



**Research on the Andrew Lee's Trust's Communication Work for  
the Project for the Support of Rural Development:**

**Impacts on Income Generation**

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## GLOSSARY

<i>Fokotany</i>	Smallest administrative unit in Madagascar comprised of one, or a couple of villages.
<b>Radio Hodohodo</b>	Radio station in Tsihombe set up by ALT with CNLS funds, run by the Voronko-hodohodo association.
<i>Responsable</i>	Person who is made responsible for the radio, there is two of these per LG, to keep the radio when not in use and organise the LG's collective listening.
<i>Voronkohodohodo</i>	Malagasy word for Aepyornis, the large ostrich-like bird which lived in the south of Madagascar but is now extinct. Local association in Tsihombe originally set up to run a CNLS project, subsequently took over the running Radio Hodohodo

## ACRONYMS

<b>ALT</b>	Andrew Lees Trust
<b>FAFAFI</b>	FAntananana FAmbolena Flompiana, meaning Information on Agriculture and Livestock Rearing, a Malagasy NGO mainly working on agricultural projects
<b>FGD</b>	Focus Group Discussion
<b>GTDR</b>	Work Group on Regional Development
<b>LG</b>	Listening Group
<b>MSS</b>	Media Support Solutions (MSS)
<b>PADR</b>	Programme for Action in the Rural Development
<b>PCD</b>	Communal Plan for Development
<b>PCID</b>	Partners in Communication for Information in Development
<b>PPC</b>	Participative Production Cycle
<b>PR</b>	<i>Projet Radio</i> , ALT's European Commission Funded Radio network for development project
<b>PRDR</b>	Programme Regional for Rural Development
<b>PSDR</b>	Project for the Support to Rural Development
<b>RNM</b>	Radio National Malagasy

# 1. Introduction, Research Objectives and Methodology

## 1.1 Introduction

In November 2005, Andrew Lees Trust (ALT) along with the support of Media Support Solutions (MSS) secured funding from the UK government's Department For International Development (DFID) for an evaluation of the ALT's radio network model and its impact, specifically on poverty reduction.

ALT started producing programmes from 1999 onwards, and the network was set up in 2002. The network is composed of ALT, local organisations and FM radio stations all working together to produce and broadcast radio programmes on developmental themes. These programmes are received by members of listening groups set up around Freeplay solar/wind-up radios, as well as the general public.

The overall objectives of the evaluation proposal were:

- To provide a study of the ALT project methodologies within the micro context, demonstrating the impacts of ALT's rural radio partnership model on poverty reduction in southern Madagascar
- To assess and analyse the viability of scaling up the methodologies, share lessons learnt, and apply the ALT model within the macro context, both in Madagascar and beyond.

The research was divided into independent studies, this particular piece of research responds to the former of these objectives. In particular, one of the specifics to this 'poverty reduction' mentioned in the proposal was to examine how the radio was used: *"as a tool for development and economic benefits to the target beneficiaries"*; more specifically to examine: *"How radio promotes alternative and/or improved rural livelihoods, income generation, family welfare, for increased local productivity and economic gain"*.

In order to do this, this research decided to examine the World Bank funded *Project for the Support to Rural Development's* (PSDR); and more specifically its work in the South-Western province of Madagascar, where its communication strategy was based on a partnership with the Andrew Lees Trust.

The PSDR was a fund set up mainly for community associations to borrow money in order to purchase tools and materials allowing them to undertake income-generating activities (Such as nets for fishing, beehives, egg laying hens, dams for irrigation...etc). ALT provided a workshop to develop a communication strategy, as well as radio programmes informing rural inhabitants of the scheme, and finally solar radios to distribute.

This study will examine the impact of these communication activities.

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## 1.2 The PSDR

The Project for the Support to Rural Development (PSDR) is run by the Malagasy government, and is a World Bank funded project, worth 106 millions US\$ (as of November 2005), which forms part of the Madagascar's Poverty Reduction Strategy Paper (PRSP).

More specifically the PSDR supports the undertaking of the Programme for Action in the Rural Development (PADR) and is made up of actions decided in the Programme Regional for Rural Development (PRDR), which itself is made up of actions decided in the Communal Plan for Development (PCD).

The objective of the PADR is to increase revenues and reduce poverty in rural areas, while preserving natural resources by encouraging small-scale development activities which can raise farmers' revenues.

To help achieve these objectives, the PSDR provides a rural development fund for local communities.

The types of project that are funded are the following:

- Income generating projects. These can range from: construction of irrigational dams and canals, grain storage warehouses; as well as tool for the transformation of products such as mills and grinders, oil extractors etc. (These tools must be located rurally).
- Animal husbandry and agriculture. Here any type of crop can be raised: greens, beans, corn and all things that are marketed for eating (marijuana is not allowed). Then with respect to animals: goats, milk-cows, ducks, chickens, turkeys etc.
- Fisheries. PSDR works with fishing associations and anything that involves production from the sea.
- Crafts: any business based on handicrafts: carpenters, sewing guilds, associations which make ox-carts, ploughs...etc.
- PCD related projects which support the development of the Commune. PSDR also assist with technical training as well as training on how to operate an association.

To start a project, Community based associations (CA)<sup>1</sup> need to apply for funding with the support of *Strategic Partners*, which are local Non Governmental Organisations (NGOs) through the 'Work Group on Regional Development' (GTDR)<sup>2</sup>. The PSDR then decides on which applications are successful.

The money then is given as soft loans to Community Associations (CA), where the funds are only reimbursed if the enterprise is successful. The money is used for purchase and building of small productive infrastructure used for agricultural and non-agricultural production. A few examples: nets and small boats for fishermen, bee hives, egg laying hens, sewing machines, goats etc...

The CAs have to provide 15% of the inputs to their project, either in the form of money, material inputs or labour. The money awarded is seen as a rolling loan, where the money given must be replaced in an account, and once evidence is revealed it has been replaced, can be used once again for other project activities. Any profits over and above the loan can be distributed between the members of the association.

Here is a summary of how the loans are awarded and reimbursed:

The CA elects a president, a treasurer and a secretary and applies for official status with → the Mayor, who is in charge of the District in question, he gives them a form they must fill in and give to → the GTDR who sends this form to → the PSDR office in Tulear, where a Strategic Partner is assigned to the CA → this Strategic Partner then helps the CA develop a detailed project proposal to give to the → the PSDR office in Tulear, who deliberate, then if it is successful they → give funds to the CA. The CA uses the funds to buy material, itself providing 15% of

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<sup>1</sup> The direct translation from French would be 'Peasant Associations'

<sup>2</sup> The GTDRs are committees, composed such that just over 50% of members are rural inhabitants. They also serve to request infrastructure projects such as schools financed under the PADR.

the budget. Once the association has made sales from the project, they must create a → bank account, details of which are available to the PSDR. The profits from the associations' activities are to be put there, in order to create capital equal to that of the original loan, which the association can then reinvest. Profits over and above this sum can be divided between members.

The total PSDR was set up to finance 4000 sub-projects, and its total cost rose over the 89 million dollars initially set, rising to 106 million dollars as of the 9<sup>th</sup> of November 2005. On this date 72% of this sum had been distributed (30 million left to be distributed), with double the amount of sub-projects having been accepted. The National Director of the PSDR at this time, Rivo Ratsimbarison was relieved of his position in November 2005, and of the reported 7500 sub-project set up, 3500 saw their funds frozen. Subsequently funds were sought to help fund these 3500 projects, however no information was available on their situation at the time of this report.

