

# **THE ROLE OF THE MEDIA IN RURAL POVERTY ALLEVIATION**

**CASE STUDY: BUSORO SUB COUNTY  
KABAROLE DISTRICT**

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Sciences and Law, which is a partial fulfillment for the  
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## **DECLARATION**

I declare to the best of my knowledge that the material in this book has not been presented in any higher institution of learning for any academic qualification.

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## APPROVAL

This research Report has been under my supervision and is now ready for submission to Kampala International University Faculty of Social Sciences and Law.


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## DEDICATION

This work is dedicated to my parents **Mr. and Mrs. Rogers Mulindwa** who brought me up and educated me.

## ACKNOWLEDGEMENT

This study has been produced through a joint effort of many people. I wish to particularly thank my supervisor **Prof Simon Peter Ongodia** whose guidance and encouragement enabled me to complete this research paper. More thanks go to **Dr. Bamwekize Swahib (PhD.)**, **Dr. Ongora Jerome** and **Mrs. Byamukama Sylvia**

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I extend more gratitude to my friend **Mr. Kobwemi Sam** for assisting me in processing the data and working as my secretary.

# ABSTRACT

The topic of paper has been chosen with the influence of fact that despite the availability of natural resources in rural areas in general and Busoro Sub County in particular, the rural people are the worst poverty stricken.

Ways through which problems can be fought have been analyzed and the researcher hopes that the effort put in the production of this study will produce positive results.

It is recommended that many people have deeper insight into the problem and come up with appropriate solutions.

Since the media plays significant role in influencing peoples attitudes, ideas and perception of various issues. It should take lead in over coming poverty.

# TABLE OF CONTENTS

Declaration.....	i
Approval.....	ii
Dedication.....	iii
Acknowledgment.....	vi
Abstract.....	v

## Chapter One - INTRODUCTION

1.1 Background to the problem.....	1
1.2 Statement of the problem.....	4
1.3 Purpose of the study.....	4
1.4 Study objectives.....	4
1.5 Significance of the study.....	5
1.6 Scope of the study.....	5
1.7 Hypothesis.....	6
1.8 Research questions.....	6
1.9 Ethical considerations.....	6
1.10 Anticipated problems.....	6

## Chapter Two -LITERATURE REVIEW

2.1 Definition of mass media.....	7
2.2 Media in Uganda today.....	8
2.3 Poverty in Uganda.....	10
2.4 Rural poverty.....	11
2.5 Poverty alleviation.....	12

## **Chapter Three- METHODOLOGY**

3.1	Research design.....	13
3.2	Data collection methods.....	13
3.3	Data analysis.....	13

## **Chapter Four- ANALYSIS OF FINDINGS**

4.0	Role played by media in rural poverty Alleviation.....	14
4.1	Reasons why rural people are major victims of poverty.....	16
4.1.1	Lack of facilities.....	16
4.1.2	Difficulty in identifying viable projects.....	18
4.1.3	Exploitation of the rural peasants by the urban business middlemen.....	21
4.1.4	Insufficient time use.....	21
4.1.5	Lack of trust, adequate co-operation and coordination.....	21
4.1.6	Lack of capital markets.....	22
4.1.7	Not participating in development projects.....	22
4.2	Busoro sub county.....	22
4.3	The role of development agencies (NGO's) in rural poverty alleviation....	24
4.3.1	The Entandikwa credit scheme.....	25
4.3.2	Busoro farmers association (BUFA).....	28
4.3.3	Busoro women credit scheme.....	31
4.4	The role of radio.....	34
4.4.1	Findings of audience survey of various media.....	36

## **Chapter Five - RECOMMENDATIONS AND CONCLUSIONS**

5.1	Recommendations.....	38
5.2	Conclusion.....	41
	Appendices.....	42
	References.....	44

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the problem

The major threat to many developing countries like Uganda has been poverty. This is highly experienced in the rural areas and the great challenge has been how to mobilize the population towards poverty alleviation through communication by media.

According to both the 1991 and 2002 Uganda population and housing census about 90% live in rural and engaged in agriculture. These are mostly the victims of poverty.

The rural population is the backbone of the country's economy. About 80% of Uganda's economy is agro-based and oriented. The rural people remain poor, illiterate and malnourished. They have no basic resources, credit, access to good education and medical care and have limited access to information that would aid them in solving their problems.

While economic indicators point to increased per capital income in the country, the quality of life index in the country (QLI) point to decline in social development among the population and communities in the countryside are degenerating into poverty at household level.

Today the government of Uganda has under taken to fight poverty by adopting policies such as modernization of agriculture, Universal Primary Education "Entandikwa

Scheme”, micro finance and a series of others. However most of these are not known to the rural community due to lack of effective communication. The task has been how to inform the public about such poverty alleviation policies through the media. There is need to therefore to investigate today about the access of the media in education the masses about poverty alleviation.

There is argument that the media has not adequately covered activities in rural areas in order to educate, influence change of attitudes as well as mobilize the rural people for poverty alleviation. The media professionals too have made little effort to identify and adopt a media mix that can satisfy the information needs of the rural poor people.

Dr. Kazungu David (1994) in his unpublished document “The media and the rural development”, blamed the media for failing to educate the rural people that they themselves have to initiate and participate in solving their problems, but instead harass government for not providing wealth to people in fact, it is true that some of the poor communities resigned to poverty and therefore need to be informed.

Dr. David noted further “the news that media has been quick to project are images of crisis in rural areas. Besides, reporting on rural areas is not based on scientific findings. The images are over simplified and distort reality.”

