

**MASS MEDIA AND THE IMPLEMENTATION OF NATIONAL AGRICULTURAL  
ADVISORY SERVICES (NAADS) PROGRAMME ON THE  
DEVELOPMENT OF SHEEMA  
DISTRICT, UGANDA**

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Presented to the  
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In Partial Fulfilment of the Requirements for the Award of the  
Degree of Master of Development Studies

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September, 2012

## DECLARATION A

"This thesis is my original work and has not been presented for a degree or any other academic award in any university or institution of learning."



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26<sup>th</sup> Oct. 2012

Date

## DECLARATION B

"I confirm that the work reported in this thesis was carried out by the candidate under my supervision



DR. OTANGA RUSOKE

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26<sup>th</sup> October 2012

Date

## APPROVAL SHEET

**This thesis entitled "Mass Media and the Implementation of National Agriculture Advisory Services (NAADS) Programme on the Development of Sheema District, Uganda" is presented and submitted by Beyongyera N. Julius in partial fulfillment of the requirements for the Degree of Master of Arts Development Studies, has been examined and approved by the panel on oral examination with a grade of\_\_\_\_\_.**

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Name and Signature of DVC, CHDR

## **DEDICATION**

This piece of work is dedicated to my children; Twinoburyo Charles, Muhanguzi Godwin, Turinawe Gloria, Muhangi Jim, Muhumuza Gilbert and Asiimwe Marry Gift.

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May the Almighty God reward you all abundantly.

## LIST OF ACRONYMS

CHDR	College for Higher Degrees and Research
DANIDA	Danish Development Agency
DFID	Department for International Development
DSIP	Development Strategy and Investment Plan
DU	Day Uganda
EPRC	Economic Policy research centre
EU	European Union
FF	Farmers Forum
FGs	Farmer Groups
GDP	Gross Domestic Product
HIPC	Heavily Indebted Poor Countries Initiative
IDA	International Development Agency
IFAD	International Fund Assistance for Development
ILO	International Labour Organization
LC	Local Council
LoG	Local Government
M&E	Monitoring and Evaluation
MAAIF	Ministry of Agriculture Animal Industry and Fisheries
MDS	Master's in Development Studies
MoFPED	Ministry of Finance Planning and Economic Development
MP	Member of Parliament
NAADS	National Agricultural Advisory Services
NARO	National Agricultural Research Organisation
NGOs	Non Governmental Organisations
PEAP	Poverty Eradication Action Plan
PFA	Prosperity for All
PLE	Primary Leaving Examination Board

PMA	Plan for Modernization of Agriculture
SACCOs	Savings Credit and Cooperative Organisations
SPSS	Statistical Package for Social Scientists
TV	Television
UACE	Uganda Advanced Certificate of Education
UBOS	Uganda Bureau of Statistics
UCE	Uganda Certificate of Education
UNFFE	Uganda National Farmers Federation
UNHS	Uganda National Housing Survey
WTO	World Trade Organization



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## ABSTRACT

This thesis titled Mass Media and the Implementation of National Agricultural Advisory Services (NAADS) programme on the development of Sheema district, Uganda, was conducted in Kitagata Sub County Sheema District. The study objectives were to determine: the demographic profile of the respondents in terms of age, gender, and income level; the level of Mass media communication in NAADS programme; the extent of the NAADS programme on the implementation and whether there is a significant relationship between the level of Mass media communication and the level of NAADS implementation in agricultural development of Sheema district. The study employed both quantitative and qualitative research methods. The study's major findings were as follows: majority of the respondents were in the age bracket of 40-50 and Females. It also revealed that Mass media plays a major role in mobilization of farmers followed by exposure of corruption and publicity of NAADS. Also it was found that, majority of the respondents were for Sources of agricultural inputs, Information on NAADS and animal diseases followed respectively. On the nature of agricultural information disseminated by the available mass media the study revealed that, majority of the respondents were for crop and animal diseases, season changes, and weather forecasts. The relationship between mass media usage and increase in agricultural productivity was established as  $r=0.757$ . This highlights the strong relationship between the two. The study concluded and recommended that; NAADS interventions have not had a major impact on the output, productivity and income of the farmers in Kitagata Subcounty, Sheema. NAADS programme faces implementation weaknesses such as Corruption and nepotism that affect the selection of beneficiaries and enterprise processes, to the extent that some farmers are apathetic about the success or failure of the programme. The major weaknesses in implementation of NAADS programme were late disbursement of funds, very low counterpart funding by the LoG and the farmers, and overall weakness in M&E of the programme. What emerges from this study is the need for NAADS secretariat to simplify and make the process of farmers and enterprise selection more transparent and farmer driven through the farmer groups rather than NAADS administrators. NAADS should consider using a voucher system and work with reputable input traders where farmers redeem input subsidy and vouchers for inputs rather than the present lengthy and corruption prone process of getting farmers inputs through NAADS coordinators. Finally, there is need to urgently revise the current NAADS M&E procedure to make it effective. Mass media has been sighted as a key element in successful implementation of NAADS. This however, needs to be strengthened to tackle more issues on regular basis as a way of boosting the farmers' information capacity.

## **CHAPTER ONE**

### **THE PROBLEM AND ITS SCOPE**

#### **Background of the study**

Globally agriculture is the main stay of many economies especially for the least developed countries. In Africa agriculture contributes significantly to both social and economic development of the continent. However, agriculture faces severe threats related to climate change as it has been for the case of Horn of Africa countries being key victims of prolonged drought. At the East African level the demand for agricultural products have caused a surge in prices and the quest for commercial farm lands with limited supply and declining arable land in the region. In response to the challenges of agriculture and the need to foster sustainable agricultural products supplies for both domestic and industrial use, under the United Nations systems the Food And Agriculture Organization (FAO) was formed, at continental level especially under the African union several initiatives are being promoted to boost the declining agriculture in the continent. Under the East African community agricultural and other regional grouping agriculture is always at the center of their discourse.

Like many African countries, in Uganda agriculture is a very important sector and efforts are always put up to address any critical challenges threatening to cripple it. In 2001, the National Agricultural Advisory Services (NAADS) Bill was passed by parliament and the NAADS secretariat established as a corporate body. This was followed by phased introduction of the programme linked to broader decentralization of capacity-building initiatives, initially in six trailblazing districts beginning with a couple of sub counties in each.

NAADS was aimed at overcoming institutional constraints that were perceived to be undermining farmers' access to quality knowledge and productivity enhancing technologies. The main aim was transformation of public delivery of agricultural extension services into a largely private sector-led delivery system under a client or farmer controlled arrangement. It was expected that the farmers would be

empowered to demand and control the delivery of agricultural advisory services through guided enterprise selection, technology promotion, and contracting private service providers.

The 1<sup>st</sup> phase of NAADS (2001/2-2007/8) cost US \$108 million, with 80% of this from donors and the 20% from government and farmers. The 2<sup>nd</sup> phase (2010/11) was estimated to cost 120 billion Uganda shillings, with 77% of this figure from the government and 23% from donors.

Ludhiana, August 27 Just as people with good intention can use mass media to their advantage, so can those with bad intention. Today there is a greater opportunity than ever for people to be informed and to be misled also, said Lisa Swenarski, Editor-in-Chief of SPAN magazine at Punjab Agricultural University. Swenarski, who is also Public Diplomacy Officer in the US Embassy at New Delhi, was delivering a lecture on Mass media on its impact on agricultural journalism”

Comparing mobile democracy with mob democracy, she underlined that there was a greater challenge than ever to verify the accuracy of content, photos and video. The IFAJ emphasised on promoting research and distribution of fair and accurate information, encourage unbiased and objectively presented work and contribute to a better understanding.

Presiding over the lecture, Dr S.K. Maan, Dean, Post Graduate Studies, said that the task of rural development by mass media was an arduous one as most of the mass media was quite often urban-biased and urban-based in their content and treatment. More often than not, their approach, being individual-centric rather than idea-centric, keeps agriculture and rural development out of the loop.

“The coverage of agriculture in both print and electronic media is far from being adequate”, A variety of communication vehicles from mass media to community media as well as from traditional media to new technologies can be used to strengthen the socio-cultural process of dialogue, information-sharing and mutual understanding. Media can play a pivotal role in improving governance in developing

countries by enhancing public participation at the grass-roots level. She said that good journalism required the best we could muster in terms of disciplined learning, intelligent analysis and prudent judgment.

Mass media could transform the otherwise marginalized sections of the society into participants in decision-making process. Therefore, considerable planning, resources and creativity would be needed to reduce the digital deficit along with other socio-economic problems.

Mass Media technologies have undergone an incredible transformation over the last few decades. Growth and development of the new media has led to their wide diffusion and application, thus increasing their economic and social impact. However, the rhetoric of 'Global village' smoothly connected in cyberspace is now being replaced by concerns over growing digital divides.

### **Statement of the problem**

In Uganda, the agriculture sector employs over 77% of the population, with 75% Uganda's (4-5 million) households engaged in agriculture, while 68% derive their livelihoods directly from the agriculture sector (UBOS, 2005; UNHS, 2005/6). In spite of heavily capitalized programme like NAADS for the past 10 years the agriculture sector has lagged behind other sectors, registering a growth of just around 1.3%. The paradox of this trajectory is that Uganda is witnessing a most dramatic shift in the transfer of wealth from majority of Ugandans who are engaged in agriculture sector, to services and industry sector. However with the huge sums of money pumped into this programme, its impact on fortunes of farmers is still wanting. The Purpose of the study was to find out why there is poor performance in agriculture in relation to the implementation of NAADS programme which is supposed to improve agricultural production.

Mass media in NAADS programme can be used to strengthen the social-cultural process of dialogue, information-sharing and mutual understanding. Mass media can play a pivotal role in improving NAADS governance in Sheema District by enhancing public participation at the grass root level for social economic development.

Therefore, it is on this point that the researcher investigated the impact of mass media communication in the implementation of agricultural development policies in Sheema district, Uganda.

### **Purpose of the study**

The main purpose of the study was to try and identify what factors really influence the implementation of NAADS programme and the role played by mass media towards this initiative. By the end of the study the researcher was to be able to establish whether mass media affects NAADS implementation in a positive or negative way.

### **Objectives of the Study**

#### **General objective of the study**

The general objective of this study was to determine mass media and the implementation of National Agricultural Advisory Services (NAADS) programme on the development of Sheema district, Uganda

#### **Specific Objectives of the Study**

1. To determine the demographic profile of the respondents in terms of age, gender, and income level in Sheema district.
2. To determine the level of Mass media communication in NAADS programme in Sheema district.
3. To determine the extent of the NAADS programme on the implementation
4. To determine whether there is a significant relationship between the level of mass media communication and the level of NAADS implementation in agricultural development of Sheema district.