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### 1.3 PSDR Communication: The ALT partnership

Critical to the success of the fund is access to the necessary information and application processes by local people.

Pervious to the partnership with ALT, the PSDR had used different communication methods somewhat haphazardly: once a week a PSDR programme was played on a local FM radio and Guillaume Sop, the person in charge of 'rural inhabitants' of the PSDR appeared on national television various times. The PSDR was not able however to give records of the programmes produced at this time.

PSDR established a formal relationship with ALT in 2002, or more specifically with *Projet Radio* (PR), which is the European Commission Funded project which has helped the establishment of a local communication network. The network is composed of ALT, local organisations and FM radio stations all working together to produce and broadcast radio programmes on developmental themes. These programmes are received by members of listening groups set up around solar/wind-up radios, as well as the general public. In 2002 the PSDR joined the network as one of the local organisations working to produce programmes, a 'Partner for Communication in Development' (PCID).

#### A) Chronology of PSDR's Communication work

- September 2001      THE PSDR PROJECT BEGINS

As mentioned above, previous to the partnership with ALT, the PSDR already worked with local radio stations, making programmes on the PSDR with Radio Soatalily and Radio SAY in Tulear. These were mostly under the form of interviews of PSDR staff by radio staff DJs. It is likely they were mainly done in northern or 'merina' dialect, which is the Malagasy spoken in the capital and on the high plateau, but which is neither very well understood nor appreciated in villages in the provinces on the coast. One programme was made where people could call in with questions; however there are generally no telephones in the countryside, so the calls were all made by urban dwellers.

The PSDR also put a spot on National and Local Television Channels in October and November 2002. They showed photos of people who had formed an association and received financing, with which they had bought cows which produced lots of milk, the cows were shown, and a message on how much milk and hence how much money the farmers made from the cows was given. Again however, television is only relevant to urban dwellers in the South of Madagascar, who have electricity, and therefore not useful for informing the rural populations.

PSDR also had four field agents, who would go the countryside to meet local authorities and local farmers to encourage them to form associations and take part in the project.

Finally, very soon after the PSDR began a one page leaflet was produced (An A4 sheet folded into 3), describing the existence of the PSDR. This leaflet was distributed to all communes. However, it gave no practical explanation of how associations are to be formed, and how they must apply for funding.

- **November 2002 ALT MEETING**

PSDR staff attended a meeting being held in Fort Dauphin for all PCIDs members of the PR network, which included training on the *Participative Production Cycle* (PPC) for radio programmes<sup>3</sup>. The National Director of Communications, Mr. Eddy Rasoamaro also attended this training, which was given by ALT with support from Gordon Adam from Media Support Solutions (MSS).

- **July 2003 – Dec 2003 STRATEGIC PARTNERSHIRED**

By July 2003, the projects were not going well and it was clear that the CAs needed more support than the four field agents could provide. The PSDR therefore decided to assign a local NGO to each CA, to perform the role of *Strategic Partner*. They were to support the CA during the application process and also through the initial implementation of the projects (7 to 9 months).

- **September 2003 PSDR COMMUNICATION CAMPAIGN STRATEGY WORKSHOP**

Following further discussions with Mr Eddy at National Level, ALT Projet Radio was contracted to develop a communications' strategy for the Anosy area and held a workshop for the PSDR on the 14th to 16th of September 2003 in Fort Dauphin.

The objectives of the workshop were twofold:

1. Improve the circulation of information and facilitate the communication between the PSDR and the target groups.
2. Elaborate a Regional Communications Plan for the PSDR in the Anosy and applicable elsewhere.

More details of the workshop are provided in the next section.

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<sup>3</sup> For details of the PPC, see Orengo, Y., 2007 Institutional Review of Andrew Lees Trust Projet Radio ALT: London & Madagascar

## ALT TULEAR OFFICE STRENGTHENED

September 2003 was also when Omega Rasoanirina was appointed regional coordinator in the ALT office in Tulear and thus closer working relationships were established with the PSDR (also based in Tulear).

- November 2003                    **PROGRAMME PRODUCTION BEGAN**

ALT staff member Omega and Gui started to make programmes for the PSDR together in Tulear.

- April 2004                    **PROGRAMMES STARTED TO BE BROADCAST**

Broadcasting was mainly in the Atsimo Adrefana Region (Around Tulear).

### B) Constraints and limits of collaboration

It is important to note that the only funding provided to ALT by the PSDR was for the running a single workshop in September 2003. ALT received no funds for its work on radio programme production, and thus used its own funding from the European Commission to cover this.

ALT suggested during the September 2003 workshop that another meeting be held in a few months, to examine the results of following the campaign strategy workshop. The PSDR however did not agree to this request, sending a letter back to ALT displaying some results of the workshop. This letter is presented in the next section on results.

Generally the PSDR did not seem to give monitoring and evaluation, or communication, the importance they are due. Multiple requests had to be made to the PSDR for information or data, and when received it was often incomplete. Another example, the national communication officer for the PSDR left his position in 2004, he was not replace for a year, then in 2006 someone replaced him, only to leave 2 months later. As of April 2006, there was no communication officer at national level and no sign of any being hired.

This was another problem, the turnover of staff in the PSDR has been very high, with people being replaced at all levels of management very regularly since the set up the project, leaving very little institutional memory. In fact since Gui's departure, there was no further collaboration with ALT, nor any continuance of programme making.<sup>4</sup>

Finally, the NGOs working as *Strategic Partners* often were doing so as a money-making venture, and provided little support to the CAs, or in some cases were simply unable to provide the technical support needed, thus condemning the success of the ventures.

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<sup>4</sup> In November 2006 ALT approached the PSDR to see about renewing a partnership, and discovered that that a Communication Officer post has now been created, and someone hired on the 9<sup>th</sup> of October 2006. This officer apparently produces one programme per month, recording them directly in the studio. The PSDR requested training on programme production and monitoring and evaluation of programmes.

The only figures that were made available seem to suggest that only 14% of associations in the Tulear Province were making any kind of profit by the end of 2005 (see section 3.2 B, P21). This, combined with what was seen during the research visits to PSDR associations, seemed to suggest that very few of the associations in the Tulear Province were in fact successful at ameliorating farmers' incomes.

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## 1.4 Research Objectives

The specific objective was:

*How does ALT's communication work and radio work reduce time needed in the field and improves efficiency of local development organisations (in this case PSDR) to inform and mobilise the local population to participate in income generating activities, thereby reducing poverty.*

To do this, the research set out to evaluate the impacts of the ALT Communication Campaign Workshop and subsequent radio programming on local communities' access to information, support and funding opportunities offered through the PSDR structure.

The impact examined was to be divided into:

- The quantitative impact of the radio programmes, as well as the Communication Campaign workshop provided by ALT on the number of Community Associations applying for grants with the PSDR.
  - The qualitative impact of these programmes on the applications received, and the subsequent running of the associations.
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## 1.5 Research Methodology

The quantitative research which was envisaged at the time the evaluation proposal was set up was to examine the following data before and after ALT's involvement:

- Number of villagers who asked agents for further information and assistance
- Number of villagers who set up associations as a result of understanding the PSDR message
- Number of Associations who applied to the PSDR
- Number of successful applications

A number of case studies were also envisaged, examining the monetary gains of successful associations, and how the participants had gained both collectively and individually. These interviews were also to include qualitative interviews on their opinion of how the radio had enabled them to participate, as well as any other benefits it had brought them.