The lack of effective communication and misinformation form the compound problem of the rural population. Consequently, we persistently have low: incomes, consumption, education, life expectancy and high child and infant mortality rates, rapid population

growth and high rate of environment degradation as well as unemployment in the country.

The government and other humanitarian agencies in various for a and press releases and broadcast programs have urged communities to double production as away of increasing food security at household level and also increase income with a hope to achieve economic growth and development.

Politically, the peasantry constitutes the majority of the electorate. They however remain the most unformed about the political process and thinking they abundantly rely on interpretation for their political thinking on others who similarly are not clear in their interpretation. As a result there exists a lot of information lags. The media there for assumes the role of clearly informing the public as a way of enhancing social- economic development.

Also effective implementation of government policies especially of poverty alleviation and economic development in general require effective communication, including feedback. Feedback is lacking all levels of political thinking with the majority of the population being passive recipients of policies without their input.

With such observation pointing to information lags, the researcher therefore needed to investigate exactly the significance that the media has had in alleviating rural poverty over the past decade in Uganda especially when the Media industry has been liberalized.

## **1.2 Statement of the problem**

In developing countries the task ever is to educate the masses about poverty, disease and illiteracy, as a way of enhancing development. This is mostly done through the media; having realized that the media can be a tool to development.

However there is usually inadequate information to depict the significance of the media in championing poverty alleviation. The research therefore investigated how the people in Busoro Sub County, Kabarole district have benefited from the media information for fighting poverty in their area.

## **1.3 Purpose of the study**

The study intended to gather information on how the people in Busoro sub-county, Kabarole district have been helped by the media to enhance development in their households. The research also focused on how the non-governmental organizations have used the media to fight poverty among the people of the rural area. And on the basis of data collected, the researcher gives recommendations on how the Uganda media and government can work towards proper communication for poverty alleviation in the rural areas.

## **1.4 Objectives of the study**

The objectives of the study were:

- (i) To establish the extent to which the people of Busoro sub-county Kabarole district use the media.
- (ii) To establish the factors affecting utilization of the media in Busoro sub-county.

- (iii) To assess the contribution of the media in poverty alleviation in Busoro sub county.
- (iv) To identify some of the development agencies (non-governmental organizations) that have tried to use radio in their struggle to fight poverty in the area, and the impact of their attempts have had on the welfare of the people.

## **1.5 Significance of the study**

The study findings provide information to the government and other actors in development on the current level of impact the media has in fighting rural poverty.

The research findings can also enable the media serving those rural areas to improve on their programs that are dedicated to the enhancing development.

## **1.6 Scope of the study**

The study investigated some of the development- related activities in Busoro sub-county in which the people are involved.

The media with the widest audience in Kabarole district were investigated for the study.

In the electronic media, Radio Uganda, Radio West and Voice of Toro were used. For the print media, the study primarily investigated the readership of “The New Vision” and “The Daily Monitor”.

The study limited its self to the boundaries of Busoro Sub-county, Kabarole district.

## **1.7 Hypothesis**

The study was done on the basis of the following hypothesis.

Media's contribution towards poverty alleviation efforts has been of little consequences.

## **1.8 Research questions**

- (i) Has the media been effective in “preaching the gospel” of poverty alleviation in rural areas?
- (ii) What factors affect the people in using the media as their as their source of information for poverty alleviation?
- (iii) Do the government and the non-governmental organizations use the Media for programs on poverty alleviation of rural areas?
- (iv) What strategies can be adopted by the government and the media to improve their communication to the people about rural poverty?

## **1.9 Ethical considerations**

The researcher introduced him self to the local authorities with the introductory letter from the institution directing the research before proceeding with the study in the area

The researcher sought permission from the relevant authorities before proceeding with the research.

## **1.10 Anticipated problems.**

The research was limited by insufficiency of funds because it was personally sponsored.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Definition of mass media

According to C.S Rayudu, in his book, *Media and Communication Management*, “Mass media denotes those channels of communication that reach large number of people. Such as television, newspapers, radio cinema, etc. media in relation to communication imply tools of communication. It means that the instrument(s) adopted in transmitting any message irrespective of its nature and significance. Media are concerned with the forms into which the message is placed- thus written and oral consist of various forms as used for transmitting messages”.

De Fleur and Dennis (1991) in their book, *Understanding Mass Communication*, define mass media as “Channels through which messages are transmitted from the source to the receiver. Mass media are classified according to the technology used for message transmission. Basically we have the Print Media and the electronic media.

Print media include the newspapers, magazines, books and other sorts of publications while the electronic media includes radio, television and films”.

## 2.2 Media in Uganda today

### Radio

According to Joseph Byamukama, in his research report on *Contribution of the Media in Rural Development* (1997) “Radio claims the biggest of media in Uganda. Most of the people rely on the radio as their main source of news and information.

Historically, radio Uganda dominated the national waves, broadcasting to all the region of the country in various languages, using Short Wave. Most of the programs were primarily to mobilize the population towards national development, the objective it has still maintained”.

A report by the Ministry of Information in 1999, as presented in the Workshop on Rural Broadcasting, held on August 10<sup>th</sup> – September 1<sup>st</sup> 2000 held in Kampala, revealed that “Today, the broadcasting industry has witnessed the emergency of many FM stations in the country following the liberation policy in the media industry in 1990. Most of these stations are located in Kampala but a few of them extend their transmission to the countryside. Most of the towns in the countryside also have at least one FM station broadcasting to the local communities. These are established either commercial or community stations. Most of the rural communities rely on these stations for information”. The research will analyze the role these stations have so far played in fighting rural poverty.