### **Research questions**

1. What are the demographic profiles of beneficiaries of NAADS in Sheema district?
2. What is the level of mass media communication in NAADS programme of Sheema district?
3. What is the extent of NAADS programme implementation in Kitagata subcounty?



4. Is there a significant relationship between the level of mass media communication and NAADS programme implementation in agricultural development of Sheema District?

### **Scope of the study**

#### **Theoretical scope**

The theoretical scope of the study mainly include theories on the implementation of NAADS programmes, the role played by the mass media in its implementation and the challenges encountered by both the service providers and the beneficiaries.

#### **Geographical scope**

The study was done in Sheema district in the sampled sub county of Kitagata, which is located in western Uganda.

#### **Significance of the study**

The research findings are beneficial to the Agricultural organizations among others, Uganda National Farmers Federation, Uganda Coffee Development Authority and National Agricultural Research Organization in overcoming the challenges that they do face.

The research is useful to implementers especially at the NAADS secretariat and will help them to lay strategies of building strong relationship with the mass media for effective implementation.

The study findings will be beneficial to the policy makers namely ministry of Agriculture, Animal Industry and Fisheries, ministry of finance, planning and economic development and ministry of local government.

To academicians, the findings motivate and provide insight to carry out further research on the challenges faced in the NAADS implementation.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### Introduction

Mass media plays a crucial role in information distribution and thus in the political market and public policy making. Theory predicts that information provided by mass media reflects the media's incentives to provide news to different types of groups in society, and affects these groups' influence in policy-making. We use data on agricultural policy from 67 countries, spanning a wide range of development stages and media markets, to test these predictions. We find that, in line with theoretical hypotheses, public support to agriculture is affected by the mass media. In particular, an increase in the media diffusion (TV and radio) and a greater role of the private televisions in society is associated with policies which benefit the majority more: it reduces taxation of agriculture in poor countries and reduces subsidization of agriculture in rich countries, *ceteris paribus*. The evidence is consistent with the hypothesis that increased competition in commercial media reduces transfers to special interest groups and contributes to more efficient public policies.

#### Concepts, Opinions, Ideas from Authors/ Experts

Ministry of finance, planning and economic development [MFPED] poverty reduction strategy Document 3 [2001], Poverty alleviation is a key policy debate in recent development literature. Many researchers of development economics, for example Emwanu et al. (1995), have argued that the fight against poverty is a necessary condition for growth. The elaboration of policies for poverty alleviation requires a thorough knowledge of the poverty phenomenon as well as an understanding of the efficiency of implemented programmes.

According to the World Bank (1990), the burden of poverty is spread evenly among regions of the developing world, among countries within those regions and among localities within those countries. Nearly half of the world's poor live in south Asia, a region that accounts for about 30% of the world's population. People in sub-Saharan

Africa, along with those in south Asia, are among the poorest in the world, both in real incomes and in access to social services. The World Bank reports that about 45% of the approximately 590 million people in sub-Saharan Africa live below the national poverty lines. It was due to this reason of alleviating poverty that the government of Uganda designed and came up with policies or programmes of fighting the vast and wide spread poverty in the country some of these programmes include, Poverty Eradication Action Plan [PEAP], Plan for Modernization Agriculture [PMA] and National Agricultural Advisory Services [NAADS].

According to the Ministry of Agriculture, Animal Industry and Fisheries [MAAIF] strategies for fighting poverty [1995], in 1997, the Government of Uganda endorsed the Poverty Eradication Action Plan (PEAP) as the comprehensive national development planning framework aimed at guiding public action to eradicate poverty in Uganda. The PEAP long-term strategic objectives include reduced income poverty and inequality, improved human development and increased GDP growth. It was designed to span a 20-year period with the overall target of reducing the number of Uganda unable to meet their basic needs to less than 10 per cent by 2017 from a baseline of 44 per cent recorded in the inception year.

The origins of the PEAP stemmed from strong domestic political impetus to consolidate the gains from early reforms launched in the 1980s and 1990s aimed at eliminating structural and financial bottlenecks and focused on the need to reduce poverty. The PEAP has been revised and implemented on a three-year cycle, matching the medium-expenditure framework (MTEF), with the first revision in 2000 adopted as the country's PRSP and as a basis for the heavily indebted poor countries initiative (HIPC). PEAP was revised for a second time in 2004. At each revision the PEAP has maintained its overall focus, but the content has evolved to address issues identified over the previous cycle and emerging developments.

MAAIF/MFPED: PMA-Eradicating poverty in Uganda [2000], June 2007 marks 10 years of PEAP implementation, the mid-point towards the targets sets for 2017. Over the decade a number of issues have been raised to challenge the PEAP that need to

be addressed by evaluation - both in terms of its policy relevance and effectiveness in light of rapidly emerging development challenges and opportunities in Uganda, and in terms of the quality and utility of the measures used to assess progress. The current PEAP revision expires in June 2008, thus the evaluation is timely to determine the effectiveness of the PEAP and to generate lessons for the informing the future strategy. When this programme failed to eradicate the wide spread poverty in the country, the government of Uganda designed another programme "the Plan for Modernization of Agriculture" [PMA].

The Plan for Modernization of Agriculture (PMA) is a holistic, strategic framework for eradicating poverty through multi-sectional interventions enabling the people to improve their livelihoods in a sustainable manner. Outcome-focused set of principles upon which sectional and inter-sectoral policies and investment plans can be developed, at both the central and local Government levels.

The PMA is part of the Government of Uganda's broader strategy of poverty eradication contained in the poverty Eradication Action Plan (PEAP) of 1997 which has just been revised and updated this year. The revised PEAP has 4 main goals: creating a framework for economic growth and structural transformation; ensuring good governance and security; directly increasing the ability of poor to raise incomes; and directly increasing the quality of life of the poor. Modernizing agriculture will contribute to increasing incomes of the poor by raising farm productivity, increasing the share of agricultural production that is marketed, and creating on-farm and off-farm employment.

In Uganda, the agriculture sector employs over 77% of the population, with 75% of Uganda's 4-5 million households engaged in agriculture, while 68% derive their livelihoods directly from the agriculture sector (UBOS, 2005; UNHS, 2005/6). In spite of heavily capitalized programmes like NAADS, for the past 10 years the agriculture sector has lagged behind other sectors, registering a growth of just around 1.3%. The paradox of this trajectory is that Uganda is witnessing a most dramatic shift in

the transfer of wealth from majority of Ugandans who are mainly engaged in agriculture, to a minority portion of those engaged in services and industry sectors. However with the huge sums of money pumped into this programme, its impact on fortunes of farmers is still wanting! Therefore, it is on this poignant call that Uganda National Farmers Federation (UNFFE), a body of farmers in alliance with both horizontal and vertical partners and with support from ESFIM decided to conduct this action research to audit the performance of NAADS programme in order to investigate its effectiveness in relation to farmers in Uganda.

### **Theoretical perspective**

According to Ministry of Agriculture, Animal Industry and Fisheries [MAAIF] strategies for fighting poverty in Uganda [2000], National Agricultural Advisory Services (NAADS) a new programme of the government of Uganda put in place to increase the efficiency and effectiveness of agricultural extension service. It is a semi-autonomous body formed under NAADS Act of June 2001 with a mandate to develop a demand driven, farmer-led agricultural service delivery system targeting the poor subsistence farmers, with emphasis to women, youth and people with disabilities. Its development goal is to enhance rural livelihoods by increasing agricultural productivity and profitability in a sustainable manner.

NAADS is working in pursuit of the national development framework of Poverty Eradication Agenda, which is guided by the Poverty Eradication Action Plan (PEAP). NAADS overall supervision is vested in the Ministry of Agriculture Animal Industry and Fisheries (MAAIF). The programme was officially launched in March 2002. NAADS is one of the seven components under the Plan for Modernization of Agriculture (PMA), the planning framework of the government for the transformation of subsistence agriculture to market oriented for commercial production. NAADS programme aims to redress past shortcomings in the provision of the agricultural extension services through far reaching reforms and innovative approaches in service delivery.

MAAIF [2001] Development report 2, the original design of NAADS was defined in five components. The emerging lesson and experiences in implementation three and half year down the road have necessitated redefining the components at NAADS Mid-term Review. NAADS programme is now running under six new components <http://www.naads.or.ug/naadsc.php> within which it's anticipated outputs are defined. It is a 25-year programme, with an initial phase of 7 years. The first 2 years are for trailblazing to permit testing of programme approaches and concepts leading to a refinement of the programme design. NAADS programme has five components within which its outputs are defined.

MAAIF: NAADS master document of the task force and joint groups October 2001, the National Agricultural Advisory Services (NAADS) is a corporate body formed under the NAADS Act of June 2001 and one of the seven core programmes under the Plan for Modernization of Agriculture (PMA). The NAADS vision is a decentralized, farmer owned and private sector serviced extension delivery system with a mission to: "increase farmers' access to information, knowledge and technology for profitable agricultural production".

According to the NAADS quarterly report 4 April-June 2005, page 2 of 22, the programme is implemented through local governments with the sub-counties utilizing 75% of the total NAADS budget. The NAADS budget is met from government revenue and from development partners who include IDA, IFAD, EU, DFID, DANIDA, Irish Aid and the Netherlands. The money is pooled in a common "basket" from which it is disbursed as conditional grants to the districts by the Ministry of Finance and then down to sub-counties. In addition, districts and sub-counties are required to contribute 5% each as matching funds to the programme while farmers contribute 2%.

NAADS working paper 2 [2003]: targeting poverty, NAADS was launched in July 2001 in the six districts of Arua, Kabale, Kibaale, Mukono, Soroti and Tororo. In the second year, 2002/03, the programme expanded to 10 more districts of Bushenyi, Busia, Iganga, Kabarole, Kapchorwa, Kitgum, Lira, Luwero, Mbarara and Wakiso. In

July 2003 NAADS rolled out to Rakai, Hoima, Kamuli Nakapiripirit and Mbale. And in 2004 more expansion took place in the districts of Kanungu, Kumi, Masaka, Moyo, Rukungiri, Yumbe, Apac and Bugiri bringing NAADS coverage to a total of 29 districts and 280 sub-counties. The programme is expected to cover the whole country within the next 3 years.

According to Silim Nahdy [2003] NAADS progress report, The NAADS programme targets the poor subsistence farmers to enable them to gradually transform to market-oriented farming and eventually to commercial farming. Subsistence farmers are targeted through groups based on specific profitable enterprises and currently, a total of 13,202 farmer groups through NAADS are engaged in enterprise development and promotion of which 40.5% of the membership are male and 59.5% are female.