However, the data collected from the PSDR was very incomplete, while successful associations were hard to come by. Research expectations were thus lowered, and research restricted itself to examining as best it could:

- The number of CAs applying per month since the project began, relative to the dates the Communication Campaign Workshop was held and that PSDR programmes broadcasts began.

Research method: PSDR approached for data

- The PSDR broadcasts, their quality and what they were expected to achieve  
Research method: examine PR records and the programme evaluations done by an independent consultant
- Testimonies from the president and treasurer of three CAs, as well as two *Strategic Partners*, one local authority representative  
Research method: Open interviews with key informants
- Interviews with Mr. Guillaume Sop, head of communication at the PSDR until 2004.  
Research method: Open interview with Gui

The research took place during the months of March to August of 2006.

### Research Methods

To summarise from above, the research methods used were:

- Document reviews of:
  - The Radio Programme Evaluations
  - The Campaign Workshop Report
  - PSDR's letter to ALT of the 21<sup>st</sup> of October 2003
- Data analysis of: PSDR data on associations' applications and bank accounts.
- Key informant interview with: PSDR staff, *Strategic Partners* and Community Associations.

## 2. ALT's Communication Assistance

### 2.1 ALT's Communication Campaign Strategy Workshop

The workshop took place on the 14<sup>th</sup> to 16<sup>th</sup> of August 2003, it was attended by 4 *Strategic Partners* and 33 other participants, who had been designed by the PSDR to be the '*local agents*' for the Anosy region (though they were not salaried).

These *local agents* came from differing social (8 were rurally based in Fokontany, 8 were urban partners, a further 8 were representatives from local NGOs and 5 were from local urban radio stations) as well as professional contexts (Farmers in associations, radio station journalists, commercial operators, local services operators and Mayors).

The first priority of the workshop was to provide an opportunity for these *local agents* to clarify their information needs and highlight the areas where they needed support in order to carry out the role they had been asked to play – notably to communicate with the village communities at commune and Fokontany level<sup>5</sup> about the PSDR.

On the first day however it became clear that the agents had little idea of the PSDR and its procedures. Much of day one and even day two were therefore spent clarifying the PSDR application and loan procedures to the agents.

On the third day a **Regional Communications Plan** was devised for the agents, here is a sketch of how it appeared:

Target Group	Key Messages	Who can teach these messages	What method	Which media/tools
Mayors Elders Dignitaries Educators			I E C	
Farmers Women Fisherman Artisans	-PSDR can support your action out of poverty -Form an association -Get help from the PSDR agent (named)	NGO PS Agent	I Awareness raising C	Radio
NGOs Media			I E C	

<sup>5</sup> A Fokotany is the smallest administrative unit, compromised of one, or perhaps two or three villages.

The workshop also developed a list of planned activities to be undertaken under the PSDR Communication Campaign.

Table 2. PLANNED ACTIVITIES FOR COMMUNICATION CAMPAIGN			
TOOLS / OPPORTUNITIES	TARGETS	OBSTACLES	SOLUTIONS
Cultural Events	2 000- 20 000 people	Delayed financing Need for vehicles Lack of loudspeaker systems Cyclone season	Close collaboration with the participants on matters of development and communication.
Mass awareness raising campaigns and information distribution	100-1000-50 000 people	Lack of loudspeaker systems Isolated intervention sites Lack of political will	Workshops Rural population mobilization Training Practical guide on the PSDR
Radio, Banners, handout, stories, posters, songs, caps, sarongs and education.	20 - 60 Associations	High percent of illiteracy Lack of funds Key messages unidentified or un-transmitted Areas out of broadcast reach	Training in communication Agreements with the radio station managers Donation of sound equipment Adult education
Meetings, visits, letters, face to face communication	10-15 Associations	GTDR Local authorities Reticence of the mayors Lack of inter-personal communication Bad financial management Lack of cultivatable earth	Training in management Renting of land Creation of associations Explanations on the role and responsibility of respective authorities

The workshop devised communication activities for the different field agents, with information on the type of material that would be required to carry these activities out, including ideas of a budget.

Sadly, since the workshop there has been no indication that any budget was ever provided by the PSDR to the field agents in order that they engage in the set activities. It is thus supposed that the field agents were restricted to using face to face communication in order to inform rural inhabitants of the PSDR and how to apply for funds.

Finally, during this training three programmes were made on the CA's application process. These programmes were in Antanosy dialect, and thus only broadcast in the Anosy region, details are provided below in the section on PSDR broadcasting.

The Communication Campaign Strategy thus helped in two ways, on the one hand it provided 3 programmes and a two day training for all the *local agents* for the Anosy region, on the other hand it provided a template and examples of activities that the PSDR agents could use for their work in the other regions of the Province of Tulear.

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## 2.2 Radio Programmes Produced

### a) Workshop Programmes broadcast in the Anosy region

Three Programmes were made during the Workshop in Fort Dauphin, in Antanosy dialect for the Anosy region: one programme on how the loans works, one spot encouraging people to approach their mayors, and finally one testimony from a successful association.

Table 3. PROGRAMMES PRODUCED DURING THE PSDR WORKSHOP		
Target group	Objective of Programme	Programme Content
Rural inhabitants	Inform people on the PSDR and encourage them to apply for loans	How PSDR loans work, how associations need to be made, what projects are funded, the mayor's role
		Get in touch with your mayor to get involved in the PSDR (short spot)
		Women from Ankaramena describing how they successfully applied for a fund to buy egg-laying hens

See Annexe 2 for a full description of these programmes

### b) Programmes broadcast in the Atsimo Andrefana Region

15 radio programmes were made by Gui/ALT Tulear subsequent to the collaboration being set up, and were on very diverse topics. Here is a simplified list summarising what they were about:

Table 4. PROGRAMMES BROADCAST IN THE ATSIMO ANDREFANA REGION		
Target group	Objective of Programme	Programme Content
Rural inhabitants	Inform and encourage people to get involved in the GTDR	What is the PADR (1 programme and 1 spot)
		What is the GTDR
		The rural population's representation in the GTDR
	The importance of the participation of rural inhabitants in development	
	Inform people of the PSDR's progress.	Auto-critique of the PSDR, about funds being blocked, but how this were being resolved
Potential applicants	Encouraging them to apply for PSDR grants and explaining how	The types of projects the PSDR will assist and how
		How associations can be formed in order to apply for finance
		How participants must consider the market for whatever they are hoping to produce
	Give success stories to encourage people to apply for funds.	Agricultural projects in the Mikea region, Dam in the Andranodehoky region
Association members	Inform them of association management issues.	Information on the distribution of tasks between president, treasurer, secretary
		Information on the role of a treasurer in an association and how budget lines must be respected
Beekeeping Associations	Information on very practical matters to do with Beekeeping.	Protecting Beehives from moths
		Protecting Beehives from ants, termites, and heat.