## Newspapers

According to a report by the Media Council, on *National Media Coverage*, presented on the World Press Day 2001, “In the print media, newspapers have been the more reliable source of information though they do not have a large audience compared to radio. *The New Vision* and *The Monitor* are the only newspapers that circulate all over the country each with readership of more than 40,000 copies. Most of the remote areas however, do not get access to the newspapers.”

The report farther indicates, “Other papers also circulate, mostly in the towns surrounding Kampala. At regional levels, there are newspapers serving the communities. These include *Bukedde*, in central, *Etop*, in eastern Uganda, and *Rupiny*, in the north and *Orumuri*, in western Uganda. These are published in local languages of the respective regions.”

## Television

The Media council revealed in the same report that. “The Ministry of Information estimates television audience to about 40%. Most of these audiences are urban. Uganda Television (U.T.V) is programmed to serve even the countryside.

However, the audience in the rural areas may not be significant because people are poor and they cannot afford buying TV sets. In Kampala other private television stations include Wavamuno Broadcasting Service (WBS), Top TV, Light house Television (LTV). The people also get transmission from other international television stations.

## 2.3 Poverty in Uganda

Uganda's population is found to be essentially with poverty being more severe in rural areas. According to population and housing censuses made in 1991 and 2002, about 90 percent of Uganda's population lives in rural areas.

According to *State of the World's Children* (UNICEF 1990) Uganda was ranked 17th from the bottom of count in per capita income (estimated at \$250-\$260 annually). This compares unfavorably to its standing in 1976 when it stood at the 30th position.

According to World Bank document, **Growing out of Poverty (1993)** "The poor vulnerable in Uganda can be divided into three categories. Those who are poor and vulnerable because of their socio - economic situation, like the poor resource farmers, the land less pastoralists, and women; those who are best described through the geographical area where they are found- the north and east, the war- torn areas and the urban poor; and those who are spread through out the societies, who are in especially difficult circumstances such as people with HIV/AIDS, people with disabilities, refugees, widows and orphans".

The above categories are not mutually exclusive, and to be a member of one poverty-category usually increases the vulnerability of joining another.

The same document states that "The urban poor though not numerous in terms of the current national proportions face uncertain future and pose a threat to government as their numbers steadily increase. They include various categories of people, notably those who migrate from rural areas looking for jobs, the disabled, women, widows, orphans, victims of war, street children, victims of HIV/AIDS and the landless".

It is therefore true that the issues of poverty still remain. Besides, the government ability to deal with them is hampered by other pressing needs, which are non-economic such as constitution making, wars and the like.

## **2.4 Rural poverty**

Reinikka and Paul Coolier, in their book, *Uganda's Recovery (2001)*, looked at rural poverty as "A village or rural condition of being without resources for reasonable comfortable living. The poor vulnerable people are those who are considered incapable, given current projected trends of breaking out the poverty cycle."

The largest group of the people in rural areas, who fall under the category of the social-economic (resource poor farmers) without resources include: voluntary settlers, who mainly migrate due land pressure.

Pastoralists who are normally groups whose traditional transhumance lifestyle obstructs conventional health care and education services even though they may not be economically disadvantaged.

Women who are the most vulnerable group in Uganda rural areas are more represented among the poor and a significant number of them are found in all the poor and vulnerable categories.

## 2.5 Poverty alleviation

World Bank, in its document, *Uganda Growing out of Poverty (19993)*, defines poverty alleviation as “Improving the living standards of the poor, through sustained economy and permitting them to participate in economic growth. It includes delivering social services to the poor such as primary health care, primary education, safe drinking water, sanitation and descent housing. Poverty alleviation creates social safety for the poor and the vulnerable”.

In another document, *Public Choices for Private Initiatives (1991)*, World Bank explains “Poverty alleviation also ensures increased ownership of physical assets such as land through land reform policies and allows the poor to have access to credit institutions. Poverty alleviation programs raise returns of assets owned or used by the poor such as labour by increasing real wages. It removes distortions in the product market by improving agriculture prices, thus raising the income of the poor farmer”.

“It also includes programmes to give relief in terms of catastrophe like earthquakes and during economic crisis on permanent basis for the chronically poor or vulnerable to protect their welfare.” States the document.

# **CHAPTER THREE**

## **METHODOLOGY**

### **3.1 Research design**

The research was basically survey and descriptive. It was also both quantitative and qualitative. Survey of the various development activities as a result of agencies campaigns through the media was done. The research also sought the people's opinion on whether they have benefited from the media in fighting their poverty.

### **3.2 Data collection methods**

The people to be studied were selected randomly. Oral interviews using the interview schedule were carried out. Questionnaires were distributed to the respondents.

### **3.3 Data analysis**

Analysis and interpretation of the data collected done by tabulation and percentages. The interpretation was based on the objectives, and hypothesis set for the study.

## CHAPTER FOUR

### ANALYSIS OF FINDINGS

#### **4.0 Role played by media in rural poverty alleviation.**

There are many happenings most of which bring about human suffering in rural areas. Such events however pass unestablished in the media for solutions. The reasons for the media's failure to play an adequate role in poverty alleviation are several.

Most of the customers for newspapers, radios, TV, film tapes etc are in urban areas. The media personnel therefore, concentrate on writing and broad casting about the urban people.

Most journalists define news in terms prominent personalities, urban prospective and negative events. They therefore, cover events in rural areas when big politicians visit and when negative events occur.

Most media organizations are centered in urban areas. They therefore, have easy access to events, happenings in and around urban areas.

There is a general lack of transport and other communication facilities to enable rural journalists to send news to the editors in newsroom.

A survey in Busoro Sub County revealed that the majority of rural people operate their radios only during harvest seasons when they get money to buy dry cells of their produce.