NAADS plays a pivotal role in the identification and development of farm enterprises to exploit existing and potential domestic and export market opportunities. In this respect, the programme facilitates and supports farmers: to organize in groups; to access productivity-enhancing agricultural technologies, knowledge and advice for increased productivity and profitability; and to link them to produce and input markets. Under the programme, farmers have undergone training and have accessed information and advisory services through private service providers. To date, over 58 NGOs have been involved in strengthening the farmer groups at sub-county level and to date, a total of 1,148 advisory service contracts have been signed for the provision of advisory services to farmers.

Also from a theoretical perspective agricultural policy is an interesting case. The literature on the political economy of agricultural policy identifies group size (the number of farmers versus the number of food consumers in the economy) as an important causal factor. Group size is argued to play an important role because it affects collective action costs (based on Olson, 1965) and because it affects per capita costs and benefits of agricultural policy, which in turn affects political outcomes in the presence of voter information costs (based on Downs, 1957) or if

political activities are proportional to the size of the potential policy costs and benefits (Swinnen 1994).

## **Related Literature**

There is a rapidly growing literature on the economics of the mass media, leading to a series of important new hypotheses and insights in an area which for a long time was neglected by economists. An important part of this literature concerns the role of mass media in political markets and its effect on public policy-making. Most of this literature on the relationship between mass media and public policy is theoretical. A few empirical studies have tried to assess the effect of media on policy outcomes. Some key findings from this literature suggest that access to mass-media empowers people politically and, as such, increases their benefit from government programmes (Strömberg and Snyder, 2008).

This influence has been found for different types of government programmes and different countries, such as unemployment relief in the United States (Strömberg, 2004b), public food provision and calamity relief in India (Besley and Burgess, 2001, 2002), and educational spending in Uganda and Madagascar (Reinikka and Svensson, 2005; Francken et al., 2009). All of these studies measure the effect within a single country, which has the benefit of keeping many other factors fixed but has the potential disadvantage of having limited variation in policy and media. The paper contributes to this empirical literature by analyzing the impact of mass media on policy-making for a specific type of policy across a wide variety of countries and years. We use a new dataset from the World Bank which includes measures of agricultural subsidization and taxation for a much wider set of countries and longer period of time than has been available before (Anderson and Valenzuela, 2008). We use these data as dependent variable.

Agricultural policy (subsidization or taxation) is an excellent policy instrument to study the impact of media on policy choice across a wide variation of countries for both empirical and theoretical reasons. Empirically, agricultural policy is an important policy for governments in both rich and poor countries. In poor countries where



agriculture is a very important share of the economy and where food is a major consumption item the importance of agricultural policy as a public policy issue is obvious. However, also in rich countries agricultural policy remains disproportionately important compared to the relatively small share of agriculture in terms of economic output. For example in the EU, the Common Agricultural Policy continues to absorb 40% of the entire EU budget. Another symptom of this continued importance of agricultural policy for rich countries is the stand-off in the current WTO negotiations where disagreements over agricultural policies are threatening to undermine the entire WTO agreement.

Recent papers in the media economics literature claim that mass media can play an important role in public policy, precisely by altering these political economy mechanisms (Stromberg 2001, 2004a; Kuzyk and Mc Cluskey, 2006). In fact, Oberholzer-Gee and Waldfogel (2005) argue that the link between group size and political mobilization depends on the structure of media markets. In a series of influential papers, Strömberg (2001; 2004a) has shown that competition among mass media leads to the provision of more news/information to large groups such as taxpayers and dispersed consumer interests, altering the trade-off in political competition, and thus influencing public policy. He refers to this outcome as 'mass media-competition-induced political bias.

The purpose of their paper was to evaluate whether mass media has an impact on the political economy of agricultural policies exploiting taxation and subsidization data from 67 countries, observed from 1970 to 2004. The paper also contributes to an emerging literature analyzing whether the diffusion of free and independent media are key ingredients to more efficient public policies. Besley and Burgess (2001, 2002) use a political agency model to show that having a more informed and politically active electorate increases the incentives for a government to be responsive. Prat and Strömberg (2005) show, for Sweden, that people who start watching commercial TV news programmes increase their level of political knowledge and their political participation. Overall, this and other evidence support the idea that mass media weakens the power of special interest in lobbies relative to unorganized interests.

The paper also contributes to the literature on the political economy of agricultural policies. While there is an extensive literature, both theoretical and empirical, on what determines agricultural policy-making (see de Gorter and Swinnen (2002) and Swinnen (2009) for surveys), no study so far has looked at the role of the media in this process. Their paper was the first to do so. This analysis, exploiting both the across-countries and time-series variation in the data, indicates that mass media may have a substantive impact on public policy towards agriculture. In the developing world, agricultural taxation is reduced by the presence of mass-media, while in developed countries agricultural support is reduced. A key implication of our results is that by increasing government accountability, competition in the media market will reduce distortions in agricultural policy.

### **Mass media and the implementation of NAADS**

One of the media groups in Uganda "The New Vision" released a story of an alleged give away of Naigombwa wetland in Iganga district to a Rice and fish farmer. Apparently, some councillors were originally against the initiative. Ideally, a one sided debate would not generate fresh ideas, but for the council to finally agree, sets the same pace for a country in need of strategic interventions in poverty eradication and improved food security; and that is just what NAADS is doing. (Pamela Ankunda, Thursday 27, May 2010 the New Vision News papers).

When we argued in the same pages some time back about the need to give Prosperity for All a chance, the response was big, some saying that such initiatives like PFA and NAADS are simply political programmes; meaning, the perception was not clear. That is why again, we have the media. To help sensitize the masses especially about the initiatives that are people centred. PFA has since been passed into a policy and the debate has since moved, to how best to implement it and how to successfully work towards its goals. That is why it is inevitable that politicians, who are the ultimate link between people and people's participation, embrace it wholly as role models. In fact, if politicians in particular sub-counties were involved in small farming projects, it would be a basic step to turning major pages in poverty eradication.

However, there is need to understand that for PFA to succeed, partners like NAADS must be assertive listeners, to even overcome the little hesitation brought by divergent views. After all, NAADS is mandated to identify partners who will wholesomely contribute to food sustainability, promote Enterprise and Value Chain additions. As the first phase winds up, evaluation research conducted by the International Food Policy Research indicates that there are about 40000 registered farmer groups, and over 75000 farming households that have embraced NAADS in national outreach terms. In short, awareness has taken shape, PFA and NAADS should be a reality but we must make NAADS accountable to everyone engaged in farming, through the District NAADS officials. Locals must demand for their own participation and interaction. I remember about three years ago, there were concerns, by people directly reporting to the President at different stop-overs that "the person called NAADS" (normally NAADS was male) was not helping them. The tide has changed and there is more positive criticism of the programme.

It has been observed that the secretariat has made it easy for people to constantly access farmer information through district information and Agricultural officers. We have no reason not to engage in fruitful farming, to increase food security. In the past, there were traditional crops like coffee, cotton, tobacco, tea, and a false belief that designated areas could not grow anything else. Fortunately, farmer education made possible by NAADS has seen a positive shift to other income generating activities and farming methods that accommodate other activities like fruit growing, bee keeping, tree planting, among others. It is very fashionable to have a vegetable garden at the back of one's house, because land utilization is better embraced, under the NAADS-PFA campaign.

The very necessary strategic interventions through SACCOs and farmer organizations and categorization, utilization of public extension workers, support to Agro-processing, value addition, agricultural mechanization and water for agricultural production will continue to make NAADS a necessary reality whose ultimate goal is to help fight poverty through Agricultural and Advisory services. Therefore, when we read that NAADS is going to utilize a wetland through rice growing, this is

commendable. Every environmentalist will agree that sustainable development calls for proper use of the environment, while putting into consideration, the needs of the future. A quick chat with NAADS officials indicates that their involvement in such partnerships is to enhance a programme, where farmers and consumers are the biggest beneficiaries. Like earlier said, the success of PFA, NAADS and other government programmes take a village, to conquer the future.

### **The NAADS Vision**

To increase farmers' access to information, knowledge and technology for profitable agricultural development.

### **The NAADS Mission**

NAADS is envisioned to become a decentralized, farmer owned and private sector serviced extension system contributing to the realization of the agricultural sector development objectives.

The Strategic Objectives through which NAADS expects to achieve its main mission;

- To promote market oriented/commercial farming (farming as a business)
- To empower subsistence farmers to access private extension services, technologies and market information
- To create options for financing and the delivery of appropriate advisory and technical services for different types of farmers
- To shift from public to private delivery of advisory services in the first five years of implementation
- To develop private sector capacity and professional capability to supply agricultural advisory services
- To stimulate private sector funding for agricultural advisory services

### **Challenges facing NAADS programme implementation**

According to Moses Mugalu [2010], some challenges, however, continue to impede the NAADS project. For example, in Lira and Soroti districts, citrus farmers raised the

issue of lack of a readily available market for their perishable fruits. "Sometimes buyers are hard to come by when the fruits are ready," said Okwang. He said that fungicides, spray pumps and other chemicals are also expensive." Ramomil, one of the commonly used fungicides, costs Shs 80,000 per litre.

According to Charles Aben, NAADS Coordinator Soroti District, most of the citrus produced from Teso and Lango sub-regions ends up in Rwanda, Southern Sudan and Kenya markets. "Sometimes the buyers from those destinations get here late," he said.

He, however, said that the problem will soon be solved because the government, Uganda Development Corporation and the farmers have initiated a project to build a processing plant in Soroti. There are about five million orange trees in Teso, three million of them in Soroti District alone.

Transporting the produce and buying feeds, especially for poultry are the other difficulties farmers face. For instance, farmers in Wanale on top of the Mt. Elgon ranges in Mbale District are widely affected by the poor road network.

Most NAADS district coordinators complained of political interference, which they say is heavily affecting their work. For instance, approving which farmers to benefit directly from the programme is in most cases politicized. "Some farmers are still biased thinking we have stolen the money because politicians keep telling them so," said Ibrahim Kimbugwe, NAADS coordinator for Namalemba Sub-county in Iganga District.

Mr. Okoboi Geoffrey, a research fellow at the Makerere University Policy centre says the ministry of Agriculture should among other interventions change the system through which model and demonstration farmers are given farm materials, if the programme is to realize its targets.

Corruption and high levels of illiteracy have been cited as among the factors hindering the progress of the NAADS programme in Eastern Uganda. A new report released by Makerere University's Economic Policy research centre indicates that the ministry of Agriculture, which is the caretaker of the programme, is not doing enough monitoring and evaluation at grass root level.

This survey carried out in Iganga district this year accuses NAADS coordinators at Sub-county level of getting bribes from contractors who are awarded tenders of supplying agriculture inputs to farmers.