See Annexe 3 for a full description of the programmes

PR has developed an evaluation system for all programmes produced by PCID partners; this was done by Steve Lellelid a locally based consultant. Each programme being given a grade out of 20, based on the four following questions:

- How well does the program theme respond to a local identified need?
- What are the key messages in the program?
- Was technical information accurate and understandable?
- How locally appropriate and interesting is the program format?

The average from the 9 programmes for which the evaluations were available was 13/20, which, while being good enough for broadcast, is an average result when compared to other programmes made by PCID partners. The scores however did gradually increase over time, showing improvement as Gui and Omega gained experience in programme making.

The two main criticisms of the programmes were<sup>6</sup>:

- Sometimes lacking practical information: on how to join the GTDR, or to form an association, or how to apply for a grant.
- Sometimes the dialect used, especially during interviews, was not locally appropriate, although this was often solved by a summary in local dialogue being provided at the end of the programme.

Generally however, as seen above, the programmes provided useful information on a variety of topics to a variety of target groups, serving to inform the population, encourage them to get involved in the PSDR project, and finally assist them with their involvement.

The programmes were incorporated onto every month's *PCID CD*, which is the CD combining programmes from different PCID partners and which is sent out to be broadcast from the 18 partner Radio Stations across the Province of Tulear.

It was difficult to estimate the number of times that PSDR programmes were broadcast, both in the region around Tulear, and across the Tulear Province. Radio Stations often have quite low capacity when it comes to keeping information on their broadcasting. An attempt was made to examine the number of times the different radio immediately around Tulear had broadcast the programmes, however this only provided evidence of cases where programmes had been broadcast and this was referenced in a broadcasting journal. PSDR programmes were therefore most likely broadcast more often than this research shows.

See Annexe 3 for an idea of broadcasting

### c) Undocumented Programmes

The list of programmes given above however, does not account for the totality of programmes made and broadcast on the PSDR in the Tulear Province.

Various PCID partners such as the Group of Professional Langoustes Farmers of the South (GOLD), FAnentanana FAmbolena Fiompiana (FAFAFI)<sup>7</sup> and Association Santé Organisation Secour (ASOS) in Fort Dauphin; made programmes for, and with the PSDR.

This programme making was because they were *Strategic Partners*, but was enabled by the fact that they were PCID partners, and therefore trained by ALT in the production of radio programmes. These programmes presented the role of the *Strategic Partner*, informing anyone interested that they were the representatives of the PSDR in the field. Other programmes included testimonies from farmers, with association members encouraging other farmers to approach the PSDR as associations, recounting the profits they had made.

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<sup>6</sup> The main ALT team member working on the project was Omega Rasoanirina, who had only just joined ALT in April 2003. She had limited previous experience in programme production and was working in Tulear on her own. Support to her was provided by the Fort Dauphin office, however the distance was impeding factor to her getting support and advice.

<sup>7</sup> FAFAFI even made a programme on local television in the Anosy region.

According to the PSDR, financed Community Associations in Ampanihy were also producing programmes, focussed on the objectives of the PSDR and the steps to follow in order to receive financing

Finally, the Communication Office for the PSDR appeared various times on news programmes on local radios in various regions, to explain to listeners what the PSDR was and to encourage associations to apply for loans.

No records of these programmes were made available by the PSDR, and there is therefore no detailed information on what they contained, or even their number or when they were broadcast.

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## 2.4 Distribution of Solar/wind-up radios

ALT also provided 14 Freeplay radios for the PSDR to distribute to already existing and financed associations in order to turn them into listening groups. These radios would allow them to listen to the radio programmes on the PSDR, as well as other PR programmes. Initially, the idea was that these listening groups would also serve as a base for future monitoring and evaluation of the communication in the region; there were however no signs that this was ever followed up.

[See Annexe 4 for details on the Listening Groups created](#)

It is important to note that it is very likely that listening groups created by other groups than the PSDR were the base around which associations were formed, and hence applications were sent. A total of over 1500 listening groups have been created by ALT and its PCID partners across the Province of Tulear between 1999-2005.

In June-July 2006, under the DFID funded research, a listening group survey was undertaken with 100 listening groups selected from regions all across the Province of Tulear. During this survey, the following three questions were asked to the people responsible for the radio within the Listening Groups:

1. *Is there an association in the village?*
2. *What is its name?*
3. *Was it formed around the Listening Group?*

25 % of groups answered that yes, there was an association that was formed around the Listening groups, 29% revealed there was an association but that had been formed independently of the ALT listening group, finally in 34% of the listening groups, there was no association set up in the village (For 2 listening groups there was no answer to these questions).<sup>8</sup>

It is very likely that a large percentage of these 25 groups applied for grants with the PSDR, given that associations being set up are often mainly to apply for funds and take part in projects, and that the PSDR is the biggest provider of loans/grants to associations in the south.

Also, once again given there are over 1500 Listening Groups set up by ALT's PCID partners in the Tulear Province since 1999, it is very likely many of the PSDR applications were a direct result of ALT's communication work.

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<sup>8</sup> For details please see Vadgama, J., 2006 Survey of Listening Groups Established through ALT/PR in Madagascar, ALT: London & Madagascar

### 3. Results: Information from PSDR staff and Data

Originally, the PSDR was planning to hire a communication expert, but as the project went forwards they decided instead to entrust communication tasks to the 'specialist for peasant associations', which was Mr. Guillaume (Gui) Sop. Gui was thus the PSDR's Communications Officer who made the programmes along with the help of Omega Rasoanirina of the ALT Tulear office.

Gui was however dismissed from the PSDR in June 2005, and thus when interviewed did not have access to the PSDR documents. The PSDR office appeared to have little institutional memory, and the current staff seemed unwilling, and unable to provide relevant documents or data. Some information was provided and this will be examined here, along with the information from Gui's interview and a letter sent to ALT by the PSDR in October 2003

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#### 3.1 Letter from the PSDR

On the 21<sup>st</sup> of October 2003, upon a request from ALT as to following up the Communication Campaigns Workshop, Gui sent a letter detailing the results of the workshop on behalf of the National Director of PSDR.<sup>9</sup>

This letter mainly detailed activities undertaken based on the Campaign Strategy developed during the workshop:

- The Group of Professional Langoustes Farmers of the South (GOLD) had managed, thanks to their efforts following the workshop, to create 101 Fishing Associations across the Anosy and Androy regions.
- The SAD – FJKM, another *Strategic Partners* who had attended the workshop had managed to involve 5 new communes, and help them to submit 28 new requests sent the PSDR.
- The letter also detailed the partnerships that the PSDR was setting up, based on ALT's advice, with local Radio stations, in Fort Dauphin, Tulear, Morondava, Ankililoaky and Ampanihy.

In Ampanihy, CAs who had received funding were making locally broadcast programmes on the PSDR twice a week, and broadcasting them on Radio Fanilo d'Ampanihy, one of ALT's partners. At that time 16 radio programmes had been made, focussed on the objectives of the PSDR and the steps to follow in order to receive financing. (Once again, no record of these programmes was available.)

Three fairs had also been held, one handicraft fair in Toliara and one agricultural fair in Sakaraha (Vineta Commune) and finally a handicraft and agricultural fair in Morondava. At each of these fairs products from successful CA were on show, as were photos describing the PSDR's work in general, a guide on how to apply for a loan, and the leaflets were given out. During the fair in Morondava, half a day was dedicated to a workshop on the PSDR, and included a well attended question and answer session.