Majority still listen, only to news and personal announcements, and then switch off their radios.

Radio Uganda is not received as clearly as Voice ofToro, Radio West since a number of transmitters were destroyed during wars of the late 70's and early80's. People tune to those radios they receive clearer and miss development programmes on radio Uganda.

A big section of the rural people especially the youth prefer listening to music than to development programmes and so keep on changing stations in search for music.

Rural women who are the major victims of poverty rarely listen to radios. Men remain in control and determine the programmes to be listened to.

Local council secretaries for information are selected on the basis of being talkative, though without knowledge of information gathering and dissemination. They misinterpret, distort the information they get from radio causing a negative multiplier effect.

The timing of developmental programmes is not proper. Sometimes the programmes are broadcasted when people are in gardens or asleep.

Usually, radio is turned on while people are doing other things .The programmes pass unnoticed and the message is not understood.

Due to individual differences, and level of education, people interpret messages differently. Misinterpretation defeats the purpose of developmental messages.

## **4.1 Reasons why rural people are the major victims of poverty**

The rural people in most cases have been noted as major victims of poverty though there are also the urban poor .the rural dwellers are less exposed to ideas and lack the means to exploit the available resources in order to generate high incomes .The reasons for this state of affair are listed bellow.

- Difficulty in identifying viable projects and business priorities
- Exploitation of the rural peasants by urban business and middlemen
- Lack of managerial expertise, skills and capital
- Insufficient serious time use
- Inferiority complex and inadequate co-operation

### **4.1.1 Lack of facilities**

There is general lack of facilities like electricity, well equipped health units and learning institutions .The roads in rural areas are poor, there are no enough public telephones, and access to safe drinking water is difficult and this has resulted into the following.

Qualified personnel in various fields do not want to work in rural areas where the above-mentioned facilities are lacking.

The poor health facilities and services bring about high infant and child mortality rate because of inadequate immunization of the children against diseases such as polio, diptheria, tetanus, tuberculosis, measles and whooping cough.

Poor curative services increase the death rate of even adult people. Big numbers of mothers also die during labour.

Dr David Tagawalana, in memorandum to president Yoweri Museveni unpublished paper presented about Buhinga hospital development scheme, at Buhinga play ground 22, JUNE 1994, Quoted figures for Burahya county in which Busoro sub county is found (Kabarole district) as follows;

- Infant mortality rate 110/1000.
- Maternal Mortality rate 50/1000.
- Total population 485214.
- Growth rate 2.98.
- LAND area 3,332sq km.

It is important to note that Kabarole district is one of the very few districts in Uganda with government hospitals of which they are not fully equipped with drugs, beds for patients, wards are congested etc. Other private hospitals like Kabarole hospital; Virika hospital and other dispensaries are very expensive in that the majority of people in Busoro given their low incomes cannot afford their charges.

In a feature story published in the New Vision of Dec 10 1993 with a headline "Kabarole district forging ahead on self help", it was stated that "the rural peasants who can not pay the high charges at the private hospital have always resorted to buying a few drugs from the drug shops which have sprung up in every part of the district".

This is an addition to the numerous doctors in the villages who give injections indiscriminately and cause more health problems than they solve.

Deep in the villages of Busoro Sub County, people mostly resort to herbs and witch doctors for treatment of every kind of disease. This results in high mortality rates for children and mothers in labour.

Because of the absence of a government hospital, workers who are entitled to free medical care have also found it difficult to go to the expensive private hospitals.

#### **4.1.2 Difficulty in identifying viable projects and business priorities**

Despite the availability of variety of projects like poultry, diary farming, horticulture, Brick laying, fishfarming, trade etc, the rural poor fail to identify a suitable project that may be viable given the respective environment they live in, for instance, in Busoro Sub County, a farmer grows maize because others are growing it. This floods the markets at harvest time and lowers the price. The poor farmer buys maize flour at high prices at a short time after, at the shops.

The rural poor also fail to improve on their living standards out of the projects they do because they carry them out at subsistence level.

The people in Busoro Sub County have difficulties in carrying out viable projects and this has been caused by a number of problems, which include:

- Illiteracy or low education
- Lack of exposure

- Lack of managerial expertise, skills and capital
- Responsibility over large families
- Fear of the unknown.

### **Illiteracy and low education**

The majority of the people in Busoro Sub County are illiterate or semi illiterate. Low education in these areas is caused by lack of good schools, lack of school fees or neglect by parents to educate their children because they do not understand the value of education. The girls are the worst hit as parents prefer educating boys and give away girls for marriage at an early age.

The area is also deserted by the educated sons and daughters as they move to towns to look for employment. Those who remain therefore cannot for instance keep books of accounts; explore foreign business or methods of work where the literature about the projects may be in foreign language.

Statistics for education reveal that 43% female and 57% male are enrolled in primary schools. Two out of every three girls and one out of every two boys drop out by primary seven, 55% of all Ugandan women are illiterate while 35% of the men are illiterate.

### **Lack of exposure**

People in Busoro Sub County are mostly reserved and conservative. They value and stick to the traditional way of living. They do not read newspapers or even listen to radio programmes in other languages apart from their respective vernacular (Rutooro) to get new ideas. The rate of travel is also low mostly due to lack of resources.

Because they lack vital information to expand their rate of productivity, they hardly break the vicious circle of poverty they live in.

