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FOOD AND ENTERPRISE DEVELOPMENT (FED) PROGRAM FOR LIBERIA

MONTHLY REPORT: JANUARY 2012

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This publication was produced for review by the United States Agency for International Development. It was prepared by DAI/FED.

MONTHLY REPORT

FOOD AND ENTERPRISE DEVELOPMENT (FED) PROGRAM FOR LIBERIA

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ACRONYMS

BWI	Booker Washington Institute
CARI	Central Agricultural Research Institute
CDS	Curriculum Development Specialist
COP	Chief of Party
FAO	Food and Agriculture Organization
FBO	Farmers Base Organization
GOL	Government of Liberia
ICT	Information and Communications Technology
LEAP	Local Enterprise Assistance Programme
LEED	Liberia Entrepreneurial & Economic Development
LMC	Liberia Media Center
L-MEP	Liberia Monitoring and Evaluation Program
MoA	Ministry of Agriculture

EXECUTIVE SUMMARY

During this month, the Food and Enterprise Development program for Liberia continues to establish its Field offices in its counties of operations (Margibi, Bong, Grand Basa, Lofa and Nimba). The Urban and Peri-Urban has been successfully established in surrounding communities in Kakata and Monrovia areas. Meanwhile, the treadle pump manufacturing selection process continues as well as treadle pump train-of-train and selection of tainees. There was a three days training held with Welekamah Farmer Base Organization in Gbarnga City at CARI. The training was training these farmers into understanding of doing agriculture as a business not for only feeding family. There have also been field visits Gbarnga, Kakata and Monrovia to find out the level ICT involvement as it relates to ICT in agribusiness in Liberia. As results from these field visits, the ICT in agribusiness component of the FED has organized an upcoming training package for community base radio stations and students from BWI. These training will be done Liberia Media Centre “LMC” through IREX as a resource points.

AGRUCLTURE

A. Urban and Peri-Urban Agriculture

Component 1 has focused on the Peri-Urban Agriculture sub-component during January 2012. Activities have included:

- Treadle pump manufacturer selection
- Treadle pump manufacturer trainer selection and training
- Vegetable producer extension agent and trainer selection
- Vegetable production trainee selection
- Vegetable producer training program development
- Vegetable producer training preparation
- Vegetable demonstration site establishment at Kakata
- Preliminary consideration of potential future activities

Treadle pump manufacturer selection

Following the arrival of short-term consultant Lassané Zongo on January 11, the search began for potential treadle pump manufacturers and a treadle pump manufacturer trainer.

Selection criteria for manufacturers included:

- Ownership of a functioning metal workshop producing good quality metal products, including agricultural equipment, for rural Liberia
- Possession of basic metal working equipment (arc welder, drill, grinder, metal shears, etc.)
- Stock of metal supplies, indicating a certain financial capacity
- Location within a reasonable distance of peri-urban market gardeners with land available for irrigated high value vegetable production

Based on these criteria, two metal workshops have been selected for training in the manufacture of the treadle pump – SMART Welding Garage and Moonlight Metal Work Garage. Of all the workshops visited, these two were assessed as the best equipped, staffed with the most competent workers in the fabrication of agricultural equipment, and most solidly connected commercially to rural Liberia. Both also appear to be very entrepreneurial, having generated considerable sales of agricultural machinery in Bong and other neighboring counties. Moonlight Metal Work possesses a network of eight vendors, which should facilitate the rapid ramping up of treadle pump sales, and a stellar track record of equipment sales, including 250 Freedom mills over the past three years. SMART Welding has tentative plans to publicize the treadle pump on local radio, estimating that a month-long radio campaign running morning and evening would cost approximately US\$130. Based in Gbarnga, both workshops are also located close to areas where high value vegetables are traditionally grown in Liberia, generating higher incomes for investment in productive technologies, and where the same producers have land for expansion using the treadle pump.

Another six metal workshops were considered but were ultimately rejected because they did not adequately meet the selection criteria established at the beginning of the search process.

Treadle pump manufacturer trainer selection and training

Following interviews and written and practical metal fabrication tests taken by the manufacturer trainer candidates, Dennis Wilson was selected as the project's treadle pump manufacturer. Assuming available time and adequate capacity, he will assist in the introduction of other fabricated technologies (e.g., crop dryers and rice hullers) to be introduced by the project. Mr. Wilson has trained as a metal worker and subsequently worked as a trainer of metal workers in Guinea during the war. For the past fourteen years he has managed his own metal workshop in Gardenersville.

