering committee meeting.
- All personnel of RADCON should have a honorarium on monthly bases.
- All systems administrators (extension and programmers) should attend the monitoring meeting of Communication Centres. Related issues to their systems should be reported to the system board meeting.





5.2.2 Communication Centre Management

RADCON in the village needs loyalty, specialised support, advocacy by opinion leaders. Honoraria and involving those representatives in training and decision making would cover that. All in all, this is a participatory approach. This suggestion was based on these premises:

- Content variation would need more that speciality
- Varied audience of each organization would widen rural people participation
- Centres for women and men will need integration
- Introducing new ICT technology needs some attitudinal support
- Number organizations in the village do not exceed 5.

The management of communication Centre would follow a collaborative approach and involve a representative from all organizations in the village.

- The communication Centre in the village will be selected on individual basis according to each village preferences.
- Each Centre (whether for men or women) should have a communication officer and maybe an assistant. These individuals are not recruited by RADCON, but rather nominated by their authorities to work extra time for the network.
- Because most organizations in the village are willing to participate in RADCON whether having a place, trained staff, or ICT facilities; each communication Centre would have board of directors composed of representatives from all the village organizations.
- A Memorandum of Understanding should be signed with the representative's authorities, specially the hosting site for RADCON.
- The Centre's Board would be consisted of the communication officer, the assistant, and/or representative of the village organizations. It might also include some opinion leaders from the village but not more than three (3).
- The representatives would assist rural people each in his specialty in respect to the network's activities.
- The Board would develop a simple action plan for each topic of the campaign to be adopted to the village circumstances.
- Each representative will be responsible on his specialty (if available) to advocate in the campaign.
- All Board Members should have honorarium for their overtime work.
- As a start for a part time officers, and unaware audience, the communication Centre working hours might be in the afternoon for 2 or 3 days a week.
- Communication Centres would complement each other in the missing specialties (facility to post a question in the Centre's site to be answered by other Centres/authorities).
- RADCON staff working in the Centre would be trained on :
  - Community mobilization
  - Group work
  - Communication strategies
  - Facilitation/liaison

    - Computer, internet, RADCON assistance usage
    -
- Training modules would be published by RADCON
- A mechanism for organization problem solving can be added to this module.

Annex I: NGO Needs Assessment Questionnaires

إستمارة استبيان

لتحديد إحتياجات البيانات والمعلومات والإتصالات

الخاصة بالمنظمات غير الحكومية

المسئول الذى تم مقابلته : ....

يستهدف مشروع شبكة اتصال التنمية الزراعية والريفية تنسيق الإتصالات بين الجهات العاملة فى مجال التنمية الزراعية وتنمية الريف على مختلف المستويات التنظيمية . وينبغى أن تضم الشبكة المعلومات التى تحتاجها كل جهة من هذه الجهات ، وكذلك المعلومات التى تصدر عنها . وتيسر الشبكة الإتصال بين الجهات العاملة فى هذه المجالات التنموية فيما بينها وكذلك بين هذه الجهات وجمهور المستفيدين. والأسئلة التالية تساعد فى الحصول على البيانات والمعلومات التى تحقق الربط المستهدف.

أسم المنظمة:..

أسم مدير المنظمة: ....

التبعية (المنظمة الأم): ....

العنوان: ....

أرقام التليفونات: ....

فاكس: ....

بريد الكترونى: ....

الجهات المصرية التى تتعاون مع المنظمة فى التنفيذ: ....

المنسق من الجانب المصرى: ....

المكاتب الإقليمية: ....

الجمهور المستهدف: ....

الأهداف الرئيسية للمنظمة:

....
....
....
....

هل هناك موقع للمنظمة على الإنترنت؟ نعم (   )   لا (   )

(فى حالة نعم)

ما هو عنوان الموقع: ....

ما نوعية المعلومات المنشورة بموقع المنظمة:

- **معلومات تعريفية عن المنظمة** ☐
- **عرض الأنشطة والإجراءات** ☐
- **عرض إنجازات** ☐
- **معلومات تعليمية/إرشادية/توعية** ☐
- **أخرى ....**

هل بالموقع آلية للتعرف على:

- **مشكلات عامة للجمهور فى مجال عمل المنظمة** ☐
- **مشكلات متعلقة بتنفيذ أنشطة المنظمة** ☐
- **إحتياجات الجمهور المستفيد من المنظمة** ☐
- **مقترحات أو آراء** ☐
- **أخرى ....**

المشروعات/الأنشطة الرئيسية التى تقوم المنظمة بتنفيذها:

- ....
- ....
- ....
- ....

أسم المشروع/النشاط: ....

المسئول التنفيذى من المنظمة: ....

الجهة المصرية المنفذة/المشرفة على التنفيذ: ....