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<sup>9</sup> SOP, Guillaume, Oct. 2003, *Rapport D'activités de L'UPEPE/ PSDR de Tuléar*, PSDR : Tuléar Madagascar

The letter however, provided few detailed results of the communication activities undertaken, and the PSDR gave no indication they were interested in doing a follow up workshops or any work towards monitoring and evaluating the communication activities undertaken.

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### 3.2 Data provided and interview with the PSDR's Tulear Province Communication Agent.

Mr. Guillaume (Gui) Sop was interviewed in May 2006, he was the person in charge of PSDR communication in the Tulear Province until June 2005; and was thus more informed of PSDR communication activities than his replacement.

Gui reported that the ALT Communication Campaign workshop had been invaluable to his work and helped him define the communication activities that were subsequently undertaken including: TV appearances, radio programmes, leaflets distributions, fairs, direct meetings with communities and workshops with mayors

#### a) Impact on the number of loan applications received by the PSDR

He said that before ALT's involvement, few applications were coming in, as few rural inhabitants had heard of the project.

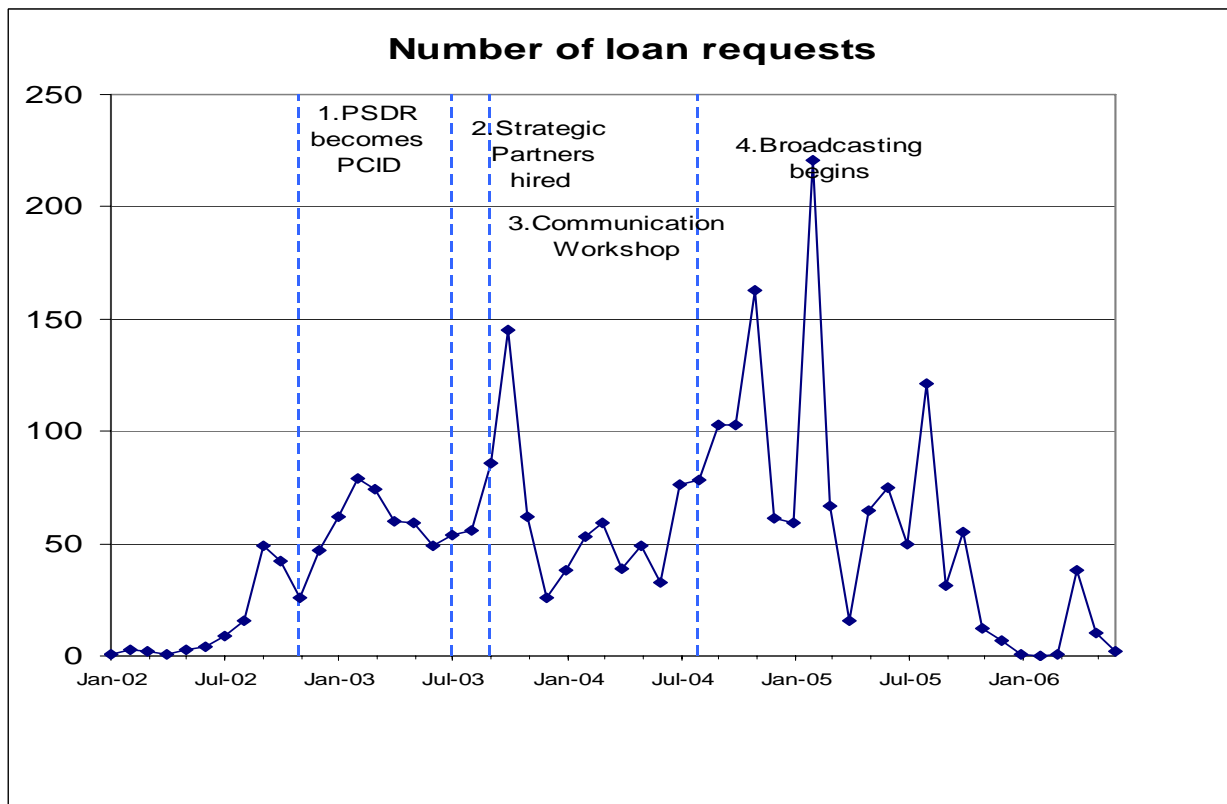
*"The tangible change which came about with ALT's collaboration was the number of request for loans; this went up 150%, or even 200%. Programmes were played on the FM radio; people would listen, and then come to the PSDR to ask for the leaflet, to get information on how to make application."* (Mr. Guillaume Sop interview, May 2006)

Below are the numbers of loan requests for the Tulear Province from the PSDR during the past 5 years of its existence.

Year \ Month	2002	2003	2004	2005	2006
January	1	62	38	59	1
February	3	79	53	221	0
March	2	74	59	67	1
April	1	60	39	16	38
May	3	59	49	65	10
June	4	49	33	75	02
July	9	54	76	50	NA
August	16	56	78	121	NA
September	49	86	103	31	NA
October	42	145	103	55	NA
November	26	62	163	12	NA
December	47	26	61	07	NA
<b>TOTAL</b>	<b>203</b>	<b>812</b>	<b>855</b>	<b>779</b>	<b>52</b>

NB: The Communication Campaign Strategy Workshop was held in September 2003 in Fort Dauphin, in black are the number of requests before the workshop and in blue the number of requests after it.

Diagram 1. CA loan requests in the Tulear Province



**Important dates:**

- Event 1. November 2002: PSDR and ALT partnership begins, PSDR staff attend a PCID meeting and training in Fort Dauphin
- Event 2. After July 2003 through that year: *Strategic Partners* are put in place
- Event 3. September 2003: Communication Campaign Workshop in Fort Dauphin, three programmes broadcast in the Anosy Region.
- Event 4. April 2004: Programmes started to be broadcast in the Atsimo Andrefana Region

All the above events were cases where ALT's work strengthened the PSDR's Communication Campaign, apart from event 2, the hiring of the *Strategic Partners*.

The diagram shows that each event led to a clear increase in the number of loan applicants, with numbers peaking a few months following each intervention.

According to Gui in 2004, the general PSDR headquarters in Antananarivo were very happy with the communication work undertaken in the Tulear Province, even asking Gui to slow down on his radio and TV work, in order to let other regions catch up.

When asked '*Which activity did you think had the biggest impact on the number of applications*', Gui answered the following:

*"The most important was the radio programmes, followed by the mayors meeting, and the distribution of brochures"* (Mr. Guillaume Sop interview, May 2006)

The PSDR did not however seem able to provide clear figures for the numbers of successful applications, with figures only available per year, and with 2003 and 2004 lumped together.

However it is most likely that the numbers of successful application would be mainly dependent on the assistance provided by the *Strategic Partners* to the associations, rather than the communication support provided by ALT.