Consultant Lassané Zongo began training Mr. Wilson on January 26. Following the completion of his training expected for February 1, he and Mr. Zongo will train the first two pump manufacturers beginning on February 2. Contributing shop space, basic shop equipment, labor, utilities, and at least one sheet of 2mm mild steel (adequate for the fabrication of ten cylinders or those needed for five pumps), each manufacturer will fabricate five pumps. These pumps will become the property of the manufacturers trained, thereby constituting a sort of in-kind working capital fund to begin sales with. MOUs stipulating the obligations of each party will be signed between the FED project and each trainee workshop.

Vegetable producer trainer and extension agent selection

Following interviews and testing, William Dent has been hired to a short-term consultancy contract as the vegetable production trainer. Mr. Dent signed his contract on January 26. Depending on his performance and the future needs of the project, this short-term contract may be transformed into a long-term employment contract. Mr. Dent brings many years of experience as an agricultural production trainer and extension agent both in government service and with international NGOs.

Ivee Gopyer and Flomo Pewu have also been hired to short-term consultancy contracts as extension agents. They started on January 30.

Vegetable production trainee selection

The process of vegetable production trainee selection began in late December 2011. Six groups of individuals were identified at that time based on a set of producer selection criteria that included:

- Production of local vegetables
- Expression of interest in the production of high value vegetables
- Location in areas with adequate water and land as well as established market linkages

The individuals selected are located in the locations that follow:

- Coca Cola Factory
- Zay Zay Community

- 72nd Community
- Todee
- Mount Barclay
- Kakata (Division 31, Firestone)

Approximately 280 individuals signed up in late December and in January. However, making the rounds of the locations where prospective trainees had been identified, it quickly became clear that many of the names on the list were no more than that. Therefore, between January 26 and January 31, in discussions with representatives of the groups, project staff determined which individuals of those who originally registered were seriously interested in receiving training and meeting the conditions for participation, including performing the necessary land preparation before the start of the actual training. The list was finalized on January 31.

Based on a previously developed MoA program, training will start on February 1. That original program will be adapted to localized conditions and benefit from expert technical input obtained from the expatriate Peri-Urban Agriculture Specialist.

Vegetable producer training preparation

In preparation for the start-up of vegetable producer training, a number of actions have been undertaken. Trainees have undertaken land preparation. Meanwhile, the project has procured the necessary seed. Fertilizer purchase is awaiting approval from the Mission.

Vegetable demonstration site establishment at Kakata

On December 22, 2011, the development of a demonstration site was begun. The site is currently under preparation, with the transplanting of seedlings scheduled for early February. Lingered issues to be resolved include:

- Motorized and treadle irrigation pump procurement
- Chicken manure procurement for the production of compost

The site remains to be entirely destumped.

A request was also made, and agreed to, to purchase materials for the construction of a shaded area at the demonstration site.

Preliminary consideration of potential future activities

Preliminary consideration for future implementation has been given to the following:

- Production and commercialization of low-cost vegetable seedlings
- Introduction of a forced-air vegetable (and other crop) dryer
- Assessment to determine if the hydrogeological conditions are appropriate for low-cost, manually installed tube wells

Established demand-driven, supply chain models exist for each of these possibilities.

B. ENTERPRISE DEVELOPMENT

Private Sector Development

During the period under review, January 1 – 31 the Private Sector Development and Vocational Education and Curriculum Sections of the Food and Enterprise Development program commenced the period with a workshop for an agricultural group in Gbarnga, Bong County call Welekamah. This group has a membership of 80 (69 females and 11 males). The workshop which was conducted by Mr. Bill Montgomery Jr. and Associated from January 4 to 6 was to introduce participants to formalized methods of commercializing farming in order to derive maximum financial benefits from their produce and labor. Mrs. Jetty Carter, FED Women in Business Officer; Mr. Nelson Kanneh, FED Communications Manager; and Mr. Albert N. Bass, FED Vocational Education Specialist represented the FED at the workshop.

The workshop was held at the newly renovated office complex at the premises of the Central Agricultural Research Institute (CARI) called (101 Building).

The workshop covered three Modules:

1. Module One – Concept of Farming as a business;
2. Module Two – Selling Techniques;
3. Module Three – Customer Service.