According to Esther Mukyala farming practices in Kamuli [2010], NAADS programme has been hailed for improving yields and agricultural farming practices among farmers in Kamuli district. District production officer Paul Tigatola said the programme had greatly improved household incomes and quality of life. "We are pleased to have NAADS in our district. The programme has changed farmers' attitudes towards farming practices, improved production levels and incomes as well. "This will reduce the poverty levels which have been alarming in the district," he said. Tigatola made the remarks while addressing the NAADS stakeholders review meeting at Kamuli Country Club on Tuesday.

He urged farmers to make use of the rains to prepare their gardens and plant crops and encouraged them to practice mixed farming to ensure food security. NAADS chairman David Kazungu urged NAADS service providers to work closely with agriculture extension field workers by delivering services to the farmers to enable them get better yields. He said farming should be changed from hand-to-mouth into real business. "Agriculture is the backbone of our country so we should sensitise our people to shift from peasant farming to real business farming. That is the only way our people will come out of poverty," he said. Kazungu decried deaths of animals especially cattle in various sub-counties, attributing them to the dry spell and ignorance of veterinary officers. Hundreds of disabled people in Uganda are increasingly being left out of the economic activities in their communities.

A recent report by the International Labour Organization [ILO] states that the rate of unemployment among the disabled is alarmingly high especially in the developing countries. In Kamuli, a group of disabled people have risen up in arms demanding to know why they are not benefiting from key agricultural programmes like NAADS.

NAADS is a government programme, which was established to increase the efficiency and effectiveness of agricultural extension service. Led by Paul Kasiko, the Nabwigulu sub-county councilor in Kamuli, the disabled people said none of them have benefited from the National Agricultural Advisory Services.

Kasiko says the people he represents are denied goats; cows and pigs on grounds that they are physically impaired to look after the animals.

Under the NAADS Act of June 2001, NAADS was given the mandate to develop a demand driven, farmer-led agricultural service delivery system focusing mainly on the poor subsistence farmers, with emphasis to women, youth and people with disabilities. But the disabled people in Kamuli are unhappy because NAADS has not focused on them. They argue that the discriminatory nature of NAADS is condemning them further into poverty and low esteem.

Meanwhile, Dan Kasibule, the Nabwigulu sub county NAADS Coordinator, is stranded with maize seeds after farmers failed to collect. Each farmers group was expected to pay 20,000 shillings but the farmers dismissed the fee as exploitative.

Andrew Bazibu [2011], honorable Rebecca Kadaga, the Kamuli district woman MP widely anticipated to become the new Speaker of the 9th Parliament is irate that officials from the National Agricultural Advisory Services (NAADS) are soliciting money from her poor constituents. Kadaga noted that barely six months since the launching of the new NAADS programme, complaints about corruption among NAADS officials have started piling up. "In only two months I have received complaints from nearly all the sub counties in the district where farmers are accusing NAADS officials of asking for money," Kadaga said.

She made the remarks while witnessing the handover of office by the former Kamuli district chairman Stephen Mubiru at Malamu Centre in Kamuli town. The first phase of NAADS was marred by gross abuse of funds that were meant to make people prosper under the Bonnabagagawale or prosperity for all scheme. Kadaga charged local leaders to closely monitor government programmes and projects in their areas so that people benefit from them. Kadaga lauded the outgoing chairperson Mubiru for exhibiting dynamic leadership, dedication, assertiveness and being a self driven leader who has put Kamuli on the nation's map. She demonstrated her call for reconciliation and unity for the first time since elections by shaking hands with her former political rival Hajjat Rehema Watongola who lost to her in the recent parliamentary polls. In a surprise gesture Mubiru gave a certificate of merit to Hajji Ahmed Kawooya Mugaino, who uprooted him from the district chairperson's seat in recent elections. Mubiru however said he is leaving office a happy and satisfied man having served as civil servant, speaker for two terms and chairman without any scandal like as is common with other leaders. Mubiru also boasted of having established an irrigation project at Bugondha in Namwendwa Sub County and asked the new leadership to monitor and supervise it for the benefit of the community.

According to Machrine Birungi on behalf of Agnes Nakazi, Kamuli district National Agricultural Advisory Services (NAADS) coordinator Dr. Martin Muwanika has accused lazy farmers of failing the programme in Butansi sub-county. Muwanika said the farmers could not sustain the projects initiated in the area because many of them never cultivated the seedlings they were given last year.

According to Muwanika, groundnuts and mango seedlings, cows, piglets and goats were distributed to the farmers. He was recently officiating at the distribution of farm inputs to farmers' groups in Butansi. "We want every household to benefit. The farmers' groups are supposed to save 10% of the cost of the inputs they have received and construct poultry and pig structures." He announced that this financial year, sh24m had been earmarked for the sub-county. "A total of 3,200kgs of chicken mash, 9,350kgs of weaver feeds, 488kgs of groundnuts seeds and 84 piglets will be distributed this year," Muwanika said. He said poverty and poor education standards



had led to the misuse of the farm input given to the farmers. "A group of farmers that was given 12 heifer cows sold them off during Christmas last year. Another group, which received 10 heifers, sold them to build houses," Muwanika said, adding that the culprits would be arrested.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **Research Design**

The study was both qualitative and quantitative approach in order to get clear facts from the study. The design most appropriate for this study was more of an evaluation research. This was because the researcher wanted to identify if there a significant relationship between the level of mass media communication and NAADS programme implementation in agricultural development of Sheema District.

#### **Research Population**

The population of the study basically involved the individual farmers, farmer groups, NAADS coordinators and supervisors of Sheema district, and media representatives from different media groups. Some stake holders were involved like the ministry of Finance and Economic Development both at district level and national level for a clearer survey. The target population was those involved in the Agricultural programmes especially the farmers, Supervisors, Coordinators and other relevant officials responsible for the implementation of NAADS programme.

#### **Sample Size**

In the sample of 40 farmer groups, 92 farmers were selected randomly, because each group has more than 100 members. The NAADS coordinator for Sheema district was interviewed and 4 extension workers at the sub-county were selected. 2 media representatives were also interviewed totalling to 100 respondents.

#### **Sampling Procedure**

The procedure here was simple random sampling and every stake holder was represented. Simple random sampling was used on all stake holders i.e. the Farmers, NAADS Programme coordinators and supervisors at the district level.

## **Research Instrument**

The researcher used questionnaires with open and closed questions because the population and respondents were elites. The researcher interviewed all respondents and document review was done to establish the survey especially as far as NAADS implementation is concerned. These tools were chosen because they were the most appropriate for the study. The instruments were pretested in the pilot study to check their viability. The instruments were revised by the researcher. The pilot study was carried out independently from sample population.

## **Validity and Reliability of the Instrument**

Data was collected, coded and analysed. Instruments having been tested were proven from the pilot study. The researcher ensured that data was cleaned up after every respondent had been interviewed. After the pilot study, the researcher was in position to readjust the instrument accordingly.

## **Data Gathering Procedures**

The researcher got a transmittal letter from College for Higher Degrees and Research (CHDR) which he used to introduce himself to the targeted study population. He made appointments with the respondents regarding the study and came back with questionnaires ready for them to fill. After a period of two days the researcher went back and picked the filled questionnaires. With the help of a research assistant the researcher edited the questionnaires and coded the collected data entered the data into a computer package (Statistical Package for Social Scientists) for analysis.

## **Data Analysis**

Data was analysed using Statistical Package for Social Scientists (SPSS). SPSS helped to generate data which was presented in form of frequency and percentage tables for quantitative data while thematic analysis was instrumental in analysing qualitative data where themes were drawn according to study objectives.

## **Ethical Considerations**

Permission was requested from relevant authorities to carry out the survey and they were assured of confidentiality as far as information is concerned.

## **Limitations of the Study**

The study was limited by a number of factors for example hoarding of information from respondents.

The respondents might have had strong expectations in terms of logistics from the researcher which could kind of divert and delay the purpose of the study.

The study was constrained by time and finances because of the distances involved in conducting the research.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### Introduction

This chapter presents the study findings, interpretation and analysis in form of themes as per the three study objectives; to determine the demographic profile of the respondents in terms of age, gender, level of education and income level in Sheema district, to determine the level of mass media communication in NAADS programme in Sheema district, to determine the extent of the NAADS programme implementation and to determine whether there is a significant relationship between the level of mass media communication and the level of NAADS implementation in agricultural development of Sheema district Profile of the respondents.

The researcher looked at the distribution of respondents by their profile.

**Table 1:** Distribution of the respondents by their profile

<b>Sex</b>	<b>Frequency</b>	<b>Percentage</b>
Male	42	42
Female	58	58
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Age</b>		
18-28	06	06
29-39	14	14
40-50	50	50
51-61	20	20
62+	10	10
Total	100	100
<b>Marital status</b>		
Married	40	40
Single	28	28
Divorced	10	10
Cohabiting	5	5
Widowed	17	17
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary Data, 2012

Table 1 shows that majority (58%) of the respondents were females while 42% were males. This indicates that the females dominated males in this study and

perhaps explains the perception that females are more prone and vulnerable to sexual abuse than males. On the age of the respondents the study reveals that majority (50%) of the respondents were in the age bracket of 40-50 years, 51-61 years constituted 20% while 29-39 years had 14% whereas 62+ years had 10% and the minority (06%) were for 18-28 years. On the marital status of the respondents, the study reveals that majority (40%) of the respondents were married while 18% were single whereas widowed were 17%, divorced were 10% and the minority (5%) were cohabiting. This indicates that the married dominated others in this study and perhaps explains the perception that married are more engaged in agricultural activities than cohabiting.