المسئول التنفيذى من الجانب المصرى: ....

الجمهور المستهدف: ....

أهداف المشروع: ....
....

مدة التنفيذ: .... **من**............................. **الى** ....

منطقة العمل:

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

عناوين مكاتب التنفيذ: ....
....

ملخص الخدمات المقدمة: ....
....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....

ملخص لدورة المعلومات داخل المنظمة **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**
....
....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....
- **معوقات الإتصال من وإلى المنظمة:** ....
....

أسم المشروع/النشاط: ....

المسئول التنفيذى من المنظمة: ....

الجهة المصرية المنفذة/المشرفة على التنفيذ: ....

المسئول التنفيذى من الجانب المصرى: ....

الجمهور المستهدف: ....

أهداف المشروع: ....

....

مدة التنفيذ: ....من ....الى ....

منطقة العمل:

المحافظة: ....المراكز: ....القرى: ....

المحافظة: ....المراكز: ....القرى: ....

المحافظة: ....المراكز: ....القرى: ....

عناوين مكاتب التنفيذ: ....

....

ملخص الخدمات المقدمة: ....

....

المعلومات المقدمة:

- **معلومات عن .... يتم تقديمها من خلال ....**
  ومصدرها .... وذلك كل ....
- **معلومات عن .... يتم تقديمها من خلال ....**
  ومصدرها .... وذلك كل ....
- **معلومات عن .... يتم تقديمها من خلال ....**
  ومصدرها .... وذلك كل ....

ملخص لدورة المعلومات داخل المنظمة **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**

....

....

- **يتم تحديث المعلومات كل .... وإضافة معلومات جديدة كل ....**

معوقات الإتصال من وإلى المنظمة: ....

....

أسم المشروع/النشاط: ....

المسئول التنفيذى من المنظمة: ....

الجهة المصرية المنفذة/المشرفة على التنفيذ: ....

المسئول التنفيذى من الجانب المصرى: ....

الجمهور المستهدف: ....

أهداف المشروع: ....

....

مدة التنفيذ: .... **من**............................... **الى** ....

منطقة العمل:

المحافظة: .... **المراكز:** .... **القرى:** ....

المحافظة: .... **المراكز:** .... **القرى:** ....

المحافظة: .... **المراكز:** .... **القرى:** ....

عناوين مكاتب التنفيذ: ....

....

ملخص الخدمات المقدمة: ....

....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....

ملخص لدورة المعلومات داخل المنظمة **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**

....

....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....

معوقات الإتصال من وإلى المنظمة: ....

....

المعلومات المستقبلة من الجمهور:

هل هناك أسلوب منتظم للحصول على هذه المعلومات؟ نعم ( ) لا ( )

(فى حالة نعم) ما هو؟

....

....

كيف يتصل الجمهور بالمنظمة؟

....

ما هى المعلومات التى يطلبها الجمهور من المنظمة؟

- معلومات عن التسجيل والإنتفاع بالخدمات ڨ
- معلومات متعلقة بالأنشطة ومواعيد تنفيذها ڨ
- معلومات تعليمية/إرشادية/توعية ڨ
- حلول لمشكلات تنفيذ الأنشطة ڨ
- أخرى ....

إستجابة المنظمة للجمهور:

كيف يتم تلقى المعلومات؟

....

كيف يتم تجميع الردود على تساؤل/مشكلات الجمهور؟

....

كيف يتم إعتماد هذه المعلومات والتصريح بالرد؟

....

كيف يتم الرد وإرساله الرد للجمهور؟

....

علاقة المنظمة بالجهات الأخرى:

الجهة	**أوجه التعاون**	**موضوعات المعلومات المتبادلة**	
		من المنظمة	**الى المنظمة**
مركز البحوث الزراعية			

الجهة	أوجه التعاون	موضوعات المعلومات المتبادلة	
		من المنظمة	الى المنظمة
مراكز بحوث أخرى			
كليات الزراعة والطب البيطرى			
جهات مانحة محلية أو دولية			
تلفزيون			
إذاعة			
صحف			
جهات إئتمان (خاصة بالأنشطة مثل القروض أو المنح المقدمة للجمهور)			
أخرى			

- فى حالة التعاون مع مشروع الرادكون؛ ما الذى يمكن للرادكون توفيره حتى يتم ربط المنظمة بجمهورها؟

....
....
....
....
....

- هل يتوفر للمنظمة إمكانية لوضع المعلومات الخاصة بها على الشبكة وإدارة الحوار مع الجمهور؟

....
....
....

Annex II: Faculties of Agriculture Needs Assessment Questionnaires

إستمارة استبيان

لتحديد إحتياجات البيانات والمعلومات والإتصالات
الخاصة بكليات الزراعة

المسئول الذى تم مقابلته :...