### **Lack of managerial expertise, skills and capital**

Poor managerial expertise and lack of skills lead to use of poor methods of production and business management. These lead to poor yield and low profits. Agriculture in most rural areas, in Uganda is done at subsistence level. For example the majority of peasant farmers in Busoro Sub County, own less than an acre of land coupled with inadequate social services, they cannot even produce enough to feed their families throughout the year. This leads to malnutrition among the children and makes adults susceptible to diseases. The landless cannot expand their capital, as they have no access to credit or loans because they lack security.

### **Responsibility over large families**

The majority of Kabarole rural people more so the resource poor farmers in Busoro Sub County are highly polygamous. The large number of wives and children is still taken to be prestigious and source of labor to work in the man's garden. The large extended families that include even other distant relatives consume most of time and resources the man would use of to plan viable projects.

### **Fear of the unknown**

The majority of the Busoro people resist change because of the uncertainty about whether new changes would be for the better or for worse. By the time villages embrace modern ways of production, or running businesses, their urban counterparts would have exploited it and improved on their incomes.

### **4.1.3 Exploitation of the rural peasants by the urban business middlemen**

The people of Busoro Sub County for example produce a lot of maize, beans and charcoal. They sell them to the middle businessmen at very low prices. These (middlemen) sell them to urban centers at very high prices. The middlemen make far more profits than the Busoro Sub County producers.

### **4.1.4 Insufficient time use**

A big section of the people in Busoro Sub County especially men work for few hours mostly on other people's plantations and then sit to drink alcohol and brew for the rest of the day. Although women work for long hours then men, they too waste much time in rumors and loose talk instead of discussing developmental issues to improve their living standards. Both men and women in the rural areas set low targets and their satisfaction level is very low.

### **4.1.5 Lack of trust, adequate cooperation and coordination**

Several primary societies in Busoro Sub County have collapsed and members lost money as leaders divert the society's resources to personal business. Busoro Growers Union had tried to diversify business and opened up many sectors like carpentry, trading in produce, printing, transportation, etc. The union collapsed due to lack of proper coordination and trust among the implementers.

#### **4.1.6 Lack of capital markets**

Capital markets are financial institutions like banks. Busoro does not have banks. People use their own savings and credit schemes, which all the same are not efficient, for example, the **Busoro Women's Credit Scheme**

#### **4.1.7 Not participating in development projects**

Until recently the rural people in Busoro Sub County and the district as a whole, were not consulted or made to participate in the identification, planning and implementation of projects meant to develop the rural poor. All plans were carried out from the top and in most cases the projects carried out were not a priority to the people and contributed little to their development. Such projects fail when government or any development agency sets them up because people lack ability and knowledge to sustain projects.

### **4.2 Busoro sub county**

Busoro Sub County is located 4km from Fort portal town in the west of kabarole district.

The sub county has seven parishes and its head quarters are in Busoro village.

In many respects, Kabarole district where Busoro is located can be described as a rural place since it has characteristics of rural setting. There is rampant unemployment in the town, as it has no industries save for a few maize mills and about eight timber workshops and a few tea factories adjacent to the town.

**Fort portal town in Kabarole district is characterized by:**

- Old buildings that were last painted in the late 60's, unfinished structures, weak new buildings with poor plans which are also getting old faster than the old ones.
- Near black out as there are few street and security lights outside buildings.
- Heaps of garbage and polythene papers scattered through out the town.
- Stinking and almost filled toilets used by occupants of the old housed.
- Blocks gutter and pot holes on the streets
- The town is dusty with garbage slums like *mukatoke*.
- Vehicles and bicycles and old vehicles that commute on rural routes apart from main Kasese-Fortportal road, make a lot of noise and raise dust.

Perhaps for convinience, one would categorize the Fort Portal town dwellers as urban poor.

Poverty is well distributed in the seven parishes that make Busoro Sub County. The majority of Busoro people are the resource poor farmers. It is only the degree to which they are affected by the limited productive resources that varies from one parish to another.

Busoro Sub County is no longer self reliant in food production. It is susceptible to famine. It uses maize as both cash and food crop. At harvesting time maize businessmen from Kasese and Bundibugyo buy it at very low prices. With numerous problems the farmers sell almost all that they produce and store no food for use during drought.

The majority of the Busoro people neither listen to radio, nor read newspapers. Only 13 households have television sets and these are with in Busoro Trading Centre and a few

other trading centre. Those who own radio listen mostly to news in *Rutooro* and personal announcements. The men in the rural areas control which programmes to be listened to. About 85 percent are illiterate and many school dropouts.

### **4.3 The role of development agencies (NGO's) in rural poverty alleviation.**

The NRM government has tried hard to carry out social, political and economic reforms on an abroad-based programme. The task however has not been easy given the desperate economic situation and a big external debt the country experiences. Government therefore has sought the assistance of non-governmental organisations and donor agencies

Government has come in to fight poverty directly by:

- Encouraging NGO's both local and foreign to operate in rural areas.
- Rural farmers' scheme.
- Special programmes for poverty stricken regions like Northern Uganda Rehabilitation Programmes.
- Putting ministries in charge of rural poverty stricken areas.
- Putting Entandikwa credit scheme through the ministry of finance and economic planning.
- Rehabilitate the infrastructure for example roads to facilitate easy transportation of farmer's goods and services.

### **4.3.1 The Entandikwa Credit Scheme**

Government in 1984 established the Entandikwa Credit Scheme to facilitate small entrepreneurs to undertake productive economic commercial ventures. The scheme is designated to alleviate poverty and thereby improving the social economic well being of the poor population both in rural and urban areas.

The scheme targets that section of the population that cannot get credit under the traditional commercial lending.

#### **Objectives Entandikwa Credit Scheme**

The objectives are categorized as long-term objectives. The long and short-term objectives of the scheme is to assist in eradicating of poverty through operational revolving fund to support income generation and urban poor, youth, disabled, rural artisans and women.