Table 6. REQUESTS ACCEPTED AND FINANCED PER YEAR

Year	Number of applications funded in Tulear Province
2002	110
2003 and 2004	323
2005	408
2006	156
<b>Total</b>	<b>997</b>

## **b) Impact on the running of Associations.**

Another impact of the radio communication mentioned by Gui was the running of the associations:

*“The second change was that people knew more, were better able to use the money given by the PSDR. Before the money that was received was spent right and left on anything, but with the programmes on the radio, people were better able to use money for developmental aims. They started saying to themselves ‘beware, the money isn’t available to buy radio cassette players, money is for the material and tools for the project’, this because of the radio programmes. They also started to know more about putting the money in the accounts, the revolving funds, as well as putting money into the association’s treasury. This all thanks to radio programmes” (Mr. Guillaume Sop interview, May 2006)*

The PSDR was approached in order to search for some of these figures. Indeed, in 2004 the PSDR verified that accounts were opened at the post office and at the BTM Bank, and examined how many accounts were receiving funds. This information was alas not made available.

The PSDR was however able to provide a table, from June 2006, showing the 120 associations which had managed to start putting money into their account. This information however did not provide dates detailing when money was put into the accounts, nor when the accounts were opened, and thus does not allow one to correlate this with the broadcasting of the programmes.

If one assumes that the total numbers of associations likely to have made sales were those set up before December 2005, i.e. 6 months previous to when the figures were given, this gives a total of 841 associations. 120 out of these 841 associations manage to start putting money into the revolving fund, entailing a 14% success rate.

This poor rate of success was reflected in the field visits made by the research team to CAs around Tulear.

## 4. Results: Interviews with Participants

### 4.1 Interviews with the *Strategic Partners*

It was decided two *Strategic Partners* would be approached, *Service d'Appui à la Gestion de l'Environnement* (SAGE) an organisation working on the environment and COUT, one working with fishermen.

Unfortunately however, the SAGE communication agents had only been with SAGE for 6 months, they had seen freeplay radios in the field; however, they had never heard of the ALT collaboration.

The same goes for COUT, when Omega Rasoanirina informed them of ALT's visit, they were very interested in developing a partnership with ALT, as they had made one radio programme in the past, but had found it above their means, and were therefore very interesting in working as a PCID partner. Also COUT works in a very isolated area along the coast south of Tulear, where the population cannot receive broadcasts as the Mahafaly plateau blocks broadcasting.

### 4.2 Focus Groups Discussions with Financed Associations

The research undertaken in the field was as follows:

Interviews and Focus Group Discussions were undertaken with three PSDR listening groups: two just north of Andranohinaly (one egg laying hens, one goat raisers), one in Andranohinaly (sewing), one in Manombo (bee hives), 2 in Manorofify (both goat breeding). Another association which was not a listening group was approached in Ankililoake (bee hives).

None of the above associations had made any money from the PSDR scheme, and therefore research could not be taken further with them.

## 5. Conclusion

The Andrew Lees Trust's *Radio Project* was very supportive to the PSDR project's communication in various ways.

Firstly, through the Communication Campaigns Strategy workshop that was held in August 2003. This workshop produced three programmes for broadcast and trained 33 *local agents* for the Anosy region, while also helping the PSDR communication agents for the Province of Tulear to define a Communication Campaign Template, as well as examples of activities they later undertook.

Secondly, ALT staff in Tulear worked with Gui from the PSDR to produce 15 programmes for broadcast in the Atsimo Andrefana Region around Tulear.

Thirdly through the existing network of 18 radio stations, these programmes could be broadcast across the whole of the province. The communication network also made it easier for the PSDR technicians to build relationships with PR partnered radio stations.

Fourthly, through the distribution of solar/wind up radio and hence creation of 1500 listening groups between 1999 and 2005, ALT provided a large audience of rural inhabitants who were already mobilized into groups, and discussing developmental themes. Based on evidence from a Listener Survey undertaken by ALT it can be assumed that a large number of applications were made by associations, which had been created around these listening groups.

The ALT programmes helped in two ways: one was to help raise the number of associations applying for loans, the second was to inform members of associations of how best to run their associations, and keep them up-to-date on PSDR activities.

All this said however, the PSDR project appears to not have been a success, and the monitoring and evaluation they had undertaken were very poor. This makes it hard to make any claims on the extent that ALT's communication work actually had an impact of people's incomes and livelihoods.

It is important to note that these caveats had been introduced in the conclusion of the report on the Communication Campaign Workshop held by ALT PR in 2003:

*"The communications plan will go some way to identifying the needs of the agents, outlining the methods by which they can reach their target beneficiaries, and elaborating the processes by which they will be able to access help and support from the PSDR.*

*However it cannot be an answer in itself to the larger issues relating to the implementation process. Nor can it hope to be realized without further inputs from the PSDR in terms of realistic budgets for communications activities produced by local agents, contracts for broadcast with local radio stations, increased training for agents, a full monitoring process, and a serious commitment to listening to the needs of the agents and delivering feedback from the beneficiaries.*

*The realities of implementation will have to be assessed from the ground up if the process is to fulfil the objectives set out by the PSDR and the PADR". (ALT: 2003, p.11)*

Indeed from the available results this research has provided, it does appear that of the seven recommendations made by ALT in the Report for the PSDR Communications Workshop (ALT: 2003, p.12), only perhaps one or two were subsequently followed up on by the PSDR.

To conclude, it has proved impossible to conclusively show any increase in rural inhabitants' income that was directly the result of PR's radio work promoting participation in the PSDR project. However this was mostly a problem related to accessing clear results from the PSDR project implementation, rather than a failing of the communication support provided by ALT.

## 6. Bibliography

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## 7. Annexes

**ANNEXE 7.1 TABLE SUMMARISING THE GROUP WORK DURING THE WORKSHOP (IN FRENCH)**

CIBLES	QU'EST-CE QU'ON VEUT QU'ILS APPRENNENT ?	QUI PEUT LEUR APPRENDRE ?	QUELLE APPROCHE ?	OPPORTUNITE OUTIL
<ul style="list-style-type: none"> <li>- Maire</li> <li>- Quartier President</li> <li>- Notable</li> </ul>	<ul style="list-style-type: none"> <li>- PSDR</li> <li>- Critères acquises</li> <li>- Types de Projet</li> <li>- Légalisation des dossiers</li> <li>- Facilitations des travaux à effectuer (Parents)</li> </ul>	<ul style="list-style-type: none"> <li>- Partenaires Stratégiques</li> <li>- GTDR</li> <li>- Partenaires en Communications</li> <li>- Agents de PSDR</li> <li>- CRD\CRE</li> <li>- PSDR</li> <li>- ONGs</li> <li>- Techniciens</li> </ul>	<ul style="list-style-type: none"> <li>- Informations</li> <li>- Guide manuel</li> <li>- Sensibilisations</li> <li>- Réunions</li> <li>- Face à face</li> </ul>	<ul style="list-style-type: none"> <li>- Media</li> <li>- Documents</li> <li>- Cassettes</li> <li>- Groupe d'Ecoute</li> </ul>
<ul style="list-style-type: none"> <li>- Association des femmes</li> <li>- Pêcheurs</li> <li>- Eleveurs</li> <li>- Agriculteurs</li> <li>- Artisans</li> <li>- CDVACCD</li> </ul>	<ul style="list-style-type: none"> <li>- Existence d'un Appuis aux Associations Paysannes</li> <li>- Créer une Association</li> <li>- Financement destiné pour les paysans</li> </ul>	<ul style="list-style-type: none"> <li>- Techniciens</li> <li>- ONGs</li> <li>- Maires</li> <li>- Media</li> <li>- Agents de PSDR</li> <li>- Partenaires en Communications</li> <li>- Association Educatives</li> <li>- Associations déjà bénéficiaires des Appuis PSDR</li> </ul>	<ul style="list-style-type: none"> <li>- Témoignage</li> <li>- Sensibilisation</li> <li>- Personnes ressources</li> </ul>	<ul style="list-style-type: none"> <li>- Réunions</li> <li>- Media- Radio</li> <li>- Face à face</li> <li>- Sketchs</li> <li>- Théâtres</li> <li>- Chansons</li> <li>- Poésies</li> <li>- Contes</li> <li>- Leaflets</li> <li>- Lambahoany</li> <li>- Tee-shirts</li> <li>- Band Roll</li> <li>- Slogans</li> </ul>
<ul style="list-style-type: none"> <li>- Techniciens</li> <li>- ONGs</li> <li>- Media</li> <li>- Acteurs de Développement Rural</li> </ul>	<ul style="list-style-type: none"> <li>- PSDR</li> <li>- Comment il faut faire ?</li> <li>- Documentation</li> <li>- Dossiers financiers</li> <li>- Formulaire à remplir</li> <li>- Méthode d'application</li> <li>- Suivi</li> </ul>	<ul style="list-style-type: none"> <li>- PSDR</li> <li>- GTDR</li> <li>- Partenaires stratégiques</li> <li>- Partenaires en communications</li> </ul>	<ul style="list-style-type: none"> <li>- Information</li> <li>- Education</li> </ul>	<ul style="list-style-type: none"> <li>- Documents</li> <li>- Ateliers</li> <li>- Fiches</li> <li>- Leaflets</li> <li>- Vidéo</li> </ul>