**Table 2:** Distribution of the respondents' responses on the Operations of NAADS in Kitagata Sub County, Sheema district

<b>Timeline for NAADS operations in Kitagata</b>	<b>Frequency</b>	<b>Percentage</b>
2001-2003	30	30
2004-2007	50	50
2008-2011	20	20
Total	100	100
<b>Major objectives of NAADS in the Sub County</b>		
Poverty reduction	35	35
Provision of extension services to farmers	40	40
Empowerment of rural farmers	25	25
Total	100	100
<b>Targeted beneficiaries of the NAADS programme</b>		
Rural poor	20	20
Women	39	39
Youth	11	11
Men	30	30
Total	100	100
<b>Activities supported by NAADS</b>		
Goat rearing	25	25
Poultry keeping	15	15
Dairy farming	20	20
Plantation agriculture	50	50
Total	100	100

**Source:** Primary Data, 2012

Table 2 reveals that majority (50%) of the respondents knew about NAADS operations in Kitagata sub county in period of 2004-2007, 30% were for the period of 2001-2003 while the minority 20% were for 2008-2011. On the major objectives

of NAADS in the Sub County/district, study reveals that majority (40%) of the respondents knew the major objectives of NAADS in the Sub County/district as provision of extension services to farmers while 35% were for poverty reduction and the minority (25%) were for empowerment of rural farmers. On who are the targeted beneficiaries of the NAADS programme, study reveals that majority (39%) of the respondents had it that the targeted beneficiaries of the NAADS programme were women, where as 30% were for men while 20% were for the rural poor and the minority (11%) were for youth. On the major activities carried out by different NAADS groups that directly address rural development, study reveals that majority (50%) of the respondents were for plantation agriculture while goat rearing had 25%, whereas dairy farming had 20% and the minority (15%) were for poultry keeping as major activities that are carried out by different NAADS groups that directly address rural development

**Table 3:** Distribution of the respondents' responses on the status of NAADS groups

<b>On whether the NAADS groups are registered with the registration board at the headquarters</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	30	30
No	19	19
Not sure	51	51
<b>Total</b>	<b>100</b>	<b>100</b>
<b>On who registered the farmers groups</b>		
District NAADS Coordinator	4	21.0
Sub county NAADS coordinator	6	31.5
Parish chief	2	10.5
LCI officials	3	15.7
Group leaders	2	10.5
I don't know	2	10.5
<b>Total</b>	<b>19</b>	<b>100</b>
<b>Criteria used in selecting those groups</b>		
Registration	19	19
Invitation	38	38
Application	33	33
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Whether respondents were members of NAADS Group benefiting from NAADS</b>		
Yes	90	100
No	10	10
<b>Total</b>	<b>90</b>	<b>100</b>
<b>NAADS groups under which respondents were registered</b>		
Namalemba farmer's Association	40	44.4
Minani fruit tree growers association	37	41.1
Others	13	14.4
<b>Total</b>	<b>90</b>	<b>100</b>

**Source:** Primary Data, 2012

Table 3 reveals that majority (51%) of the respondents were not sure whether the NAADS groups were registered with the registration board at the headquarters while 30% were for yes while 19% were for no. On who registered the farmers groups, the study reveals that majority (31.5%) of the responders were for Sub county NAADS coordinator while 21.0% were for District NAADS Coordinator whereas LCI officials had 15.7% and Parish chief, Group leaders and I don't know each had 10.5%. On what criteria were used in selecting those groups, the study reveals that majority (38%) of the respondents were for invitation while 33% were for application and 19% the minority were for registration. On whether respondents were benefiting from the NAADS group, the study reveals that all (100%) of the farmer respondents were from members of NAADS group benefiting from NAADS. For NAADS groups under which respondents were registered, the study reveals that majority (44.4%) of the respondents were for Namalemba farmer's Association while Minani fruit tree growers association had 41.1% whereas the minority (14.4%) were for others.

**Table 4:** Distribution of the respondents' responses on the NAADS and Economic development

<b>Specific assistance which NAADS provide to support the rural Economic Development</b>	<b>Frequency</b>	<b>Percentage</b>
Improved seeds	30	30
Advisory services	60	60
Fertilizer	10	10
Total	100	100
<b>How NAADS has contributed in the Economic Development of the rural areas in Kitagata sub county</b>		
Increased incomes	38	28.7
Increased productivity	79	59.8
Poverty alleviation	15	11.3
Total	132	100
<b>The extent to which the assistance provided by NAADS generally is sufficient to relieve rural people from their disadvantaged position</b>		
It has improved their standards of living	70	46.6
Has increased their bargaining power	80	53.3
Total	150	100
<b>Judgement on standard of living from the time they joined NAADS programme</b>		
Improved	10	11.1
Improving	20	22.2
Not all that good	60	66.6
Total	90	100
<b>Effectiveness of NAADS in carrying out its activities</b>		
Enterprise development	40	22.3
Farmers empowerment	60	33.5
Advisory services provision	79	44.1
Total	179	100

**Source:** Primary Data, 2012



Table 4 reveals that majority (60%) of the respondents were for advisory services while 30% were for improved seeds whereas that minority 10% were for fertilizers. On how NAADS has contributed in the Economic Development of the rural areas in Kitagata subcounty, the study reveals that majority (59.8%) of the respondents were for increased productivity while increased incomes had 28.7% whereas poverty alleviation had the minority (11.3%). On the extent to which the assistance provided by NAADS generally is sufficient to relieve rural people from their disadvantages position. On the extent to which the assistance provided by NAADS generally is sufficient to relieve rural people from their disadvantaged position the study reveals that majority (53.3%) of the respondents were for has increased their bargaining power while the minority (46.6%) were for it improved their standards of living. On respondents' judgment on standard of living from the time they joined NAADS programme, the study reveals that majority (66.6%) of the respondents were for not all that good while improving had 22.2% and the minority (11.1%) were for improved. On the extent to which NAADS has been effective in carrying out its activities, study reveals that majority (44.1%) of the respondents were for Advisory services provision while Farmers empowerment had 33.5% and the minority (22.3%) were for Enterprise development.

**Table 5:** Distribution of the respondents' responses on mass media and NAADS implementation Kitagata Sub County

<b>On whether mass media has played a significant role in the implementation of NAADS programme</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	70	70
No	30	30
Total	100	100
<b>Role of mass media to promote NAADS programmes</b>		
Publicity of the NAADS	20	19.60
Mobilisation of the farmers	30	29.41
Advertisement for service providers	15	14.70
Details of NAADS	14	13.72
Exposure of corruption	23	22.54
Total	102	100
<b>The extent to which the available mass media communicated agricultural information to farmers</b>		
Information on banana wilt	90	14.85
Information of animal diseases	97	16.00
Methods for improved crop yields	75	12.37
Market prices of agricultural produce	70	11.55
Weather forecast	77	12.70
Sources of agricultural inputs	100	16.50
Information on NAADS	97	16.00
<b>Total</b>	<b>606</b>	<b>100</b>
<b>Nature of agricultural information disseminated by the available mass media</b>		
Season changes	98	17.72
Weather fore casts	90	16.27
Crop and animal diseases	100	18.08
NAADS	79	14.28
Agricultural budget	56	10.12
Quarantine	50	9.04
Sources of agricultural in puts	80	14.46
Total	553	100
<b>Level of preference for the available mass media channels among farmers</b>		
Radio	90	41.86
Newspapers dailies	40	18.60
Magazines	13	6.04
TV	8	3.72
Internet websites	5	2.32
Mobile phones	59	27.44
Total	215	100

**Source:** Primary Data, 2012

Table 5 reveals that majority (70%) of the respondents were of the media has played a significant role in the implementation of NAADS programme in this sub county while the minority (30%) were for no. On what has the mass media done to

promote NAADS programmes, the study reveals that majority of the respondents were for mobilization of farmers while exposure of corruption had 22.4%, publicity of NAADS had 19.6% whereas advertisement for services providers had 14.7% and details of NAADS had the minority (13.7%). On the extent to which the available mass media communicated agricultural information to farmers, the study reveals that majority (16.5%) of the respondents were for Sources of agricultural inputs, Information on NAADS and Information of animal diseases each had 16% while Information on banana wilt had 14.8% whereas Weather forecast had 12.7%, Methods for improved crop yields had 12.3% and the minority (11.5%) were for Market prices of agricultural produce regarding the extent which the available mass media communicated agricultural information to farmers. On the nature of agricultural information disseminated by the available mass media, the study reveals that majority (18.0%) of the respondents were for crop and animal diseases, season changes had 17.7% while Weather forecasts had 16.2%, Sources of agricultural inputs had 14.4%, NAADS had 14.2%, agricultural budget had 10.1% and the minority (9.0%) were for quarantine. On the level of preference for the available mass media channels among farmers, the study reveals that majority (41.8%) of the respondents were for radio, mobile phones had 27.4%, Newspapers dailies had 18.6%, magazines had 6.0%, and TV had 3.7%, whereas internet website had 2.3% as the minority.

# Findings on Relationships between mass media usage and increase in agricultural productivity

**Table 6:** Relationships between mass media usage and increase in agricultural productivity

Codes	Mass media usage (x)	Increase in agricultural productivity (y)	X <sup>2</sup>	Y <sup>2</sup>	Xy
1	16	8	256	64	128
2	24	26	576	676	624
3	10	8	100	64	80
4	0	8	0	64	0
	Σ x =50	Σy = 50	Σx <sup>2</sup> =932	Σy <sup>2</sup> =868	Σxy = 832

Using Pearson's product moment correlation coefficient (r)

$$r = \frac{\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{\{N\Sigma x^2 - (\Sigma x)^2\} \{N\Sigma y^2 - (\Sigma y)^2\}}}$$

$$r = \frac{4 \times 832 - 50 \times 50}{\sqrt{\{4 \times 932 - (50)^2\} \{4 \times 868 - (50)^2\}}}$$

$$r = \frac{3328 - 2500}{\sqrt{3728 - 2500 \times 3472 - 2500}}$$

$$r = \frac{828}{\sqrt{1228 \times 972}}$$

$$r = \frac{828}{\sqrt{1193616}}$$

$$r = \frac{828}{1092.527}$$

$$r = 0.757$$

Therefore there is a strong relationship between mass media usage and increase in agricultural productivity.

**Table 7:** Distribution of the respondents' responses on obstacles to NAADS services

<b>Problems faced by respondents in accessing NAADS services</b>	<b>Frequency</b>	<b>Percentage</b>
Delays	87	49.7
Unwanted policies of NAADS	58	33.1
Persistence of poor enterprises	30	17.1
<b>Total</b>	<b>175</b>	<b>100</b>
<b>Difficulties experienced since they joined the NAADS group</b>		
Bureaucracy	80	34.7
Nepotism	60	26.0
Corruption	90	39.1
<b>Total</b>	<b>230</b>	<b>100</b>

**Source:** Primary Data, 2012

Table 7 reveals that majority (49.7%) of the respondents were for delays while unwanted policies of NAADS had 33.1% whereas persistence of poor enterprises had (17.1%) as the minority. On the difficulties experienced since they joined the NAADS group, the study reveals that the majority (39.1%) of the respondents were for corruption while bureaucracy had 34.7% and the minority (26.0%) was for nepotism.