In order for the scheme to be effective and sustainable, beneficiaries must pay the loans to generate enough income to service the loans and re pay the principal, living a reasonable surplus to the borrower.

#### **The immediate objectives include**

- To provide seed money for revolving credit fund to enable beneficiaries to access credit for sustainable development activities.
- To promote income and employment generating activities particularly in those sectors of national prosperity where divided individual districts have comparative advantage.

- To develop and strengthen the operation and managerial skills of both the intermediary agencies and the target groups /individuals through the provision of both financial and technical assistance and training.

### **Categories of beneficiaries**

The categories of people who have received money for **Entandikwa** include

The rural and urban poor, rural artisans, women, the disabled and the youth. The scheme extended its financial assistance and training to the above-mentioned categories as individuals, with in groups and groups were encouraged to be legal entities and accorded priority.

### **Activities to be supported**

The scheme is supporting small-scale economic ventures or micro enterprises in sectors such as farming, carpentry, tailoring, brick making, diary farming, and agro-trading among others.

According Mr. James Mugisa, the coordinator of the multi-sectoral rural development programme, Fort Portal diocese, which is the intermediary agency for Busoro sub county, the micro projects that have been given the micro finance services are those which are income and employment generating and must be viable in the sense that what is borrowed can be recovered pl us interest and put back into revolving fund for use on the next phase of the credit cycle.

## Loan size

Busoro Sub County received 60m as it was divided into two regions, that is, east and west Busoro. The loans given under the scheme were in four categories

- Loans up to Ug.shs 0.2m were given after recommendation from the area LC's 1 and 111 chairmen.
- Loans above Ug shs 0.9m up to 0.5m required recommendations from LC1 and LC 111 chairmen and two local sureties
- Loans above ug0.5m and up to 1.5 required recommendations from LC 1 and LC 111, two local sureties and any other special arrangement agreed upon between the beneficiary and the intermediary agency.
- No body got a loan exceeding sh 1.5. People were however told that it would require fulfilling all the conditions for securing a loan above 0.5 and up to 1.5m plus consent of the **Entandikwa Secretariat**.
- Mugisa farther revealed that knowing the beneficiaries well, the scheme would be able to graduate credit worth borrowers to higher indicative ceilings. He added that the size of the loan therefore doesn't only depend on the type of the micro enterprise, but also on the performance of the beneficiary.

Eight thousand and seventeen people plus groups applied for **Entandikwa**, but 312 applications were considered. Among those who got were 154 women, 92 youths and the 66 included men and disabled people. The money for **Entandikwa** was given out to the beneficiaries last year (June 2004).

### **4.3.2 Busoro Farmers Association (BUFA)**

The Busoro Farmers Association (BUFA) was formed by farmers in Busoro Sub County to come together and identify their common problems and find solutions to them.

#### **Busoro Farmers Association current objectives**

- To promote technical methods of agriculture to replace the crude methods currently used by the majority farmers.
- To improve on the marketing system of farmers.
- To improve on the marketing system of farmers produce.
- To give capital to the member farmers of BUFA

#### **Organization setup**

The secretariat of BUFA is divided into marketing, secretarial, training and information departments. Most of the activities however, are planed at the sub county level and information sent to secretariat through the parish offices of BUFA.

The basic activity for BUFA is organizing the farmers for training in their various interest groups. The groups included dairy farmers, poultry farmers, legume farmers etc.

Lobby for capital from banks and donors to member farmers who will have been trained.

Look for markets for farmers' products. BUFA however does not get involved in transactions. It uses business agents, through whom money is lent to the farmers and products bought.

## **Activities**

### **Marketing department**

It carries a survey to establish the quantity of unsold farmers produce.

### **Credit and marketing policy**

Under this policy the marketing secretariat receives money from donors and other sources. It sends the money to a business agent in the parish. The business agent gives the money to a farmer who will have been proved credit worth.

The business agent buys the farmers' produce at the approved price. If the farmer gets a market that offers higher price than BUFA's approved price, he sells the produce to that market and returns the money lent to him by the organization through the business agent as it is a revolving fund. The farmer may borrow again at the subsequent seasons.

### **The mechanization policy**

Concentrates on transforming the crude method of land cultivation and transportation of produce and inputs of the farm, to animal traction. The major objective here is to increase production by increasing acreage by boosting animal traction.

Extension policy, this one sets up interest groups at village level and gets a contact farmer from each group to guide the farmers. All communication from and to the farmers is done through the contact farmer. The information may be about training, capital and marketing requirements.

A recovery programme where by each farmer pays a fee to cater for the trainers and other expenses, is the one used during training.

Busoro Farmers Association was launched in 19994. Its achievements so far are:

- Many farmers from all over the Sub County have been organized into interest groups and trained in; legume cultivation beef production, animal traction, and pest control.
- Fifty trainers in animal traction were trained and have started intensive training at parish level. Training centers in various parishes have been opened up. BUFA aims at training all farmers in animal traction through out the Sub County.
- Farmers have been offered with identity cards.
- BUFA has acquired a big area of land near Busoro sub county head quarters for demonstration farms and for the construction of administration blocks.
- BUFA enjoys a good working relationship with government extension workers who act as the organizations technical arm.

### **Future plans**

With the assistance of foreign donors (BUFA) has carried out a feasibility study for the entire Burahya County. Basing on the findings, the southern part including Busoro Sub County have been recommended for the growing of legumes and cereals, and the northern parts of the county were recommended for beef farming.