**ANNEXE 7.2 PSDR PROGRAMMES PRODUCED DURING WORKSHOP  
(BROADCAST IN THE ANOSY REGION)**

N°	Title	Format	Key Messages	Target Audience	Criticism (from Independent Evaluation)	Month of Broadcast
1	Information on PSDR financing	Interview	<ul style="list-style-type: none"> <li>- Associations will require 15 members to be financed, and will need a president who has to be elected by the members. The application must include a signature from the Mayor and the president of the GTDR before it can be submitted to the PSDR. Legalisation of the association takes place as things progress.</li> <li>- Projects financed: Agriculture (but marijuana, or sugar cane for rum production is not allowed), livestock rearing (but not of pigs due to porcine sickness), fishing.</li> <li>- PSDR finances the purchase of materials and tools that can help increase production.</li> <li>- 15% must be invested by the beneficiaries in money, or in material, or in labour.</li> <li>- The responsibility of the Mayor of the Commune: insure that the applications fit the PCD, advice and support the associations, be a guarantee for the PSDR.</li> </ul>	Local population	No evaluation available	Oct 2003
2	Join the PSDR	Spot	-Let's associate to fight poverty, the PSDR will help us; let us therefore approach our Mayor.	Local population	No evaluation available	Oct 2003

3	Testimony from association with egg-laying hens in Ankaramena	Interview/testimony	<ul style="list-style-type: none"> <li>- We formed an association of women here in Ankaramena and received financing to buy egg laying hens.</li> <li>- Poverty was what pushed us to create the association</li> <li>- We want to see changes, more knowledge, less fear of working with Vazaha (people foreign to the area)</li> <li>- We got the financing by getting the Mayor to sign, as well as the GTDR, then by giving the application to the PSDR, who does a visit of the Mayor and GTDR to examine the existence of the association by</li> </ul>	Local population	No evaluation available	Oct 2003
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***ANNEXE 7.3 PARTICIPATING RADIO STATIONS IN THE ANTSIMO ANDREFANA REGION***

<b>Radio Station</b>	<b>Acronym</b>	<b>Location</b>
Madagascar Broadcasting System	MBS	Tulear
Radio MAZAVA (Radio de la mission catholique)	MZV	Ankililoaky
Radio and Television Akon'ny Manamana d'Ankazoabo	RATM	Ankazaobe
Radio Communale d'Ankililoaka (Radio de la commune)	RCA	Ankililoaky
Radio Fanilo	RF	Ampanihy
Radio Feon'ny Antsimo	RFA	Betioky
Radio Feon'ny Linta (In the SALFA Hospital in EJEDA)	RFL	Ejeda
Radio Soatalily (Government FM Radio)	RST	Tulear
Radio Tealongo of Bezah	RTL	Beza
Radio SAY	SAY	Tulear

**ANNEXE 7.4 PSDR PROGRAMMES BROADCAST IN THE ATSIMO ANDREFANA REGION**

N <sup>o</sup>	Title	Format	Content and Key Messages	Target Audience	Summary of Criticism (from Independent Evaluation) & Score given	Broadcast date	Number of Broadcasts by Radio Station (From broadcasting books)										
							RST	SAY	MBS	MZV	RCA	RFA	RFL	RTL	RATM		
1	Informing people of the PADR (CD 5 P 7)	Interview	<ul style="list-style-type: none"> <li>- A PR woman interviews the technical advisor of FORMFED (which was not defined) on what the Holistic Rural Development Project (PADR) is.</li> <li>- The PADR is a clearinghouse of rural development projects emanating from the lower planning agencies of the PRDR (Project for Regional Development) and PCD (Project for Communal Development).</li> <li>- The PADR oversees 5 types of projects: legislation, commercial, public works, food sufficiency, and infrastructural e.g. Education, health, and exportation.</li> </ul>	Rural inhabitants	The dialect/language used was not suitable for local people and no practical advise was given 9/20	April 04	1			1							
2	The PADR (CD5 P 8)	Spot	NO INFORMATION	Rural inhabitants	No independent evaluation	April 04		1		1							
3	Letting the GTDR be known (CD 5 P 6/CD 7 P 1)	Interview	- A PR woman interviews the technical advisor of FORMFED (which was not defined), regarding the new GTDR structure, its role, and the increase in rural population representation in its participants.	Rural inhabitants	The dialect/language used was not suitable for local people and no practical advise was given 7/20	April 04	3	1		1							

4	GTDR2 (CD 7 P2)	Interview	<ul style="list-style-type: none"> <li>- What is the GTDR: This is explained in simple terms by a woman addressing the rural people of whom she is one.</li> <li>- The rural person has a good say in the GTDR as he holds the majority of seats.</li> <li>- However, his projects won't get to light unless they come to this platform where technicians are available to counsel and advise, and help us find avenues for funding. It does not matter if he has no schooling, that's why there are technicians: to help us so that others don't take advantage of us.</li> </ul>	Rural inhabitants	Dialect is good, however lacks practical advice, for example on how to assemble and how then to access a place on the GTDR 14/20	April 04	1											
5	GTDR3 (CD 7 P 3)	Interview	<ul style="list-style-type: none"> <li>- Reiterating the advantage of the GTDR as a vehicle for self direction with respect to rural development.</li> <li>- Warning of the alternative to participative auto-development: Top down projects usually aren't on target and are a waste of funds</li> <li>- Invites listeners to become involved in the participatory process of rural development through by the GTDR, as to not so participate is to be come a "lost" region</li> </ul>	Rural inhabitants	Useful on the advantage of the GTDR as a vehicle for self direction with respect to rural development. However, more political sensitisation than technical, it is too long and fragmented, very unclear who is talking at what point, too much jargon. 13/20	April 04	1											