**Table 8:** Distribution of the respondents' responses on implementation of NAADS

<b>On whether NAADS has fully achieved its objectives</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	30	30
No	70	70
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Problems limit NAADS programme in Sub County</b>		
Illiteracy of farmers	10	11.49
Refusal of farmers to join farmer groups	20	22.98
Lack of commitment by the farmers	57	65.51
<b>Total</b>	<b>85</b>	<b>100</b>
<b>Some of the challenges facing NAADS programme in Sub County</b>		
Corruption	60	43.47
Nepotism	49	35.50
Illiteracy	29	21.01
<b>Total</b>	<b>138</b>	<b>100</b>
<b>Recommendations for the problems encountered in Kitagata sub county</b>		
Increased sensitisation of farmers	87	23.64
Increased in puts to farmers	60	16.30
Giving of cash to farmers to procure in puts	56	15.21
Introduction of adult literacy programme	70	19.02
Elimination of corruption	74	20.10
Ensuring value for money	21	5.70
<b>Total</b>	<b>368</b>	<b>100</b>

**Source:** Primary Data, 2012

Table 8 reveals that majority (70%) of the respondents indicated that NAADS had not fully achieved its objectives while the minority (30%) believed that it had achieved them. On the problems that limit NAADS programme in Sub County, the study reveals that majority (65.5%) of the respondents were for lack of commitment by the farmers while refusal of farmers to join farmer groups had 22.9% and the minority 11.4% were for illiteracy of farmers. On some of the challenges facing NAADS programme in Sub County, the study reveals that majority (43.4%) of the respondents were for corruption while nepotism had 35.5% and the minority (21.0%) were for illiteracy. For the recommendations to the problems encountered in Kitagata subcounty, the study reveals that majority (23.6%) of the respondents were for increased sensitisation of farmers, elimination of corruption had 20.1%, introduction of adult literacy programme had 19.0%, giving of cash to farmers to procure inputs had 15.2% and the minority (5.7%) were for ensuring value for money.

## **CHAPTER FIVE**

### **DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS**

#### **Introduction**

This chapter highlights on the discussion of the findings presented in chapter four, summary of key findings as per study objectives and the study recommendations are also given in accordance with the study findings.

#### **Discussion**

The study under table 1 reveals that majority (58%) of the respondents were females while 42% were males. This indicates that the females dominated males in this study and perhaps explains the perception that females are more engaged in agricultural activities than men. More so, the majority (50%) of the respondents were in the age bracket of 40-50 years, 51-61 years constituted 20% while 29-39 years had 14% whereas 62+ years had 10% and the minority (06%) were for 18-28 years. This is due to the fact that agricultural activities in rural communities like Kitagata requires vast land which is only owned by the old people leaving the youth less involved in the agricultural activities. On marital status table majority (50%) of the respondents were married, 24% widowed, 14% divorced, 12% single while the minority 06% were cohabiting. Married people tend to be so much involved in agriculture than the others reason here being the need for agricultural output to cater for food supply at the family level and also fetch some cash out of the surplus to meet other family needs like school fees.

On the period in which NAADS started operating in Kitagata Sub County, Sheema district. Table 2 reveals that majority (50%) of the respondents knew about NAADS operations in Kitagata sub county in period of 2004-2007, 30% were for the period of 2001-2003 while the minority 20% were for 2008-2011. These findings are in line with the Kitagata sub county NAADS annual report 2011, which reflects gradual role out of the NAADS programme since its inception in the sub county.

The objectives of the NAADS operations in Kitagata sub county were as per Table 2 which reveals that majority (40%) of the respondents knew the major objectives of NAADS in the Sub County/district as provision of extension services to farmers while 35% were for poverty reduction and the minority (25%) were for empowerment of rural farmers. These findings are in agreement with the NAADS implementation manual 2004.

On the targeted beneficiaries of the programme the study as Table 2 reveals that majority (39%) of the respondents had it that the targeted beneficiaries of the NAADS programme were women, where as 30% were for men while 20% were for the rural poor and the minority (11%) were for youth. These findings are in line with Namukasa (2010) whose research on the beneficiaries of NAADS concluded that women were the main beneficiaries of NAADS programmes in Eastern Uganda while the youth were almost not helped by NAADS.

The study in Table 2 captured the respondents responses on major activities are carried out by different NAADS groups that directly address rural development and reveals that majority (50%) of the respondents were for plantation agriculture while goat rearing had 25%, whereas dairy farming had 20% and the minority (15%) were for poultry keeping as major activities that are carried out by different NAADS groups that directly address rural development.

The study indicated that NAADS groups are registered with the registration board at the headquarters as Table 3 reveals that majority (51%) of the respondents were not sure whether the NAADS groups were registered with the registration board at the headquarters while 30% were for yes while 19% were for no. These findings go in line with NAADS implantation manual. As the majority (31.5%) of the responders were for Sub county NAADS coordinator while 21.0% were for District NAADS Coordinator whereas LC I officials had 15.7% and Parish chief, Group leaders and I don't know each had 10.5%.



On the criteria used in selection of membership to groups the study reveals that majority (38%) of the respondents were for invitation while 33% were for application and 19% the minority were for registration. This shades light on the source of major challenge of corruption and nepotism thus affecting the NAADS programme.

On whether the specific assistance does NAADS provide to support the rural Economic Development as in Table 4, the study reveals that majority (60%) of the respondents were for advisory services while 30% were for improved seeds whereas that minority 10% were for fertilizers.

On whether NAADS has contributed in the Economic Development of the rural areas in Kitagata subcounty the study reveals that majority (59.8%) of the respondents were for increased productivity while increased incomes had 28.7% whereas poverty alleviation had the minority (11.3%). These findings are in agreement with the original NAADS guidelines, NAADS was mainly to support farmers working together in groups to access advisory services from contracted agricultural advisors; develop and multiply agricultural technologies at district and sub-county level; and access markets (MAAIF 2000).

On the issue of whether assistance provided by NAADS generally is sufficient to relieve rural people from their disadvantages position, the study in table 4 reveals that majority (53.3%) of the respondents were for has increased their bargaining power while the minority (46.6%) were for it improved their standards of living. These findings are in line with Benin et al. (2007) who observed that though there is some positive effect of NAADS on adoption, no significant differences in yields were found between NAADS and non-NAADS farmers. While the same study attempted to examine production efficiency between two farmer groups, no attempt was directed at assessing the possible factors influencing the level of observed efficiency. There are no studies, if any, that have attempted to examine the issues of economic efficiency. Perhaps, it is only the issue of corruption in NAADS programme that government has recently focused on through the establishment of the taskforce to investigate and cause arrest of people who might be involved in the theft and

misuse of NAADS funds<sup>1</sup>. Other related studies include a recent one on public expenditure review (PER) of MAAIF by EPRC 2009. The EPRC study indirectly hinted on the possibility of ineffectiveness of NAADS expenditures. The PER being a sector-wide study, did not however do a critical review of NAADS implementation structures as well as farm-level survey of the beneficiaries.

The study captured the views of the contribution of NAADS towards the beneficiaries as per Table 4 which reveals that majority (66.6%) of the respondents were for not all that good while improving had 22.2% and the minority (11.1%) were for improved. These findings are in line with NDP and DSIP where agricultural extension services have been mentioned in the five-year National Development Plan (NDP) 2010/11 -2014/15 as well as in the Development Strategy and Investment Plan (DSIP) 2010/11 -2014/15 as among the interventions needed for agricultural development and transformation.

NAADS effectiveness in implementation of its activities was examined as per Table 4 which reveals that majority (44.1%) of the respondents were for Advisory services provision while Farmers empowerment had 33.5% and the minority (22.3%) were for Enterprise development. These findings are in agreement with the NDP and DSIP which specifically mention NAADS among the key institutions to undertake actions as necessary for enhancing agricultural production and productivity, namely: (i) better delivery of advisory services and improved technology; (ii) improved farmer access to high quality inputs, planting and stocking materials; (iii) enhanced productivity of land through sustainable management of soil and water resources; (iv) promotion of labour-saving technologies and mechanisation; and (v) accelerated production of selected strategic enterprises.

In economic analysis, efficiency is generally defined in a number of related ways including: the use of resources in such a way as to maximize the production of goods and services; or comparison of what is actually produced or performed with what can be achieved with the same level of resources (land, capital, labour, time, etc.). Farrell (1957) pioneered the methodology to measure technical, allocative and

economic efficiency. According to Farrell and other subsequent literature, a producer is efficient if the producers' behavioural objectives are met; and inefficient if they are not (cited in Fare *et al.* 1985). Hence efficiency of the producer can be measured by comparing any given situation with (or the) situation that satisfies the producers' behavioural goal (Fare et al. 1985). This kind of analysis, often regarded as the data envelope analysis (DEA) compares producer efficiency to some ideal benchmark.

Other related literature, however, simply define efficiency as the relationship between a set of inputs and output(s). Comparison of producer efficiency is conducted in terms of quantities (inputs and outputs) or values (costs, revenue and profit). As such, in agriculture, yield, which is output per land area under cultivation, is widely used as a measure of how efficiently land is used in production. In value terms, profit (gross or net) or revenue to cost ratio is used to measure efficiency. In most cases however, cost-effectiveness analysis (CEA) which relates the resources to results and/or impact (e.g. yield) is applied (Eureval-C3E2006).

On the role of media significance in the implementation of NAADS programme in this sub county as by Table 5, the study reveal that majority (70%) of the respondents were of the view that media has played a significant role in the implementation of NAADS programme in this sub county while the minority (30%) were for no.

On what has the mass media done to promote NAADS programmes as table 5, the study reveals that majority of the respondents were for mobilization of farmers while exposure of corruption had 22.4%, publicity of NAADS had 19.6% whereas advertisement for services providers had 14.7% and details of NAADS had the minority (13.7%). And the extent have the available mass media communicated agricultural information to farmers the study under table 5 reveals that majority (16.5%) of the respondents were for Sources of agricultural inputs, Information on NAADS and Information of animal diseases each had 16% while Information on banana wilt had 14.8% whereas Weather forecast had 12.7%, Methods for improved crop yields had 12.3% and the minority (11.5%) were for Market prices of

agricultural produce regarding the extent which the available mass media communicated agricultural information to farmers.

On the nature of agricultural information disseminated by the available mass media in table 5 the study reveals that majority (18.0%) of the respondents were for crop and animal diseases, season changes had 17.7% while Weather forecasts had 16.2%, Sources of agricultural inputs had 14.4%, NAADS had 14.2%, agricultural budget had 10.1% and the minority (9.0%) were for quarantine. This shows that mass media was very critical in helping farmers' access information to help in boosting their agricultural productivity.

The study in table 5 highlighted that majority (41.8%) of the respondents were for radio, mobile phones had 27.4%, News papers dailies had 18.6%, magazines had 6.0%, and TV had 3.7%, whereas internet website had 2.3% as the minority. This places the radio at the fore front of tapping information by the rural farmer. However the penetration of mobile telephone is seen to so critical with the emergence of the affordable call rates like Warid Pakalast and sms alerts by different service providers.