يستهدف مشروع شبكة اتصال التنمية الزراعية والريفية تنسيق الإتصالات بين الجهات العاملة فى مجال التنمية الزراعية وتنمية الريف على مختلف المستويات التنظيمية . وينبغى أن تضم الشبكة المعلومات التى تحتاجها كل جهة من هذه الجهات ، وكذلك المعلومات التى تصدر عنها . وتيسر الشبكة الإتصال بين الجهات العاملة فى هذه المجالات التنموية فيما بينها وكذلك بين هذه الجهات وجمهور المستفيدين. والأسئلة التالية تساعد فى الحصول على البيانات والمعلومات التى تحقق الربط المستهدف.

الجامعة والكلية:...

مركز الإرشاد: ....

أسم مدير المركز: ....

المنطقة التي تغطيها خدمات المركز: ....

....

أرقام التليفونات: ....

فاكس: ....

بريد الكترونى: ....

الجهات المانحة التى تتعاون مع المركز فى التنفيذ: ....

المنظمات المحلية التى تتعاون مع المركز فى تنفيذ الأنشطة: ....

....

الجمهور المستهدف: ....

الأهداف الرئيسية للمركز:

....
....
....
....

هل هناك موقع للمركز على الإنترنت؟ نعم (   ) لا (   )

(فى حالة نعم)

ما هو عنوان الموقع: ....

ما نوعية المعلومات المنشورة بموقع المركز:

- **معلومات تعريفية عن المركز ☐**
- **عرض الأنشطة والإجراءات ☐**
- **عرض إنجازات ☐**
- **معلومات تعليمية/إرشادية/توعية ☐**
- **أخرى ....**

هل بالموقع آلية للتعرف على:

- **مشكلات عامة للجمهور فى مجال عمل المركز ☐**
- **مشكلات متعلقة بتنفيذ أنشطة المركز ☐**
- **إحتياجات الجمهور المستفيد من المركز ☐**
- **مقترحات أو آراء ☐**
- **أخرى ....**

الأنشطة الرئيسية التى يقوم المركز بتنفيذها:

- ....
- ....
- ....
- ....

أسم النشاط: ....

المسئول التنفيذى من المركز: ....

جهات خارج الكلية تتعاون فى التنفيذ: ....

المسئول التنفيذى من جانب الكلية: ....

الجمهور المستهدف: ....

أهداف النشاط: ....

....

مدة التنفيذ: .... من .... الى ....

منطقة العمل:

المحافظة: .... المراكز: .... القرى: ....

المحافظة: .... المراكز: .... القرى: ....

المحافظة: .... المراكز: .... القرى: ....

الأقسام التى يتم التعاون معها: ....

ملخص الخدمات المقدمة: ....

....

المعلومات المقدمة:

- **معلومات عن .... يتم تقديمها من خلال ....**
  ومصدرها .... وذلك كل ....
- **معلومات عن .... يتم تقديمها من خلال ....**
  ومصدرها .... وذلك كل ....
- **معلومات عن .... يتم تقديمها من خلال ....**
  ومصدرها .... وذلك كل ....

ملخص لدورة المعلومات داخل الكلية **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**

....
....
....

- **يتم تحديث المعلومات كل .... وإضافة معلومات جديدة كل ....**

معوقات الإتصال من وإلى المركز: ....

....

أسم النشاط: ....

المسئول التنفيذى من المركز: ....

جهات خارج الكلية تتعاون فى التنفيذ: ....

المسئول التنفيذى من جانب الكلية: ....

الجمهور المستهدف: ....

أهداف النشاط: ....
....

مدة التنفيذ: .... من .... الى ....

منطقة العمل:

المحافظة: .... **المراكز:** .... **القرى:** ....

المحافظة: .... **المراكز:** .... **القرى:** ....

المحافظة: .... **المراكز:** .... **القرى:** ....

الأقسام التى يتم التعاون معها: ....

ملخص الخدمات المقدمة: ....
....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....

ملخص لدورة المعلومات داخل الكلية **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**
....
....
....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....

معوقات الإتصال من وإلى المركز: ....
....

أسم النشاط: ....

المسئول التنفيذى من المركز: ....

جهات خارج الكلية تتعاون فى التنفيذ: ....

المسئول التنفيذى من جانب الكلية: ....

الجمهور المستهدف: ....

أهداف النشاط: ....

....

مدة التنفيذ: ....**من**....................................**الى** ....

منطقة العمل:

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

الأقسام التى يتم التعاون معها: ....

ملخص الخدمات المقدمة: ....

....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....

ملخص لدورة المعلومات داخل الكلية **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**

....

....

....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....