The plan for the southern part includes purchase of an oil mill and offering enough capital and training to farmers. A sum of 76 million shillings was budgeted for the project.

For the northern part, farm inputs for artificial insemination have been planned for. Semen for the short horned cattle for beef, to be inseminated into the local breeds has been ordered for, thus 54 million was budgeted for. The agro –mechanization has been designed. It involves empowering local black smith to make components of mechanization like ploughs, oxen, cuts, ridges and spare parts. A sum of 26 million shillings was budgeted for.

BUFA plans to build up Busoro sub county farmers center composed of an administration block, which is already under construction, classroom blocks and dormitories for farmer trainees. Residential houses for extension workers who will be in charges of demonstration gardens and husbandry section on site are also to be constructed.

#### **4.3.3 Busoro Women Credit scheme (BWCS)**

Busoro women credit scheme was found in 1997, but did not start on serious activities due to insecurity in Kabarole District caused by ADF rebels at the time. It has grown relatively since then. Women of Busoro Sub County founded BWCS. It is affiliated to World Women Banking (WWB), an independent institution that was established after International Women's Conference at Mexico City in 1975. WWB banking aims at empowering women in the world to improve on their economic status. It provides the low-income women with a package comprising of general business, counselling and information, training technical assistance, facilitation of savings mobilization and credit at grass root level.

## **The objectives of BWCS**

- To provide financial services to members in form of savings and credit facilities.
- To help women have access to property which traditionally is owned by men.
- To help women improve on their small enterprises as means of employment for them selves and their families by facilitating their access to appropriate economic tools. These include, credit, relevant business management techniques and relevant technical assistance.
- To encourage up grading of skills and techniques which some time involves (BWCS) training women in improved skills.

## **Activities of Busoro Women Credit scheme**

BWCS extends loans to women entrepreneurs in the whole sub county charging interest rates according to the prevailing regulations set by organization.

## **Savings and mobilization**

BWCS operates a saving scheme mainly, to encourage women develop better financial discipline through regular saving. This helps them to invest and understand, the saving/credit relation ship.

## **Training, technical assistance and advisory services**

It offers both formal and informal training, bussiness counseling and technical assistance. Among many topics offered, it covers small-scale business management, loan management, and a series of skill development.

### **The Trustee Business Center**

According to the manager of BWCS Mr. Edward Benda, the organization has observed over time that mixing its advisory services was uneconomical and therefore not sustainable. The trust has therefore established a new unit known as Trustee Business Center (TBC) to handle the business, counseling clients and facilitate their access to relevant technical advice.

All TBC services are offered at a fee with only the trustee's low-income clients being subsidized. The Trustee Business Center also targets other small-scale entrepreneurs who are not clients of Busoro Women Credit Scheme. These are charged commercial rates. The organization carries out some other activities such as fundraising, making contacts, etc which are in support of the first activities mentioned.

The table below illustrates the number of savers at the Busoro Women Credit Scheme.

The number of new member ship for the month of June is shown in the third column

#### **Number of savers at Busoro Women Credit Scheme**

<b>Parishes</b>	<b>May 30<sup>th</sup> 2005</b>	<b>June 30<sup>th</sup> 2005</b>	<b>Sub total</b>
Busoro	181	37	218
Mwibaale	72	11	83
Ngoombe	9	4	13
Mukaswa	7	0	7
Kaabegira	8	1	9
Mpanga	26	4	30
<b>Total</b>	<b>303</b>	<b>57</b>	<b>360</b>

Busoro parish has a highest number of savers while Mukaswa parish has the lowest savers. The reason is that Busoro parish has the highest number of women engaged in small business than any other parish. Another reason is that most business activity is in Busoro Trading Center.

#### **4.4.0 The role of radio**

The research proves that most of the rural people of Busoro sub county who have access to radio, listen to Radio Uganda blue channel, Voice of Tooro Radio West, radio Kigezi, Endigito. Here the programmes include development programmes, personal announcements, education programs and political affairs programmes, primarily in vernacular. That is Runyoro Rutoro- Runyankore Rukiga. Others are youth programmes, children's programmes, cultural programmes greetings and plays.

The development programmes on these radio stations address most of the activities required and are carried out by various organizations striving to alleviate poverty in the country. For instance the agricultural program broadcast on Voice of Tooro every Saturday from 12:15-12:30 pm talks about the modern methods of farming and marketing. Such programmes re-enforce the Busoro Farmers Association activities.

Busoro Women Credit Scheme broad casts programmes about its activities every Friday, from 2:00-2:30pm. The program involves messages of mobilization of the people to participate in the implementation of the project in their respective areas.

The Multi sectoral Rural Development Programme (MSRDP) broadcast programmes about its activities in the whole of Western Uganda on Radio West from 2:00-2:30 pm every Thursday.

MSRDP broadcasts programmes including family life education, primary health care, modern methods of dairy farming, women emancipation, youth affairs etc.

The timing of the programmes is suitable as by 2:30 pm, most farmers are at home relaxing in preparation for the evening work. The problems however are that most rural people switch off their radios after listening to personal announcements and news.

Women miss almost all programmes about of their concern because of their heavy schedule of work. They are normally busy cooking, fetching water, caring for children etc while men are resting after working in the garden. The youth mostly prefer listening to music and sports programmes. Most of them do not bother listening to development programs.

The development programmes are given little airtime on most of the stations. There are many languages and programmes that compete for the airtime.

Radio Uganda is not clearly received in Busoro Sub County. The signals are normally on and off.

#### 4.4.1 Findings of audience survey of various media

Radio Uganda	Voice of Tooro	Radio West	Newspapers	TV
12%	60%	18%	8%	2%

From the findings it is evident that Voice of Tooro has the highest listener ship in Busoro Sub County and would therefore be the best to use for communicating messages to the people on development.