Topics thought under Module One were: 1. Defining business and its elements 2. Business growth cycle and facilitating farming as a business 3. Relating farming to business. Under Module Two: participants were introduced to various selling techniques: 1. Build rapport with customers; this will uncover the needs and wants of customers and whatever problems they may have. 2. Ask questions 3. Listen 4. Establish the value of the product 5. Sell the benefit not the product 6. Never rush the sale or the customer 7. Know the product and 8. Follow through with promises. Module Three focused on Customer Care. The details of this module involved: 1. The importance of customer care 2. What do customers want? 3. What it takes to care for your customers? 4. Dealing with customer complains. The workshop successfully ended with participants expressing themselves about the success and short coming of the workshop.

The COP, Boima and I met and discussed at the FED head office conference room on 16th street Sinkor, 2 members from an organization called LEAD. Those persons met were Allen F. Gwely, the National Director and Moses O. Davies, the Finance Officer. The discussion was geared towards a brief presentation of activities carried out by the organization LEAD through the National Director Allen F. Gwely. The organization LEAD is involved in micro loans, small businesses, individual loans (SME) and a lot more. Their sole objective is building established business capacity etc.

The Private Development Section of the Food and Enterprise Development attended a meeting/assessment with the COP, Chloe, Nelson and a visiting Team from USAID; at the office of a women group call COSEO. COSEO is located on the Duport Road in Paynesville City. This

group happens to have had grant from the pat DAI/LCIP Project where they were involved in training in the area of Food Processing and Preservation. The visit was meant to assess their facility and discuss with them their involvement in the area of agriculture and the enterprise development as a business and a way forward to increase productivity.

Curriculum Development and Vocational Education

On January 9 and 12 the Curriculum Development Specialist, and the Vocational Education Specialist, visited BWI. The visit afforded them the opportunity to discuss about office space and building the Administration of BWI promised to make available for the FED program on BWI. The Principal, Mr. Mulbah Jackollie, told the Team that they are renovating four rooms in their administration building to be used as offices by the FED. There will be no rent but the FED will furnish the offices.

On Tuesday, January 10, 2012 the Curriculum Development Specialist and the Vocational Education Specialist attended the TVET Assessment Committee Meeting on BWI in the Anti-doping Room of the Ministry of Youth & Sports at the S.K. Doe Sports Complex. The Committee submitted their report on their visit to BWI. The report stated that the students complained about training materials, that the student population is rapidly increasing, there is a need to upgrade the curriculum of the institution and the ratio of students to instructors is too high (1:41). There is a need to restore their radio station which is needed for training purposes and that the assessment team left several questionnaires with the administration to be completed and return to the team. An assessment team composed of (the Ministries of Education, Youth & Sports, the YES program and the FED) was appointed by the Assistant Minister for Vocational & Technical Education of the Ministry, of Education to travel to BWI on Thursday, January 12, 2012 for two days to conduct a thorough assessment of the institution.

The assessment team was divided into groups according to the trade areas. The FED was made a part of the Agricultural Group. Members of the Agri. Team were: BWI represented by – Mr. Jacob Swee (Head of Agri. Dept.), Mr. William Barolle (Instructor – Agri. Dept.), Ministry of Education represented by – Mr. Christian Tablah (Head of Group), FED represented by – Dr. Albert Agard and Mr. Albert N. Bass. The focus of the assessment of BWI was concentrated in three areas, Management Capacity, Instructional and Academic Programs and Physical Facilities.

During the period under review the Vocational Education Specialist participated in two meetings the COP had with FAO. The purpose of the meetings was to discuss how the FED and FAO could work together to encourage the farming communities to look at agriculture as a business rather than as a means of getting handouts. FAO and FED agreed to conduct a joint assessment of the champions and enterprise centers established by FAO so that they can find a way forward in the interest of the farming groups.

There was a meeting held with the USAID/Liberia Education Team Leader, Julia Richards. This meeting was very productive as we were able to get an overview of the USAID Education portfolio and to look at possible areas of collaboration and also complementing the FED activities. Another meeting was also held with the Minister of Education, Hon. Othello Gongar and his Senior Policy Advisor, Dr. Albert Coleman to discuss about the needs and plans for

BWI. We also discussed the ongoing assessment of BWI. The Minister is planning on examining the programs at the vocational programs in Liberia and to see how relevant their programs are for the labor market. The Minister made it very clear that his Ministry is responsible for designing policies and guidelines for the establishment, management financing and supervision of the Technical and Vocational Education Programs of Liberia. The Education Reform Act of 2011 which was passed in August of 2011 fully spells out the Education Code. A Policy Manual and a Regulation Manual is currently being printed through the courtesy of USAID and this is all related to the 2011 Education Reform Act. He also reiterated his desire for the FED to participate in the assessment of BWI.