معوقات الإتصال من وإلى المركز: ....

....

المعلومات المستقبلة من الجمهور:

هل هناك أسلوب منتظم للحصول على هذه المعلومات؟ نعم ( ) لا ( )

(فى حالة نعم) ما هو؟

....
....

كيف يتصل الجمهور بالمركز؟

....

ما هى المعلومات التى يطلبها الجمهور من المركز؟

- معلومات عن توفر وطرق الحصول على الخدمات ☐
- معلومات متعلقة بالأنشطة ومواعيد تنفيذها ☐
- معلومات تعليمية/إرشادية/توعية ☐
- حلول لمشكلات تنفيذ الأنشطة ☐
- أخرى ....

إستجابة المنظمة للجمهور:

كيف يتم تلقى المعلومات؟

....

كيف يتم تجميع الردود على تساؤل/مشكلات الجمهور؟

....

كيف يتم إعتماد هذه المعلومات والتصريح بالرد؟

....

كيف يتم الرد وإرساله الرد للجمهور؟

....

علاقة المنظمة بالجهات الأخرى:

الجهة	**أوجه التعاون**	**موضوعات المعلومات المتبادلة**	
		من المركز	**الى المركز**
مركز البحوث الزراعية			
معاهد			
محطات بحوث			

الجهة	أوجه التعاون	موضوعات المعلومات المتبادلة	
		من المركز	الى المركز
مراكز بحوث أخرى			
وزارة الزراعة (المستوى المركزى)			
مديريات زراعة			
إدارات زراعية			
مراكز إرشاد زراعى			
جمعيات تعاونية زراعية			
كليات زراعة أخرى أو طب بيطري			
جهات مانحة محلية أو دولية			
تلفزيون			
إذاعة			
صحف			
جهات إئتمان (كإقراض الجمهور لتنفيذ الأنشطة)			

- فى حالة التعاون مع مشروع الرادكون؛ ما الذى يمكن للرادكون توفيره حتى يتم ربط المركز بجمهوره؟

....
....
....
....
....

- هل يتوفر للمركز إمكانية لوضع المعلومات الخاصة بها على الشبكة وإدارة الحوار مع الجمهور؟

....
....
....

Annex III: General Needs Assessment Questionnaires

إستمارة استبيان

لتحديد إحتياجات البيانات والمعلومات والإتصالات

المسئول الذى تم مقابلته :..

يستهدف مشروع شبكة اتصال التنمية الزراعية والريفية تنسيق الإتصالات بين الجهات العاملة فى مجال التنمية الزراعية وتنمية الريف على مختلف المستويات التنظيمية. وينبغى أن تضم الشبكة المعلومات التى تحتاجها كل جهة من هذه الجهات، وكذلك المعلومات التى تصدر عنها. وتيسر الشبكة الإتصال بين الجهات العاملة فى هذه المجالات التنموية فيما بينها وكذلك بين هذه الجهات وجمهور المستفيدين. والأسئلة التالية تساعد فى الحصول على البيانات والمعلومات التى تحقق الربط المستهدف.

أسم المنظمة:...

أسم مدير المنظمة: ....

التبعية (المنظمة الأم): ....

العنوان: ....

أرقام التليفونات: ....

فاكس: ....

بريد الكترونى: ....

جهات تتعاون مع المنظمة فى التنفيذ: ....

المكاتب الإقليمية: ....

الجمهور المستهدف: ....

الأهداف الرئيسية للمنظمة:

....
....
....
....

هل هناك موقع للمنظمة على الإنترنت؟ نعم (   ) لا (   )

(فى حالة نعم)

ما هو عنوان الموقع: ....

ما نوعية المعلومات المنشورة بموقع المنظمة:

- **معلومات تعريفية عن المنظمة** ڤـ
- **عرض الأنشطة والإجراءات** ڤـ
- **عرض إنجازات** ڤـ
- **معلومات تعليمية/إرشادية/توعية** ڤـ
- **أخرى ....**

هل بالموقع آلية للتعرف على:

- **مشكلات عامة للجمهور فى مجال عمل المنظمة** ڤـ
- **مشكلات متعلقة بتنفيذ أنشطة المنظمة** ڤـ
- **إحتياجات الجمهور المستفيد من المنظمة** ڤـ
- **مقترحات أو آراء الجمهور** ڤـ
- **أخرى ....**

المشروعات/الأنشطة الرئيسية التى تقوم المنظمة بتنفيذها:

- ....
- ....
- ....
- ....

أسم المشروع/النشاط: ....

المسئول التنفيذى من المنظمة: ....

الجهة الأجنبية المنفذة/المشرفة على التنفيذ: ....

الجهة المصرية المنفذة/المشرفة على التنفيذ: ....

الجمهور المستهدف: ....

