

**THE EFFECTIVENESS OF THE COMMUNICATION
STRATEGIES OF A RURAL DEVELOPMENT PROJECT:
A CASE STUDY OF THE NORTH-WESTERN BEE
PRODUCTS IN KABOMPO.**

By

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DECLARATION

I hereby declare that this report has not been presented to this or any other university.

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ABSTRACT

In Zambia, there have been a lot of challenges in the life of the people especially in the rural areas. This has been obvious in the decline of the economic standards of the country. New approaches and methods that address the needs of the poor people ought to be identified. It is the mandate of the Government of Zambia to formulate policies that will attract donors to invest in rural areas.

The purpose of this study was to evaluate the communication strategies used by the German Technical Cooperation (GTZ)/Integrated Rural Development Programme (IRDP) when they invested in the beekeeping activities in Kabompo district of the North Western Province. It also sought to determine the impact of these donor funded project on the local community. Specifically, the study focussed on identifying and assessing the communication strategies used, information disseminated and impact on the community. It also probed for opinions for solutions for the beekeepers and the North Western Bee Products (NWPB) to forge ahead in sustaining the activities of beekeeping.

During the study, questionnaires were distributed to 100 respondents in Kabompo; a composition of beekeepers, stakeholders and those with the knowledge about beekeeping activities. Besides, the researcher held focus group discussions with beekeepers. The researcher also held in-depth interviews with key informants. Purposive sampling procedure was used. After data collection, analysis for quantitative findings was done using Statistical Package for Social Sciences (SPSS).

The objectives of the study were to: (a) determine the communication strategies used by GTZ/IRDP to reach the clients, (b) build an information profile on the successes and failures of the NWPB, (c) identify hindrances in achieving communication objectives and (d) collect proposals on possible solutions for the prevailing constraints encountered by NWPB and beekeepers.

The findings of the study revealed that the communication strategies used by the GTZ were training workshops, seminars, and meetings. In addition to these, they appointed extension officers and route chairpersons to ease communication between the company and the beekeepers. The beekeeping information delivered was relevant but not effective to completely raise the beekeepers' standard of life. The researcher observed that ownership for the innovation was not developed as a factor for sustaining it. Hence, the constraints encountered are as follows: lack of trainings, lack of publication of print materials, language barriers, lack of effective extension services, communication devices, and lack of supportive materials like finances and transport and the absence of meetings.

In response to these barriers, the suggestions for sustainability demanded that workshops and meetings should be revamped; expanding extension services, publications of print materials, promoting beekeeping information on radio programmes and diversify in other programmes.

I dedicate this dissertation to my supportive husband Albert Chiyuka and my beloved children Mawana, Chisambo and Kumwena for their support, love and patience during my study period. In also dedicate it to my father William Chiyayinga for educating me and to my mother for the motherly care during my childhood.

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ACRONYMS

BSACO	British South African Company
DFID	Department for International Development
FAO	Food and Agricultural Organisation
FGDs	Focus Group Discussion
FINWDP	Non-Wood Forest Products Development Sub-Programme
FR	Forest Resource Management Project
GTZ	German Technical Cooperation
IFAD	International Fund for Agricultural Development
IRDP	Integrated/Intensive Rural Development Programme
MACO	Ministry of Agriculture and Cooperatives
MTENR	Ministry of Tourism, Environment and Natural Resources
NAMBoard	National Marketing Board
NGOs	Non-Governmental Organisations
NWBKA	North Western Beekeepers' Association
NWBP	North Western Bee Products
PRSP	Poverty Reduction Strategy Paper
SAP	Structural Adjustment Programme
SFM	Sustainable Forest Management
SNV	Netherlands Development Organisation
UNDP	United Nation Development Programme
VDN	Village Development Network
ZFAP	Zambia Forestry Action Plan
ZNFP	Zambia National Forestry Policy

CHAPTER 1

1.0. INTRODUCTION AND BACKGROUND

1.1. INTRODUCTION

The beekeeping sector provides a viable economic potential for rural development that could contribute to poverty reduction in Zambia (Zambia Cross Visit Report, 2006). Rural development implies both the betterment of people as well as greater social transformation. Rural development should be central to poverty reduction. This can be achieved by improving small scale producer's access to extension services, their means of production, distribution and marketing of produce, education and also the community involvement in the decision-making process (<http://www.bmz.de/en/issues/>). Programmes should be concerned with community participation.

The neglect of rural development by most African countries plunged them into absolute poverty because it created rural-urban drift leaving the rural communities in extreme poverty. In response to such situations, the government of Zambia introduced rural development programmes. Miller (1976:314) explained that "a well designed rural development project was supposed to reach large numbers of low-income producers and raise the incomes of the participants". For this reason, the Integrated Rural Development Programme (IRDP) became a new approach to rural development in the nation. IRDP was an initiative in 1979 by the Zambian government with financial support from German Technical Cooperation (GTZ).

However, it was generally recognised that these rural development projects faced unique problems, which affected their growth and profitability and, hence, diminished their ability to contribute effectively to sustainable development. These unique problems included lack of participation by the community, lack of access to credit, inadequate managerial and technical skills, poor market information, and low levels of education, inhibitive regulatory environments, and lacked access to technology (Harper 1974; ILO 1989: House).