On Thursday, January 19, 2012 the Vocational Education Specialist traveled to Nimba and Bong Counties with the Chief of Party and the Technical Operation Manager to have meetings with the community of Duompa in Nimba with a population of 2,000 inhabitants and the Welekamah FBO in Bong with the membership of 80 farmers. The community farmers of Duompa Community are already brushing their swamp to plant rice and would appreciate any help from the FED. The youth leader said that they have begun their work but they need tools because they want to plant vegetables, rice, and cassava and raise goats. The swamp seems to be fertile but it would be wise to have a technician assessing it to determine what could be done with it. The COP promised to send a technician to assess the swamp to determine how to work with them. At the end of the visit the COP and his party were constrained to depart from Duompa by bikes for Saclepia because the battery of the vehicle was defected. The Team traveled by taxis from Saclepia to Ganta and from Ganta to Gbarnga.

On Friday, January 20, 2012 the Chief of Party, Boima Bafaie, Albert N. Bass, James Blamo and Fahn Pamene visited the Welekamah FBO. The Team was welcomed by Madam Gertrude Mulbah, Chairlady. She told the COP that they highly appreciated the workshop conducted by the FED and asked that they are looking forward to many more training. Other members of the group told the Team that they are willing to work with the FED and hope that this will be a continuous process. The Chief of Party explained the FED program to them and emphasized that this program will not give handouts. After the meeting with the group, the COP and party visited the gardens of three of the members.

One area of concern that has to be urgently addressed is the addition of new business partners that can serve as training centers where the BWI students can go to for their internships. In this regard the CDS visited two facilities to see if they were interested in becoming internship training centers. As a result the Liberia Coca-Cola Bottling plant and the Liberia Equipment Ltd. CAT have agreed to become part of the internship program at BWI. Both of these facilities have the potential to contribute significantly to the training needs of students in the Department of Agriculture at BWI but other Departments at BWI. The details for the establishment of these two facilities as training sites will be worked out between BWI and the companies. Both Coca-Cola and Liberia Equipment Ltd. have also indicated that they will be willing to work with FED in enriching the vocational programs and training at BWI.

ICTs in Agriculture Business Pilot Project Proposal and Activities

Along the value chains and throughout the FED project activities, the project aims to utilize ICT tools to increase productivity and profitability in the sector. We propose using radio as the core ICT tool, and either developing or strengthening business opportunities in the sector around this tool.

Unlike GSM mobile network coverage, radio broadcasts reach all over Liberia. While we can agree that a large percentage of the population, especially in the rural areas, have mobile phones, and although they may not have the funds to make calls and text, they do use their phones to not only receive calls but also to listen to radio broadcasts.

Radio is clearly is medium to provide information to the population in a country where a majority of the rural population cannot read and write and are also more comfortable listening to programming in their local dialects.

While the MoA has worked and currently does work with some stations to present agriculture segments in their programming, the working relationship with stations is limited to a few stations, and the working arrangements with the station is not always consistent nor efficient. The agriculture segments produced could be better developed and could be sustained if the stations were better operating businesses. Suffice to say that hence the programs are not necessarily effective. A host of challenges exist including the following:

- Lack of proper equipment to conduct live outside broadcast consistently and at a low cost
- Lack of proper mechanisms to enable free flow of information/feedback from listeners
- Lack of manpower and logistics to visit the communities in the broadcast areas
- Lack of proper tools to record and store centrally information received from counties for easy access to those who need it
- Limited number of sponsors for such radio programs both private sector and public sector
- High turnover of radio and MoA staff
- No strong financial and managerial capacity

Pilot Project Concept: In the next five years, it is envisioned that the FED project will have one (if not more) station operating efficiently and in a sustainable manner in each of the six project counties, producing and airing innovative agricultural content for listeners in their respective dialects, and aiding to spur business opportunities for the station and well as for those who choose to utilize the medium, be it primary actors such as produce buyers and sellers, input suppliers, and transport providers, as well as other secondary beneficiaries such as transport providers and telecommunications/internet service providers (ISPs).