أهداف المشروع: ....

....

مدة التنفيذ: ....**من**...................................**الى** ....

منطقة العمل:

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

عناوين مكاتب التنفيذ: ....

....

ملخص الخدمات المقدمة: ....

....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** ....
  ومصدرها .... **وذلك كل** ....

ملخص لدورة المعلومات داخل المنظمة **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**

....

....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....

معوقات الإتصال من وإلى المنظمة: ....

....

أسم المشروع/النشاط: ....

المسئول التنفيذى من المنظمة: ....

الجهة الأجنبية المنفذة/المشرفة على التنفيذ: ....

الجهة المصرية المنفذة/المشرفة على التنفيذ: ....

الجمهور المستهدف: ....

أهداف المشروع: ....
....

مدة التنفيذ: ....**من**.............................**الى** ....

منطقة العمل:

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

المحافظة: ....**المراكز:** ....**القرى:** ....

عناوين مكاتب التنفيذ: ....
....

ملخص الخدمات المقدمة: ....
....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** .... **ومصدرها** .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** .... **ومصدرها** .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** .... **ومصدرها** .... **وذلك كل** ....

ملخص لدورة المعلومات داخل المنظمة **(جمع المعلومات، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**
....
....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....

معوقات الإتصال من وإلى المنظمة: ....
....

أسم المشروع/النشاط: ....

المسئول التنفيذى من المنظمة: ....

الجهة الأجنبية المنفذة/المشرفة على التنفيذ: ....

الجهة المصرية المنفذة/المشرفة على التنفيذ: ....

الجمهور المستهدف: ....

أهداف المشروع: ....
....

مدة التنفيذ: .... **من**.............................. **الى** ....

منطقة العمل:

المحافظة: .... **المراكز:** .... **القرى:** ....

المحافظة: .... **المراكز:** .... **القرى:** ....

المحافظة: .... **المراكز:** .... **القرى:** ....

عناوين مكاتب التنفيذ: ....
....

ملخص الخدمات المقدمة: ....
....

المعلومات المقدمة:

- **معلومات عن** .... **يتم تقديمها من خلال** .... **ومصدرها** .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** .... **ومصدرها** .... **وذلك كل** ....
- **معلومات عن** .... **يتم تقديمها من خلال** .... **ومصدرها** .... **وذلك كل** ....

ملخص لدورة المعلومات داخل المنظمة **(جمعها، صياغتها، مراجعتها، إعتماد النشر، وضعها فى وسائط الإتصال مثل النشرات أو البرامج، النشر):**
....
....

- **يتم تحديث المعلومات كل** .... **وإضافة معلومات جديدة كل** ....

معوقات الإتصال من وإلى المنظمة: ....
....

المعلومات المستقبلة من الجمهور:

هل هناك أسلوب منتظم للحصول على هذه المعلومات؟ نعم ( ) لا ( )

(فى حالة نعم) ما هو؟

....
....

كيف يتصل الجمهور بالمنظمة؟

....

ما هى المعلومات التى يطلبها الجمهور من المنظمة؟

- معلومات عن التسجيل والإنتفاع بالخدمات ☐
- معلومات متعلقة بالأنشطة ومواعيد تنفيذها ☐
- معلومات تعليمية/إرشادية/توعية ☐
- حلول لمشكلات تنفيذ الأنشطة ☐
- أخرى ....

إستجابة المنظمة للجمهور:

كيف يتم تلقى المعلومات؟

....

كيف يتم تجميع الردود على تساؤل/مشكلات الجمهور؟

....

كيف يتم إعتماد هذه المعلومات والتصريح بالرد؟

....

كيف يتم الرد وإرساله الرد للجمهور؟

....

علاقة المنظمة بالجهات الأخرى:

الجهة	أوجه التعاون	موضوعات المعلومات المتبادلة	
		من المنظمة	الى المنظمة
مركز البحوث الزراعية			

الجهة	أوجه التعاون	موضوعات المعلومات المتبادلة	
		من المنظمة	الى المنظمة
مراكز بحوث أخرى			
كليات الزراعة والطب البيطرى			
جهات مانحة محلية أو دولية			
تلفزيون			
إذاعة			
صحف			
جهات إئتمان (خاصة بالأنشطة مثل القروض أو المنح المقدمة للجمهور)			
أخرى			

- فى حالة التعاون مع مشروع الرادكون؛ ما الذى يمكن للرادكون توفيره حتى يتم ربط المنظمة بجمهورها؟

....
....
....
....
....

- هل يتوفر إمكانية تكنولوجية (أجهزة حاسب وإتصال بالإنترنت) وكوادر مؤهلة لوضع المعلومات الخاصة بالمنظمة على الشبكة وإدارة الحوار مع الجمهور؟

....
....
....