Radio Uganda however would be the most effective medium of communication for the rural people of Busoro if it had high listenership because it broadcasts 40 programmes every day .The programmes are developmental and are broadcast in Rutooro, which is understood by even the illiterates.

It is only people in Busoro Trading Center and a few of those in other trading centre like Kitumba, and Kyepatiko who have access to TV.

Busoro Sub County with a population of about 20,000 people receives very few copies of newspapers daily. The researcher was able to note the average daily supply to the only two newspaper agencies in the area, as bellow.

<b>New vision</b>	<b>20 copies.</b>
<b>Monitor</b>	<b>15 copies</b>
<b>Red paper</b>	<b>10 copies</b>
<b>Orumuri (weekly supply)</b>	<b>10 copies</b>

These are mostly read by elites around Busoro Trading Center. They include heads of depart ments, head teachers, few business people and institutions like non governmental organizations.

The rural people do not read newspapers because of the high level of illiteracy, lack of money to buy the papers. And the poor circulation system due to transport problems sometimes makes it impossible to get newspapers for those who can afford to have them.

# **CHAPTER FIVE**

## **RECOMMENDATIONS AND CONCLUSION**

### **5.1 Recommendations**

After analyzing media contributions towards rural poverty alleviation, it is clear that little has been done to empower the rural people not only economically but also politically and socially.

The media presents one of the most power full sources in stimulating the process of social change. Therefore, they have been looked at as very effective tools in development. Formation ensures people's participation in the development process because they will have knowledge of what they are doing and how they will benefit from it for example the more educated a woman is, the more informed she will be and able to accept changes.

An educated person is more able to accept taking modern way of doing things, for example family planning methods by taking modern contraceptives, condom use e.t.c than an illiterate person.

It is due to high rate of illiteracy and ignorance that mortality rates for rural women and their children are higher than those of the urban educated who seek safe motherhood. Generally it is because the media doesn't give adequate coverage of rural issues that they do not improve on their economic stand in order to increase the reception of the necessary information for the involvement in the development process.

For the media to play an effective role in rural poverty alleviation, the local council secretaries for information should be equipped with information media like news papers and radios with dry cells. They should also be educated on how to interpret and disseminate the information they get from the media to the people and the other way round.

The media personnel should also be sensitized on the needs and concerns of the rural people so that rural issues can feature on the media agenda more frequently. The two strategies will ensure more coverage of rural issues and poverty alleviation strategies, which will be laid down for the rural people through the media.

Under the current decentralization policy, district authorities should put a bigger vote in their budgets to facilitate information gathering and dissemination. Community centers where people gather to listen to radio, read newspapers should be rehabilitated, equipped and more should be constructed in rural areas where they don't exist.

At the national level, government should invest more in Information Ministry so that the government film unit revives projecting film shows to educate the rural people on modern methods of farming, primary health care, the economy, industry, human rights e.t.c

Radio transmitters and studios should be put more efficient use so that there is clear reception of radio Uganda throughout the rural areas of Uganda

With the current liberalization of electronic media, each district should be encouraged and facilitated to put up a radio station. Print media organization should also put up regional vernacular based in the respective regions.

The media should give coverage to successful rural peoples, economic groups for other rural people to know how they can run the various groups in which they are in order to make them develop. A Survey on primary societies in Busoro Sub County showed that it was only Busoro Farmers Association that gave high profits to members at the end of the last financial year out of the 36 primary societies in Busoro Sub County.

It important for the media to sensitize society on the situation of girl child. This needs to be addressed for women to be accorded equal aspects of the life as their male counter parts to improve their welfare and that of society. The rural people should consistently be sensitized about the value of education to their children and them selves.

Rural leaders in decission making positions should work closely with the media to alleviate fellow rural people's problems. Through this, the media will work towards the well being of the rural people, where by the whole society will also look at them as significant members of society who deserve equal opportunities as the urban rich.

## 5.2 Conclusions

The challenges mainly remain before the Ministry of Information, media organizations, authorities and development agencies for communicating effectively to the rural people in order to improve their economic status

The media is a major influential factor in shaping societies attitudes. Through the images they give to portray, the type of coverage they offer, they guide the publics perception towards a specific direction. If they increase coverage of the rural issues and lay down strategies for rural poverty alleviation, rural people will attain good living standards.

As already seen in earlier chapters, radio and other media are faced with a lot of problems in the dissemination of messages to the rural poor. Such include limited resources like transport facilities, unwilling ness of personnel to work in rural areas, poor communication lines, high illiteracy rates and poor economic status.

With all these problems, the researcher emphasizes the stand that contribution of the media towards rural poverty alleviation has been of little consequence.

## Appendices:

### A: Proposed Budget

ITEM	Cost in Ug Shs	Cost in US Dollars
Stationery	15,000	9
Typing and printing	80,000	47
Transport	50,000	29
Meals	20,000	15
Miscellaneous	30,000	17
<b>Total</b>	<b>195,000</b>	<b>117</b>

**B: Work schedule**

<b>Time Period</b>	<b>Activity</b>
<b>5/5/2005-10/5/2005</b>	<b>Physical study and designing instruments.</b>
<b>12/5/2005-5/6/2005</b>	<b>Collection of study.</b>
<b>7/62005-25/6/2005</b>	<b>Data analysis and interpretation.</b>
<b>26/6/2005-5/7/2005</b>	<b>Type setting.</b>
<b>10/7/2005</b>	<b>Submitting dissertation.</b>

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