To begin, we aim to pilot the proposed approach in one county with one station selected based on criteria, train key staff at that station along with selected MoA extension personnel in that county

as well as selected students in agriculture extension programs in the counties. We intend to monitor and evaluate results of the proposed approach over a period of time, resolve any challenges and adjust program approach to be more effective, and finally, move to the remaining five counties. We note that every county may be different and hence, timing to have programs running in a particular place may be different for each county.

Bong County – Gbarnga is the capital city and commercial capital of Bong County. The county is strategically located in the middle of the country and borders Lofa, Nimba, Margibi, Grand Bassa, and Gbarpolu Counties. Radio broadcast from Gbarnga can actually be heard as far some of these other counties making it possible to easily do simulcast if need be.

In Gbarnga, there are a number of radio stations we could begin working with. A number of the stations in the county have received support from partners over the years, but primarily in broadcast technology rather than in operating the stations as a business. We consulted a number of partners who have worked with the media in Liberia and have gotten a consistent assessment of the stations across the country and specifically across this county. *Super Bongese* seems to be a very vibrant station with the level of motivation to pilot such an ambitious program. The station currently has a staff of 24 led by Mr. James Dorbor Sao, the Station Manager. Among these 24 employees are 3 interns, 4 language producers, a number of program directors, news directors, sales directors, finance directors, a news editor, head of production, and senior reporter, and a number of other junior reports and presenters. The station's complete staff profile will be shared with us prior to activities.

The interns are usually high school or college level and receive a stipend of about 1500 LD monthly and usually serve a year term. Students usually compete for the internship spots which are funded from monies accrued from station income. The interns receive both in-house and on-the-job training. Other staffs also have some training, either from university programs or from programs offered by media partners operating in Liberia. All of the staff receives some salary or stipend with the highest level of payment being around 4000 LD per month. Some of the staff are also students at the local Cuttington College. Broadcast coverage extends from Bong County and can be heard in parts of Lofa, Nimba, Margibi, Gbarpolu and even in Grand Bassa. The station used to produce a program called "On the Farm" where they basically provided information to farmers. They also had a program where 15 minutes of air time was given for local businesses to advertise. However, these programs are not consistent and are not broadcast to a wider audience. From about 2007 to about November of last year, the station received quite a bit of support from organizations including FAO, CARI, Solidarites, CARE, and Mercy Corp, but all of the support from these programs have run out. Radio Super Bongese has a relationship with Lonestar in that the telecom provides electricity to the station via its cell site. According to the station Manger, no exclusivity agreements exist between Lonestar and the station.

Pilot Radio Program: Radio programs will be developed to air on Super Bongese building on what the MoA already does on ELBC radio in the capital city of Monrovia. The programs on

ELBC produced by the Director of Communications at MoA, Hassan Kiawu, are 1 hour long programs aired live on Saturdays at 2:15 and then rebroadcast at 7:15 on the same day and throughout the other counties on other days of the week when MoA delivers the recorded shows to stations they have agreements with. These new programs will be 45 minutes to an hour long and have some elements from the show on ELBC. The shows will provide short segments on specific agriculture topics, but as well allow for farmers and others to call in to “toll free” numbers on the various mobile networks and ask specific questions and receive immediate feedback unlike previous programs. This feedback could easily be “mapped” aiding the MoA to understand better the trends in the counties and plan their programs and interventions properly and in a timelier manner. Even more uniquely, the programs will have a “market on the air” segment whereby people can advertise their products or services and their contact details on the radio as well as incorporate market pricing from various markets even beyond the county, as opposed to simply from one large general market in the same county. Given this, the Ministry can now keep more accurate and real time trends of prices around the country and can maintain a database of prices for historical analysis that will be readily available. The intent is to broadcast these programs live, rather than pre-recorded, and also to possibly simulcast in other counties so that information is shared widely and in real time. Selected radio station presenters, correspondents, students in ag, and county and district agriculture extension officers, will be engaged in the process of presenting/hosting the shows and sharing information while in the field and will receive training and mentorship and can train across counties in order to reinforce what they learn. Persons from the communities in particular markets could also be relied upon to provide pricing information during the shows. We intend to map markets and market days in the counties and as much as possible, present the agriculture shows on those days and at those times which coincide with the market days.