Most of the members in NAADS groups were accessing benefits from NAADS. However, they faced some the problems in accessing NAADS services as Table 6 reveals that majority (49.7%) of the respondents were for delays while unwanted policies of NAADS had 33.1% whereas persistence of poor enterprises had (17.1%) as the minority. These finding are in harmony and well with the intended plans of NAADS.

On whether NAADS has fully achieved its objectives, the study as per Table 8 reveals that majority (70%) of the respondents indicated that NAADS had not fully achieved its objectives while the minority (30%) believed that it had achieved them. These findings are in line with EPRC (2010), which argues that despite the importance of agriculture in the economy, the sector's performance has not been impressive in recent years. Agricultural sector growth declined from 7.1 percent in 2000/1 to less

than one percent in 2005/6 and 2006/7 before recovering to 2.6 percent in 2008/9 (MoFPED 2010). The agricultural sector has continued to register poor performance despite various institutional reforms as well as increased funding in the sector with the view of accelerating growth. Key among the institutional reforms was the restructuring of the Ministry of Agriculture Animal Industry and Fisheries (MAAIF) in 1990s till early 2000s. This led to the establishment of various semi-autonomous institutions including for example the Dairy Development Authority, Uganda Coffee Development Authority, National Agricultural Research Organisation (NARO) and the National Agricultural Advisory Services (NAADS). In particular, in 2000, government established the Plan for Modernisation of Agriculture (PMA) as part of the broader strategy of poverty eradication—contained in the Poverty Eradication Action Plan (PEAP) of 1997.

NAADS programme has been bogged by some problems as table 8 reveals that majority (65.5%) of the respondents were for lack of commitment by the farmers while refusal of farmers to join farmer groups had 22.9% and the minority 11.4% were for illiteracy of farmers. According to the NAADS implementation guidelines (NAADS 2009), the selection of enterprises is supposed to be demand driven. The process is initiated by farmers guided by Assistant Community Development Officers (ACDOs). Following this guideline, farmers, in their respective farmer groups (FGs), convene at parish level and select the enterprises considered priority by the majority of the farmers. The selected enterprises at the parish level are then forwarded to the SFF that convenes to select enterprises for the Sub-county. That is, enterprise selection process should take a participatory bottom-up approach. However in a discussion with farmers and the leaders of the FF, it was observed that in practice, the guidelines are rarely followed in the process of selection of enterprises.

The process is rather centralised top-bottom approach. That is, the list of enterprises that are to be undertaken by farmers in a given parish and financial year are determined at district level. At the Sub-county level, NAADS officials implement the district directive. But even with the directive, most farmers are also not at liberty to choose what they would wish to undertake from the predetermined enterprise list.

That is, to a great extent, the enterprises that farmers undertake are dictated rather than demand driven. This may be one of reasons for the limited sense of ownership and high levels neglect of enterprises by the farmers. In some cases, farmers have abandoned taking good care of the enterprises for which inputs are supplied by NAADS and in other cases they have even sold-off the inputs provided by NAADS.

The challenges facing NAADS programme in Sub County were captured as per Table 8 which reveals that majority (43.4%) of the respondents were for corruption while nepotism had 35.5% and the minority (21.0%) were for illiteracy. These findings are in line with EPRC (2011), which observes that during the past eight years of NAADS implementation, there have been public concerns about its impact on the livelihood of the beneficiaries: that is, its effectiveness in increasing output and incomes of the beneficiaries; and efficiency in its implementation. For example, the Auditor General's report of 2008 reveals that only 37.1 percent of the total money spent on NAADS may be considered as useful expenditure. And yet, since the inception to June 2006, it is estimated that a total of US\$ 107 million has been spent on NAADS activities (Auditor General 2008). Issues of corruption and other financial irregularities in the of NAADS programme are common place in the media. As such, some studies following quantitative approaches such as Benin et al. (2007), and qualitative approaches such as OPM (2005) and Scanagri (2005) have attempted to provide insights into the impact of the NAADS programme.

NAADS beneficiaries have reported several challenges as per Table 8 which reveals that the majority (39.1%) of the respondents were for corruption while bureaucracy had 34.7% and the minority (26.0%) was for nepotism. These findings reflect Issues of corruption and other financial irregularities in the implementation of NAADS programme are common place in the media. As such, some studies following quantitative approaches such as Benin et al. (2007), and qualitative approaches such as OPM (2005) and Scanagri (2005) have attempted to provide insights into the impact of the NAADS programme.

The study in table 8 captured key recommendations to NAADS programme in Kitagata subcounty as majority (23.6%) of the respondents were for increased sensitisation of farmers, elimination of corruption had 20.1%, introduction of adult literacy programme had 19.0%, giving of cash to farmers to procure inputs had 15.2% and the minority (5.7%) were for ensuring value for money. These recommendations to problems seem not be unique to Kitagata alone as evidenced by other studies in Eastern Uganda.

The relationship between mass media usage and increase in agricultural productivity was established as  $r = 0.757$ . This highlights the strong relationship between the two. This is because NAADS like any other government programme has gone through some media campaign to popularise its operations in the country.

### **Conclusions and recommendations**

The findings do provide some useful insights to improve future implementation of the programme.

The analysis demonstrates that NAADS interventions have not had a major impact on the output, productivity and income of the farmers in Kitagata sub county Sheema district. The results are consistent with previous studies including Benin et al (2007). In particular, this study shows that the high imputed cost of inputs provided by NAADS to farmers makes the intervention less cost effective. Moreover, NAADS programme faces implementation weaknesses such as nepotism that affects the selection of beneficiaries. Corruption and nepotism too has affected enterprise selection process, to the extent that some farmers are apathetic about the success or failure of NAADS Programme. But perhaps the major weaknesses in implementation of NAADS programme in Kitagata sub county is the late disbursement of funds, very low counterpart funding by the Local Government (LoG) and the farmers, and overall weakness in M&E of the programme, this study reveals.

What emerges from this study is the need for NAADS secretariat to simplify and make the process of farmer selection as well as enterprise selection more transparent and farmer driven through the farmer groups rather than NAADS

administrators. NAADS should consider using a voucher system and work with reputable input traders -where farmers redeem input subsidy vouchers for inputs rather than the present lengthy and corruption prone process of getting farmers inputs through NAADS coordinators. Or else, farmers should be given inputs as crop finance at concessionary interest rates through the SACCOS.

That way, on one hand farmers will be obliged to choose and take good care of enterprises they consider profitable in order to repay back the credit while on the other hand the SACCO will take on the crop finance administration and recovery role. Finally, there is need to urgently revise the current NAADS M&E procedure to make it effective. The researcher suggests that, NAADS secretariat should be more involved in programme M&E at the district and Sub county level to make the implementers more accountable.

Mass media has been sighted as a key element in successful implementation of NAADS. This however, needs to be strengthened to tackle more issues on regular basis as a way of boosting the farmers' information capacity.



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## APPENDICES

### APPENDIX IA: TRANSIMITTAL LETTER FROM CHDR

KAMPALA  
INTERNATIONAL  
UNIVERSITY

Uganda Road - Kamukungu  
P.O. Box 20000, Kampala, Uganda  
Tel: +256-41-255813 / +256-41-257534  
Fax: +256-41-101974  
E-mail: admin@kicu.ac.ug  
Website: www.kicu.ac.ug

**OFFICE OF THE HEAD OF DEPARTMENT, ECONOMICS AND  
MANAGEMENT SCIENCES  
COLLEGE OF HIGHER DEGREES AND RESEARCH (CHDR)**

Date: August 20<sup>th</sup>, 2011

**RE: REQUEST FOR BEYONGYERA N. JULIUS MDS/I2691/BU  
TO CONDUCT RESEARCH IN YOUR ORGANIZATION**

The above mentioned is a bonafide student of Kampala International University pursuing Masters of Arts in Development Studies.


He is currently conducting a research entitled "Mass Media and the Implementation of National Agricultural and Advisory Services (NAADS) Programme on the Development of Sheema District, Uganda."

Your organization has been identified as a valuable source of information pertaining to his research project. The purpose of this letter is to request you to avail him with the pertinent information he may need.


Any information shared with him from your organization shall be treated with utmost confidentiality.

Any assistance rendered to him will be highly appreciated.

Yours truly,

  
Mr. Malinga Ramadhan  
Head of Department,  
Economics and Management Sciences, (CHDR)

NOTED BY:

Dr. Sofia Sol T. Galfo   
Principal-CHDR

*"Empowering the Heights"*

## APPENDIX IB: TRANSMITTAL LETTER FOR THE RESPONDENTS

Dear Sir/Madam

Greetings!

I am a candidate for a Master's Degree in Developing Studies (MDS) at Kampala International University doing a research on **Mass Media and The Implementation of National Agricultural Advisory Services (NAADS) Programme on the development of Sheema District, Uganda**. As I pursue this academic requirement, may I request your assistance by being part of this study?

Kindly provide the most appropriate information as indicated in the questionnaires and please do not leave any item unanswered. Any information from you shall be for academic purposes only and shall be kept with utmost confidentiality.

Thank you.

Sincerely

---

Beyongyera N. Julius.

## APPENDIX II: CLEARANCE FROM ETHICS COMMITTEE

Date\_\_\_\_\_

Candidate's data

Name\_\_\_\_\_

Registration Number\_\_\_\_\_

Course\_\_\_\_\_

Title of the

study\_\_\_\_\_

### Ethical Review Checklist

\_\_\_\_physical safety of human interest

\_\_\_\_psychological safety

\_\_\_\_emotional security

\_\_\_\_privacy

\_\_\_\_written requests for authors of standardised instruments

\_\_\_\_coding of questionnaires/anonymity/confidentiality

\_\_\_\_permission to conduct the study

\_\_\_\_informed consent

\_\_\_\_citation/authors Recognised

### Results of Ethical Review

\_\_\_\_Approved

\_\_\_\_Conditional (to provide the Ethics Committee with corrections)

\_\_\_\_Disapproved/Resubmit Proposal

Ethical Committee (Name and Signature)

Chairperson : \_\_\_\_\_

Members:\_\_\_\_\_

\_\_\_\_\_

### **APPENDIX III: INFORMED CONSENT**

I am giving my consent to be part of research study of Mr. Beyongyera N. Julius that will focus on Mass Media and the Implementation of National Agricultural Advisory Services (NAADS) on the Development of Sheema District, Uganda.

I am assured of privacy, anonymity and confidentiality and that I will be given the option to refuse to participate and withdraw my participation any time.

I have been informed that the research is voluntary and that the results will be given to me if asked for.

Initials: \_\_\_\_\_

Date: \_\_\_\_\_



#### APPENDIX IV: QUESTIONNAIRE FOR NAADS OFFICIALS

Dear respondents,

You are kindly requested to assist by honestly answering questions in the questionnaire and the information is strictly required to enable the researcher accomplish his research paper and shall be treated confidential.