Annex IV: Research Institutes Needs Assessment Questionnaires

استمارة استبيان

لتحديد احتياجات المعاهد البحثية من البيانات والمعلومات والاتصالات

يستهدف مشروع شبكة اتصال التنمية الزراعية والريفية تنسيق الاتصالات بين الجهات العاملة فى مجال التنمية الزراعية وتنمية الريف على مختلف المستويات التنظيمية. وينبغى أن تضم الشبكة المعلومات التى تحتاجها كل جهة من هذه الجهات، وكذلك المعلومات التى تصدر عنها. وتيسر الشبكة الاتصال بين الجهات العاملة فى هذه المجالات التنموية فيما بينها وكذلك بين هذه الجهات وجمهور المستفيدين. والأسئلة التالية تساعد فى الحصول على البيانات والمعلومات التى تحقق الربط المستهدف.

أسم المعهد:..

المسئول الذى تم مقابلته :..

الوظيفة: ....

أرقام تليفون المعهد: ....

فاكس: ....

بريد الكترونى: ....

ما هى الأنشطة الإرشادية التى يقوم بها المعهد:

- ....
- ....
- ....
- ....
- ....
- ....

ما هى طرق الإتصال المستخدمة؟

....

ما هى الخدمات التى يقدمها المعهد:

....

....

المعلومات المستقبلة من الجمهور:

هل هناك أسلوب منتظم للحصول على هذه المعلومات؟ وما هو؟ نعم (   ) لا (   )

....

كيف يتصل الجمهور بالمعهد ؟

....

ما هى المعلومات التى يطلبها الجمهور من المعهد؟

- معلومات عن التسجيل والإنتفاع بالخدمات ڤ
- معلومات متعلقة بالأنشطة ومواعيد تنفيذها ڤ
- معلومات تعليمية/إرشادية/توعية ڤ
- حلول لمشكلات تنفيذ الأنشطة ڤ
- أخرى ....

إستجابة المعهد للجمهور:

كيف يتم تلقى المعلومات؟

....

كيف يتم تجميع الردود على تساؤل/مشكلات الجمهور؟

....

كيف يتم إعتماد هذه المعلومات والتصريح بالرد؟

....

كيف يتم الرد وإرساله الرد للجمهور؟

....

ما هى معوقات الإتصال من وإلى المعهد: ....

....

هل هناك موقع للمعهد على الإنترنت؟ **نعم (   )   لا (   )**

ما هو عنوان الموقع: ....

ما نوعية المعلومات المنشورة بموقع المعهد:

- **معلومات تعريفية عن المعهد** ڤ
- **عرض الأنشطة والإجراءات** ڤ
- **عرض إنجازات** ڤ
- **معلومات تعليمية/إرشادية/توعية** ڤ
- **أخرى** ....

هل بالموقع آلية للتعرف على:

- **مشكلات عامة للجمهور فى مجال عمل المعهد** ڤ
- **مشكلات متعلقة بتنفيذ أنشطة المعهد** ڤ
- **إحتياجات الجمهور المستفيد من المعهد** ڤ
- **مقترحات أو آراء الجمهور** ڤ
- **أخرى** ....

المشروعات الصغيرة التى يمكن للشباب الريفى الإستفادة منها ويمكن للمعهد توفير معلومات عنها على الشبكة:

- ....
- ....
- ....
- ....
- ....
- ....
- ....
- ....

المعلومات للمشروعات التى يمكن للمعهد توفيرها على الشبكة للشباب الريفى

	مشروع	**مشروع**	**مشروع**	**مشروع**	**مشروع**	**مشروع**
مستلزمات ومتطلبات						
تجهيزات						
خامات						
تصاريح						
أماكن الحصول عليها						
الخبرات والعمالة						
خطوات تنفيذ						
إجراءات						
جدول زمنى (أجنده)						
وقاية- شروط صحية- محاذير						
معايير الجودة						
معايير إنتاج						
معايير تسويق						
فرص التميز						
معلومات التمويل						
التكاليف والعائد						
مصدر التمويل						
الاقتراض وإدارة القرض						
دراسة الجدوى						
الإدارة المالية						
التشارك والتعاونيات						
الدفاتر						
الضرائب والإعفاءات						
التعاقد						
معلومات التسويق						
الأسواق						
التسعير						
معاملات ما قبل البيع						
الحفظ والتخزين						
عمليات تصنيع						
التعبئة						
النقل						

هل يمكن للمعهد المساهمة فى تنمية المرأة الريفية:

- فى مجال رعاية الأسرة

……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………

- فى مجال الغذاء والتغذية

……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………

هل يمكن للمعهد المساهمة فى إمداد الشبكة بمعلومات إرشادية فى مجال صيانة البيئة الريفية والحفاظ عليها والإنتاج الزراعى النظيف:

……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………

ما هى مجالات التدريب التى يمكن للمعهد توفير مادتها على الشبكة:

……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………

فى حالة التعاون مع مشروع الرادكون؛ ما الذى يمكن للرادكون توفيره حتى يتم ربط المعهد بجمهوره؟

……………………………………………………………………………………………
……………………………………………………………………………………………

Annex V: Village Local Organizations Needs Assessment Questionnaires

إحتياجات المعلومات للمنظمات المحلية فى القرية

يستهدف مشروع شبكة اتصال التنمية الزراعية والريفية (رادكون) تنسيق الإتصالات بين الجهات العاملة فى مجال التنمية الزراعية وتنمية الريف على مختلف المستويات التنظيمية. وينبغى أن تضم الشبكة المعلومات التى تحتاجها كل جهة من هذه الجهات، وكذلك المعلومات التى تصدر عنها. وتيسر الشبكة الإتصال بين الجهات العاملة فى هذه المجالات التنموية فيما بينها وكذلك بين هذه الجهات وجمهور المستفيدين. والأسئلة التالية تساعد فى الحصول على البيانات والمعلومات التى تحقق الربط المستهدف.

القرية: .... **المركز:** .... **المحافظة:** ....

١ - أسم المنظمة: .... **رقم التليفون:** ....

٢ - التبعية التنظيمية: ....

على مستوى المركز: ....

على مستوى المحافظة: ....

على المستوى المركزى: ....

٣ - نوعية الجمهور الذى يتعامل مع المنظمة:

☐ رجال
☐ سيدات
☐ شباب
☐ جميع الفئات
☐ لا تتعامل مع الجمهور مباشرة

فئات أخرى (تذكر): ....
....

٤ - الخدمات المقدمة لجمهور القرية:
....
....

…………………………………………………………………………………………

…………………………………………………………………………………………

٥ - المعلومات الخاصة بالتنمية التى تقدمها المنظمة للجمهور:

- **معلومات عن: ....**
- **الطريقة التى يتم بها تقديم المعلومات للجمهور:**

☐ مقابلة شخصية ☐ مقابلة جماعية ☐ مطبوعات

- **دورة تقديم المعلومات للجمهور:**

☐ يومية ☐ أسبوعية ☐ شهرية ☐ موسمية ☐ سنوية

- **المصدر الذى تحصل منه المنظمة على هذه المعلومات:**

..

- **طريقة الحصول على المعلومات من مصدرها:**

☐ مقابلة شخصية ☐ إجتماعات ☐ مطبوعات ☐ إتصال تليفونى/فاكس

- **معلومات عن: ....**
- **الطريقة التى يتم بها تقديم المعلومات للجمهور:**

☐ مقابلة شخصية ☐ مقابلة جماعية ☐ مطبوعات

- **دورة تقديم المعلومات للجمهور:**

☐ يومية ☐ أسبوعية ☐ شهرية ☐ موسمية ☐ سنوية

- **المصدر الذى تحصل منه المنظمة على هذه المعلومات:**

..

- **طريقة الحصول على المعلومات:**

☐ مقابلة شخصية ☐ إجتماعات ☐ مطبوعات ☐ إتصال تليفونى/فاكس

- **معلومات عن: ....**
- **الطريقة:**

☐ مقابلة شخصية ☐ مقابلة جماعية ☐ مطبوعات

- **الطريقة التى يتم بها تقديم المعلومات للجمهور:**

☐ يومية ☐ أسبوعية ☐ شهرية ☐ موسمية ☐ سنوية

- **المصدر الذى تحصل منه المنظمة على هذه المعلومات:**

..

- **طريقة الحصول على المعلومات:**

☐ مقابلة شخصية ☐ إجتماعات ☐ مطبوعات ☐ إتصال تليفونى/فاكس

٦ - هل يوجد فى المنظمة مكان مناسب يمكن توفيره لإستقبال الجمهور لمساعدته فى إستخدام شبكة معلومات التنمية الزراعية والريفية على الإنترنت؟