Prior to these programs being aired, we intend to begin placing jingles on air to alert of the coming new shows so that people in the various communities are anticipating the show and so that we can get good participation over the period of the pilot.

Spurring Business Opportunities: The radio programs should encourage business opportunities in and around the sector. Being able to broadcast shows live will allow for real time marketing and selling of goods and services a wider area rather than just at specific physical market locations. This method in essence extends the market space. Besides just the marketers, the transport unions and input suppliers also have an opportunity to market their services to a larger population and could actually sponsor the stations/shows for advertising for them. Transport unions will now be aware of where transport needs exist and can utilize membership to respond to the increase in volume of need for transport services. Input suppliers listening to call in shows call also assess where needs are the greatest for tools, pesticides, fertilizers, seeds, and other inputs and can be able to respond more quickly and there market can increase in this regard. Moreover, the volume of calls made to those who are marketing and advertising their goods and services on air, should increase and hence there should be an overall increase in volume of calls

during those shows. This may not be a significant increase in revenues, but this in essence could also be an opportunity to convince the mobile providers as well to sponsor the shows and provide other support such as the “toll free” numbers mentioned above, for example.

Besides these business opportunities, we are looking to the agriculture extension officers and students becoming a sort of mobile service centers. Ag extension workers and students will be equipped with android tablet devices so that they will be able to collect the type of data the MoA needs from the field as well as allow them to show relevant educational videos to farmers and marketers on market days in particular markets as well as in communities farming communities they may visit on agriculture extension visits. These mobile service centers can also serve as sales points for inputs such as pesticides, fertilizers, tools and the like. Hence these students and agriculture extension workers could possibly be entrepreneurs making money for themselves and in return providing information back to the MoA. We can employ a lease to own option which gives them the opportunity to lease to own the tools they need, be it mobile devices (tablets), motorcycles or vehicles. Hosting the radio programs or operating as mobile service centers can be incorporated into the curriculum of the agriculture students. At Cuttington College and/or possibly BWI, we could do this. To begin, we can simply conduct computer training courses for the selected group of students and county agriculture officers for the pilot. When all complementary tools are completely developed, we can also train them on those tools as well, but the basic computing skills are needed quickly.

Developing a Resource Database: Ag extension officers in the counties collect data and share this data with back to national level. However, this process is inefficient and receipt of information is not timely. Furthermore, there is no central location to find data and analyze trends in order for the MoA to respond effectively or plan its programs and/or interventions properly. For example, there is no easily accessible database of all the markets and/or market days in each of the counties. There is no central, easily assessable database of all farmer organizations in the counties, or one for all transport organizations in each county. To locate those who market seeds, tools, pesticides, fertilizers, and other inputs, takes time. This information does exist, but it is not centrally located and not easy to access. As part of these project activities, we will look to develop a MoA web portal which will provide access to a database of all of this and other relevant type of information. Links to various agriculture related studies conducted by the MoA or LISGIS, for example, could be accessed via this proposed portal.

Proposed Pilot Activities and Timelines:

Activity	Outcome	Responsibility	Timeline
Obtain listing of radio stations in target counties and hold discussions with current media partners on feasibility of working with potential stations	Potential counties and stations identified	ICT Consultant	Jan
Meet with LISGIS to obtain listing of markets and market days in all project counties in order to carefully plan radio program days for wider audience and larger impact	County markets and market days mapped (and possibly on web site), vicinity to radio coverage areas determined, and radio program days determined.	ICT Consultant	Jan, Feb
Meet with select radio stations, county agriculture officers, students, farmers/farmer organizations, and transport union leadership to assess interest and capabilities	Selected radio station and listing of all its staff, listing of all agriculture extension officer(s) in the county, listing of all transport union leadership and county members, listing of farmers and/or farmer groups, and potential students identified and selected to participate in training and other pilot activities	ICT Consultant	Jan, Feb
Determine supporting consultant needs	All ToRs completed for supporting consultants	ICT Consultant, DAI HR	Jan
Research, meet or hold discussions with radio program developers in Liberia and/or internationally and assess desire to participate in project	Consultant hired to develop radio program module(s) in collaboration with ICT consultant, MoA County Agriculture Officers and radio station key staff.	ICT Consultant, DAI HR	Jan, Feb
Research, meet or hold discussions with media trainers in Liberia and/or internationally to assess desire to participate in project	Consultant hired to conduct training with MoA County Agriculture Officers and radio station key staff on developed radio program modules.	ICT Consultant, DAI HR	Jan, Feb