6	What is the PSDR? (CD 8 P 9)	Interview	<ul style="list-style-type: none"> <li>- Explains that PSDR is an avenue for a rural association to get assistance</li> <li>- Describes the types of projects the PSDR will assist and informs of the type of assistance</li> <li>- Explains that the PSDR will train associations in organisational and management skills</li> <li>- The goals of the PSDR is full economic development of the rural sector</li> </ul>	Rural inhabitants	Appropriate use of interview, with effort at the correct dialect and much useful information, however it does not inform where an organisation will learn more about the PSDR or how to apply 15/20	April 04	4				2					
7	Results of PSDR activities in the Mikea Region. (CD 11 P 3)	Magazine	<ul style="list-style-type: none"> <li>- The land cultivated by farmers has increased, going from half a hectare to 2.5 hectares per person since the setting up of the association.</li> <li>- The association have a 400 000 Ariary account and have tried to obtain a tractor</li> <li>- They gain by using the stocking facility of Belitraka</li> </ul>	Rural inhabitants	No evaluation available	June 04	1	3		2	1					
8	Auto critique of PSDR TLR 2004 (CD 11 P 4)	Interview	<ul style="list-style-type: none"> <li>- Explaining there were problems with the unblocking of money and technical trainings for financed associations.</li> <li>- Aiming at 500 projects, 325 applications will be started in June 2004.</li> <li>- Are helping the people of the region of Mikea to ameliorate their lives</li> </ul>	Rural inhabitants	No evaluation available	June 04		1	3	1	2	3				
9	Awareness raising amongst farmer associations. (CD 14 P 9)	Drama	<ul style="list-style-type: none"> <li>- Existence of financing for farmers, fishermen and artisans</li> <li>- An association requires at least 10 members to receive financing</li> <li>- Financed groups can tell other groups about the PSDR.</li> </ul>	Rural inhabitants	No evaluation available	August 04					2			2		

10	Andranodehoky Dam (CD 13 P1)	Interview	<ul style="list-style-type: none"> <li>- The dam is an infrastructure answering the needs of the populations living in the Communes of Milegnaky, Marofoty and Manombo.</li> <li>- Its purpose is to increase the water available for cultivation, thus increasing the areas under cultivation.</li> <li>- Community Association can ask for such infrastructure</li> </ul>	Rural inhabitants	No evaluation available	January 05				1	2	3			
11	Protecting beehives from moths (CD 17 P 7)	Interview	<ul style="list-style-type: none"> <li>- Beekeepers prime enemy are moths which enter the hive to leave their eggs, the larvae make a web that prevent the bees from getting around.</li> <li>- The solution is a gateway capable of passage of the bees but not the moth. The latter can be made of sheet metal having numerous holes meet for the bees</li> </ul>	Beehive keepers	Held down to a 1min clear and succinct message 18/20	December 04	2			2	6				
12	Protecting Beehives from ants, termites, and heat. CD17 P 8)	Interview	<ul style="list-style-type: none"> <li>- The ants and termites and other crawling insects may be barred from hive entry by the placing of tin cans under the legs of the hive. The cans are then filled with water to inhibit the ants.</li> <li>- Heat also chases out the bees as it causes the honey to flow out of the hive.</li> <li>- The solution is a supplemental grass or reed roof segregated from the existing tin roof to allow circulation.</li> </ul>	Beehive keepers	Use of an expert translated by a local speaker. Clear and succinct message of a unique focus. 17/20	December 04	2				2				

13	Internal Management of PSDR groups (CD 22 P 1)	Interview	<ul style="list-style-type: none"> <li>- Response to poor management of funds within organisations:</li> <li>- The treasurer is responsible for recording cash transactions of the PSDR association as well as for handling the petty cash.</li> <li>- The treasurer provides receipts to depositors and makes a periodic report</li> <li>- PSDR monies are not to be used for anything outside of the PSDR project</li> </ul>	Association members	<p>Good use of this particular technician. The translating in the summary is also good as Gui speaks fast and his language is not local to the South West.</p> <p>14/20</p>	April - May 05	2		3	2	13				
14	Importance of market studies for PSDR projects. (CD 22 P 2)	Interview	<ul style="list-style-type: none"> <li>- Stresses the importance of doing a market study prior to applying for a PSDR project.</li> <li>- A PSDR technician discusses the problem expressed by many as not being able to market produce. The bulk of the session is blaming these same for not having done an adequate market analysis prior to undertaking the project. The programme is to warn those in the application process.</li> </ul>	People applying	<p>Most of the program time is spent blaming a group of people for not knowing what might have been imparted to them from the outset.</p> <p>Also dialect is not appropriate 10/20</p>	April 05	2		2	2	6				

15	Distribution of tasks and goods within a PSDR association. (CD 23 P 4/31 P 3)	Dialogue	<ul style="list-style-type: none"> <li>- Each person within an association must take his responsibility as to the realization of the activities: production, sale etc.</li> <li>- The board members must also focus on their tasks (Treasurer, president, secretary).</li> <li>- Money gained must be given to the treasurer who must create an account in a bank.</li> <li>- The treasurer must present to each member of the association the financial report and all expenses.</li> <li>- The PSDR will finance an association once; extensions to the projects of the association must be made thanks to the bank account.</li> <li>- All profits must be divided between members of the association.</li> </ul>	Association members	No evaluation available	January 06					2				
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**ANNEXE 7.5 FREEPLAY RADIO DISTRIBUTION BY THE PSDR**

Commune	Fokotany	GE	Responsible members	Ref.	Distribution date	Area
Toliara II	Motombe	1	Ravaosolo Julienne C Rasoavy Felicie	029.519	09/09/2004	Egg-laying hens
Marovato	Bevazoa	2	Masitsaotse Tolimana	028.837	13/02/2005	Fishing
Beloha	Soamagnitse	3	Maroasy Maharetse	029.304	13/02/2005	Fishing
Ambo/mahavelo	Antsakoamileke	4	Jean Maurice Ratovondrainy	028.593	10/09/2004	Goats
Andranohinaly		5	Rasoanadrasana C Mahatafa Alice Angela	028.840	17/02/2005	Sewing
		6	Marie Louise Eleonore	028.970	10/09/2004	Sewing
Manorofify	Andranomilitse	7	George Solondrainy Desiré	028.971	11/09/2004	Goats
	Ambatolampy	8	Edrita Sambalahy	028.595	09/09/2004	Goats
Ampanihy	Ambohimahasoa	9	Saoraza Valamanaka	028.972	11/09/2004	Goats and Angora sheep
	Tanambao II	10	Razafindrazay Marie Suzane Ravelonjanahary Charlotte	028.591	17/09/2004	Sewing
St-Augustin	Sarondrano	11	Jean Manobike Rily Jean Sarifo	028.969	11/09/2004	Fishing
	Ankilibe	12	Honaly Sambandahy Randriamanantena Jaosinga	029.966	10/09/2004	Fishing
		13	Tohana Alphonse Pauline Henriette	028.967	11/09/2004	Fishing
		14	Mandramba Babany Noelson	028.965	10/09/2004	Fishing
<b>8 Communes</b>	<b>11 Fokotany</b>	<b>14</b>				