Please feel free to give the most appropriate response.

1. a) Name.....

b) Title of the respondent.....

c) Age.....Sex.....Marital status.....

2. When did NAADS start operating in Kitagata Sub County, Sheema district?

.....

3. What are the major objectives of NAADS in the Sub County/district?

[i] Poverty reduction ☐

[ii] Provision of extension services to farmers ☐

[iii] Empowerment of rural farmers ☐

4. Who are the targeted beneficiaries of the programme?

[i] Rural poor ☐

[ii] Women ☐

[iii] Youth ☐

[iv] Men ☐

5. What major activities are carried out by different NAADS groups that directly address rural development?

[i] Goat rearing ☐

[ii] Poultry keeping ☐

[iii] Dairy farming ☐

[iv] Invitation agriculture ☐

6. Are those groups registered with the registration board at the headquarters?

a) Yes ☐ No ☐

b) Who registered those groups.....

7) What criteria are used in selecting those groups?

[i] Registration ☐

[ii] Invitation ☐

[iii] Application ☐

8. What specific assistance does NAADS provide to support the rural Economic Development?

[i] Improved seeds ☐

[ii]. Advisory services ☐

[iii] Fertilizer ☐

9. In your view, do you think the media has played a significant role in the implementation of NAADS programme in this sub county?

Yes ☐

No ☐

If yes what has the mass media done to promote NAADS programmes?

.....  
.....

10. To what extent have the available mass media communicated agricultural information to farmers?

.....  
.....

11. What is the nature of agricultural information disseminated by the available mass media?

.....  
.....

12. What is the level of preference for the available mass media channels among farmers

.....  
.....

13. Would you say that NAADS has fully achieved its objectives?

Yes ☐

No ☐

If not, what problems limit NAADS programme in Sub County?

(i) Illiteracy of farmers ☐

(ii) Refusal of farmers to join farmer groups ☐

(iii) Lack of commitment by the farmers ☐

14. Any recommendations for the problems examined in (10) above?

(i).....

(ii).....

(iii).....

15. What are some of the challenges facing NAADS programme in Sub County?

[i] Corruption ☐

[ii] Nepotism ☐

[iii] Illiteracy ☐

16. Is there any significant relationship between mass media usage and increase in agricultural productivity?

.....  
.....

NB: Please provide any other relevant information in the space provided below.

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

*Thank you for cooperation*

**APPENDIX V: QUESTIONNAIRE FOR THE BENEFICIARIES OF SELLECTED  
NAADS GROUPS**

Dear respondents, you are kindly requested to assist by honestly answering questions in the questionnaire and the information strictly required to enable the researcher accomplish his academic research paper and shall be treated confidential.

Tick where appropriate.

1. Name.....
2. Sex  
(i) Male ☐ (ii) Female ☐
3. Are you a member of NAADS Group benefiting from NAADS?  
Yes ☐ No ☐
4. (a) Under which NAADS groups are you registered in?  
[i] Namalembe farmer's Association ☐  
[ii] Minani fruit tree growers association ☐  
[iii] Others ☐
5. How did you become a member of this group?  
[i] Registration ☐  
[ii] Invitation ☐  
[iii] Application ☐
6. If others, specify.....
7. What kind of assistance do you get from NAADS?  
[i] Seeds ☐  
[ii] Fertilizers ☐  
[iii] Others ☐
8. What problems do you face in accessing NAADS services?  
[i] Delays ☐  
[ii] Unwanted policies of NAADS ☐  
[iii] Persistence of poor enterprises ☐
9. Others.....
10. If not, explain why.....  
.....

11. To what extent do you think NAADS has contributed in the Economic Development of the rural areas in your sub-county?

[i] Increased incomes ☐

[ii] Increased productivity ☐

[iii] Poverty alleviation ☐

12. To what extent do you think the assistance provided by NAADS generally is sufficient to relieve rural people from their disadvantages position?

(i) It has improved their standards of living ☐

(ii) Has increased their bargaining power ☐

13. How do you judge your standard of living from the time you joined NAADS programme

[i] Improved ☐

[ii] Improving ☐

[iii] Not all that good ☐

14. To what extent do you think NAADS has been effective in carrying out its activities?

[i] Enterprise development ☐

[ii] Farmers empowerment ☐

[iii] Advisory services provision ☐

15. What difficulties have you experienced since you joined the group?

[i] Bureaucracy ☐

[ii] Nepotism ☐

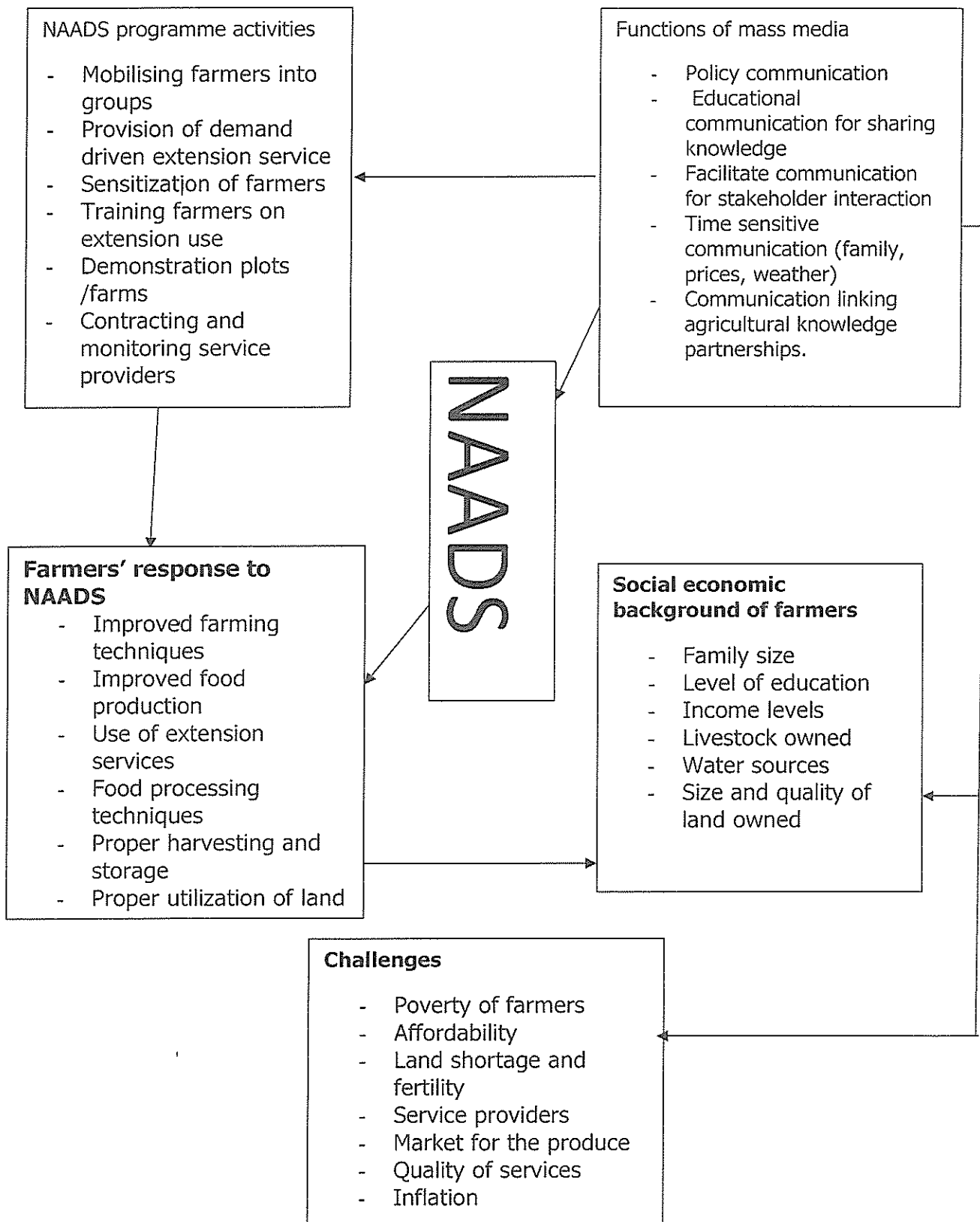
[iii] Corruption ☐

*Thank you for cooperation*

## APPENDIX VI: BUDGET

Particulars	Quantity	Amount
Stationary	8 reams of papers at Ugshs20.000=@	160.000=
	1 cartridge of ink	60.000=
	Binding	200.000=
Research assistants	2 at 200.000=	400.000=
Transport		3.300.000=
Data analyst		500.000=
Upkeep		600.000=
Miscellaneous		380.000=
<b>Total</b>		<b>5.600.000=</b>

## APPENDIX VII: THE CONCEPTUAL FRAMEWORK



## **Description of the Conceptual Framework**

The farmers' participation in NAADS depends on their social economical background (independent variables). The NAADS programme would succeed only when there is involvement of farmers in identifying enterprises, planning for them, implementation, monitoring and evaluation of its programme through mass media. This is likely to lead to improved farming systems, improved production, extension accessibility and adoption of food processing technologies, storage systems of food crops, purchasing power, and therefore household food security and poverty reduction. Mass media will envisage meeting implementation challenges of poverty, land shortage, limited service providers, market for the produce and procurement of logistics.



## APPENDIX VIII: MAP OF SHEEMA DISTRICT



### Key:

↑ : Pointing the Research Area

## 1



: Pointing Sheema District

## APPENDIX X: RESEARCHER'S CURRICULUM VITAE

### Personal Profile

Name : Beyongyera N. Julius  
Date of Birth : 20<sup>th</sup> September 1966  
Gender : Male  
Nationality : Ugandan  
Marital Status : Married  
Address : PO Box 160 Kawohe Uganda  
Mobile Phone : 0772602846  
E-mail : [beyjulius@yahoo.com](mailto:beyjulius@yahoo.com)

### Educational Background

2010 –2012                      Kampala International University  
Master's Degree in Development Studies (candidate)  
2006 – 2009                      Kampala International University  
Degree in Mass Communication  
2004 – 2006                      Uganda Media Consultants and Trainers  
Diploma in Journalism  
2002- 2003                      Ishaka Vocational school  
UACE  
1984 – 1987                      St. Charles Lwanga H/S  
UCE  
1976 – 1983                      Kasharazi Primary P/S  
PLE

### Work Experience

2010 to date                      Kampala International University  
Teaching Assistant  
2011 to date                      Sheema District Local Government  
Information Officer  
2006 – 2008                      Kampala International University  
Administrative officer International  
Marketing and public relations  
1987 – 2006                      Photo Vision Studio  
Proprietor