☐ نعم ☐ لا

٧ - هل يوجد بالمنظمة أفراد يمكن تأهيلهم للقيام بهذا العمل كل أو بعض الوقت؟

☐ نعم ☐ لا

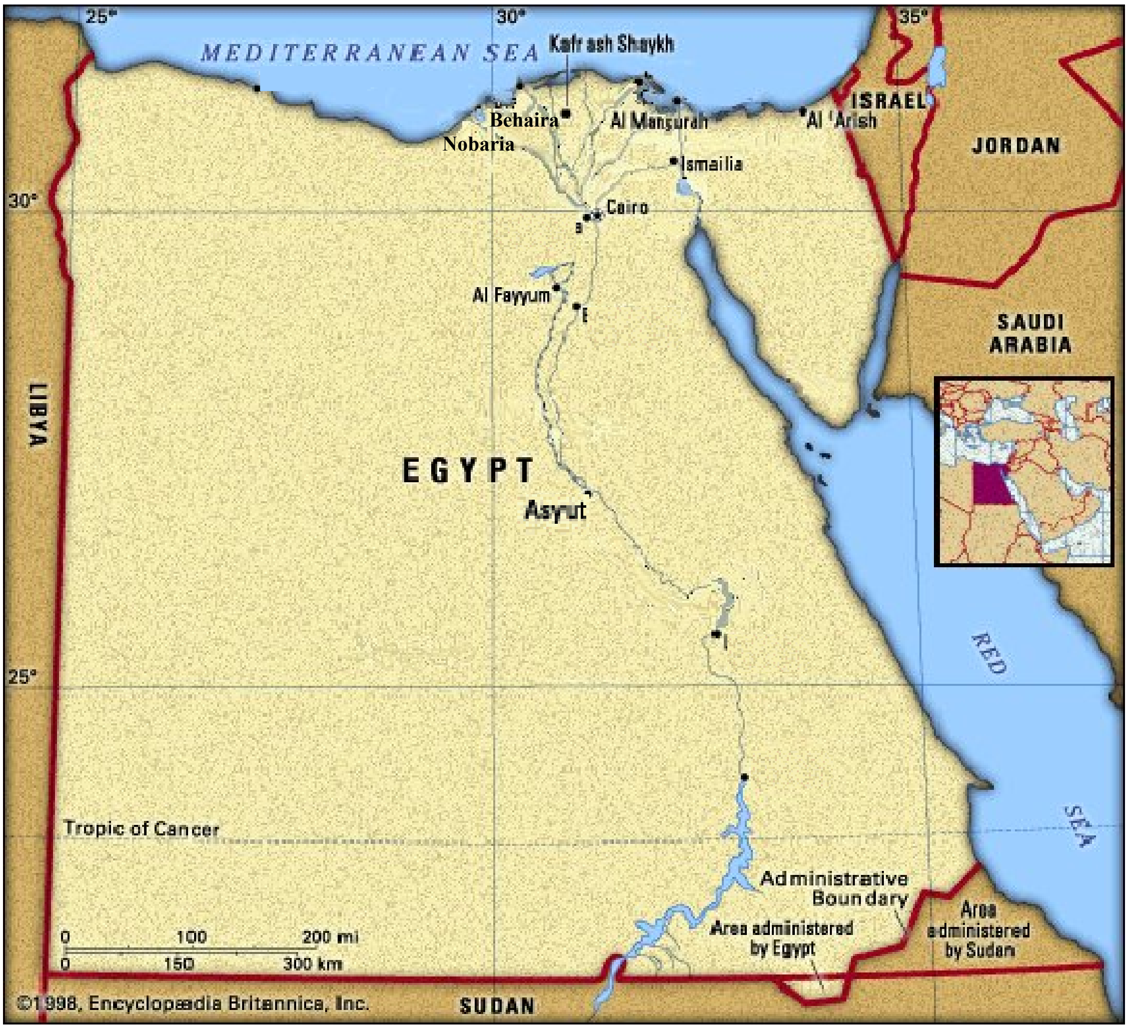
٨ - علاقة المنظمة بالجهات الأخرى:

الجهة	**أوجه التعاون**	**موضوعات المعلومات المتبادلة**	
		من المنظمة	**الى المنظمة**
محطات البحوث الزراعية			
مديرية الزراعة - الإدارة الزراعية بالمركز _ الجمعية الزراعية			
كليات الزراعة والطب البيطرى			
جهات مانحة محلية أو دولية			
تلفزيون – إذاعة - صحف			
جهات إئتمان			
أخرى			

٩ - فى حالة التعاون مع مشروع شبكة اتصال التنمية الزراعية والريفية؛ ما الذى يمكن للشبكة توفيره حتى يتم ربط المنظمة بجمهورها؟

....
....
....

Annex VI: Map of Egypt


25°
30°
35°
MEDITERRANEAN SEA
Kafr ash Shaykh
Behaira
Nobaria
Al Mansurah
Al 'Arish
ISRAEL
JORDAN
Ismailia
Cairo
Al Fayyum
SAUDI ARABIA
LIBYA
EGYPT
Asyut
RED SEA
Tropic of Cancer
Administrative Boundary
Area administered by Egypt
Area administered by Sudan
0 100 200 mi
0 150 300 km
SUDAN

©1998, Encyclopaedia Britannica, Inc.