Research, meet or hold discussions with media content developers in Liberia and/or internationally to assess desire to participate in project	Consultant hired to develop jingles and ads introducing the new ag radio programming, and to develop short video clips which could be downloaded on proposed mobile devices to be used in ag extension training and field work.	ICT Consultant, DAI HR	Jan, Feb
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Activity	Outcome	Responsibility	Timeline
Research, meet or hold discussions with web developers in Liberia and/or internationally to assess desire to participate in project	Hire web developer to begin to develop database and web interface to host ag resources online as the MoA information portal as well as mobile application for collecting information from the field using selected mobile device(s)	ICT Consultant, DAI HR	Jan, Feb
Research and select mobile devices and computing devices for training and field activities	Mobile devices selected, purchased and delivered	ICT Consultant Web Developer	Jan, Feb
Training on how to utilize computers and mobile devices to research and collect information.	Selected radio station staff, students, and county ag extension officers trained to use computing equipment	ICT Consultant Web Developer	Feb, Mar
Training on how to present newly developed radio program	Cast of radio station staff, county ag extension officers, and students trained on how to present the new program, and radio show is on air	Radio program Consultant, ICT Consultant	Feb, Mar
Development of content for and training on how to utilize mobile devices and “information kit”	Selected radio station staff, students, and county ag extension officers trained to use mobile info tool kits	ICT Consultant Audio/Video Content Developer	Feb, Mar, April
Conduct financial management, business management, sales, business management, and ICTs in business training courses with	Selected radio station staff, students, and county ag extension officers trained in business management skills and use of ICT	Curriculum Development Specialist, Enterprise	Mar, Apr

identified station staff	tools to increase business opportunities	Development Specialist, ICT Consultant	
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Proposed Project Partners and Roles: The following persons or organizations have been identified as potential facilitators of this project.

Position	Proposed Resource	Purpose
Radio Program Producer	Tamasin Ford	Develop the structure of the proposed radio programs and work with local radio program producers to contextualize the programs (e.g. local dialects)
Audio/video content developer	Zubin Cooper	Produce content for an “information kit” which can be shared by ag extension officers/students (mobile service centers) on mobile devices (tablets) in the field
Radio Presenter/Trainer/Mentor	Liberia Media Center/IREX/UNMIL Radio	Work with radio program producer to contextualize the programs (e.g. local dialects), and conduct training and mentorship for the new radio programming across all project counties
Web Developer	Curtis Jackson	To develop an MoA web portal for sharing information in the sector and to develop tools which interface with the site/databases.

Activities Reported for the Month of January: During the month of January, the following activities were accomplished:

- Held a number of conversations with MoA Communications Director
- Met DAI M&E staff and reviewed Baseline Study Draft and provided feedback
- Met with Curriculum Development Lead and shared concrete ideas on collaboration throughout the project, specifically as relates to how to integrate ICT and ICT tools into curriculum
- Met with LISGIS to secure market and market days listing

- Met with radio producers, video developers, web developers, and media partner organizations IREX and LMC, to consider working relationships.
- Visited two counties and met ag extension officers, students, farmers and farmer groups, as well as radio station staff
- Determine proper mobile device for pilot
- Selected county and radio station to conduct pilot

C. Monitoring & Evaluation

- - Baseline Survey

III. FIELD COORDINATION

The FED Component 1 Lead arrived in early January to take up assignment. Component 1 during the period focused on the Peri-Urban Agriculture Sub-sector. The activities include:

- Treadle pump manufacturer selection
- Treadle pump manufacturer trainer selection and training
- Vegetable producer extension agent and trainer selection
- Vegetable production trainee selection
- Vegetable producer training program development
- Vegetable producer training preparation
- Vegetable demonstration site establishment at Kakata
- Preliminary consideration of potential future activities

The Enterprise Development Component of FED during the period conducted Enterprise Development training for WELLEKEMA, a Women's Group involved in vegetable production around Gbarnga, Bong County. The training brought together ten women from WELLEKEMA and staff of the Ministry of Agriculture, Cooperative Development Agency and the Ministry of Planning and Economic Affairs.

The Curriculum Development Specialist also arrived in January for a short term assignment. The Workforce Development activities during the period focused on meeting with relevant stakeholders and assessment of Booker Washington Institute to get an idea of the issues of curriculum development at the institute and the way forward.