From <http://www.biobeas.com/forum/>, a German Sociologist said that ‘most projects were not really successful and sustainable. This has to do with the general approach of development projects and socio-cultural conditions with resource poor people in developing countries’. This indicated that lack of target group participation in identifying their needs, opportunities, problems, solutions and perceptions made them aliens to the project. In line with the above, Lungu and associates (2005:6) states that “target group participation in identifying their needs is key, both to greater target group acceptance of objectives and sustainability of activities”. He further went on to say that programmes that were based on local knowledge-base, culture and invested in people rather than institutions had a wide chance of success and sustainability.

It is for this reason that participatory approaches have become associated increasingly with community development (Taylor and Mayo, 2008). They further stated that participation was now considered a means to achieving community development and an end in itself. Hence, the involvement of local action through community participation at the initial or preparatory stage is a vital factor in rural development projects. This is the

reason why IRDP was considered a German programme and the vehicles were considered 'IRDP 'their assets' rather than 'our assets' (Lungu and Associates, 2005). Developing ownership for the innovations is a critical factor for sustaining it.

From 1960 onwards, it was clear that Zambia could not depend on copper exports as Zambia's economic mainstay forever and they aimed at creating a form of sustainable economic development. The government focused on diversifying the economy by promoting small-scale industries or enterprises especially in rural areas (Bobbili et al., 1997). Thus, IRDP with the support from Germany Technical Cooperation (GTZ) in conjunction with the Zambian Government took up beekeeping activities in North-Western Province.

This research study therefore, focuses on the effectiveness of the communication strategies of the rural development project (NWPB) in regard to information dissemination and innovation adoption for development. The research was carried out in Kabompo District of North-Western Province.

1.2. AN OVERVIEW OF ZAMBIA'S BACKGROUND

1.2.1. Geographical and Historical Profile

Zambia is one of the fifty-three countries on the continent of Africa. It was formerly known as Northern Rhodesia. Zambia lies between latitudes 8° North and 18° South, and also between Longitudes 22° West and 32° East. Zambia covers 752, 614 square kilometres, covering 2.5 percent of the African continent total area (Bunyolo, 1995). The country has nine provinces with their headquarters namely North-Western (Solwezi),

Copperbelt (Ndola), Eastern (Chipata), Western (Mongu), Southern (Livingstone), Luapula (Mansa), Central (Kabwe), Lusaka (Lusaka) and Northern (Kasama) Provinces. Zambia shares borders with the Democratic Republic of Congo to the north, Tanzania on the north-east, Malawi on the east, Mozambique, Botswana, Namibia and Zimbabwe to the south, and Angola on the west.

1.2.2. Climate

The country has a tropical type of climate. The natural vegetation is of savanna woodlands that approximately occupy 14 percent, miombo woodlands 51 percent that are suitable for beekeeping activities, grassland 27 percent, forest 6 percent and water 2 percent (Macmillan High School Atlas for Zambia, 2005). The altitude of the land gives Zambia a pleasant climate than the other tropical countries. The country experiences three major climatic seasons as follows: cool and dry season (May-August), hot and dry (September-November) and the warm and wet season (December-April). With 51 percent of miombo woodlands as potential forests and the favourable climate and location mean that the country has considerable potential to develop beekeeping industry.

1.3. HISTORICAL INFORMATION ON ZAMBIA'S ECONOMIC SITUATION

Zambia's economy heavily depended on copper mining as a dominant industry. The concern was that Zambia's economy was not diversified to match with the collapse in international copper prices. One other concern was that the Zambian enterprise needed to be protected against international competition. Zambia's economy began tumbling down when world prices of petroleum went up and resulted into oil crisis. In addition,

world copper prices fell drastically. Zambia as usual relied on copper exports without exploiting other areas such as forestry and agriculture (<http://www.Zambia.co.zm/article/fundanga>). With the abundant natural resources like Miombo woodlands, it offered great potential for economic development by increasing employment and incomes through beekeeping.

The country inherited a monopoly economy that depended on copper, while the socio-economic infrastructure was underdeveloped. Little was done by the whites to develop the economic infrastructure especially areas away from commercial farming. The urgent need for copper mines meant that most men from rural communities were forcibly encouraged to leave and go to work in the mines (<http://www.Zambia.co.zm/article/fundanga>). This resulted in the neglect of sectors like agriculture and forestry thereby making Zambia's reliance on copper grow. This trend adversely affected Zambia's economy.

In 1985, due to worsening economic climate, donor organisations put pressure on the Zambian government to attempt to restructure the economy through the introduction of a Structural Adjustment Programme (SAP). When the then government tried to follow these reforms, they encountered riots by people objecting to the removal of the food subsidies and the SAP was abandoned in 1987 (<http://www.hrdc.unam.na/zm-history>).

Kaunda (2006) explained that the price of oil went up threefold in the 1970s. This had an effect on the national budgets. As a result, the immediate and long term impact on the whole economy was big. This was because Zambia had no control over events taking

place in the Middle East and other oil producing areas of the world. With the soaring debt and inflation rate in 1991, riots and demonstrations took place (<http://www.infoplease.com/ipa/>). This meant Zambia could not easily proceed with the developmental programmes started in various fields from independence. Currently, about 73 percent of the Zambians are poor and only 27 percent are rich. This poverty is prevalent in rural areas where over 80 percent are affected (MOFNP, 2002).

From OECD (2005), it reported that diversification was limited with tourism development showing great promise, but the economy was still overwhelmingly dependent on mining and to a lesser extent agriculture and other sectors. Furthermore, 'poverty reduction programmes and economic growth have not yet led to an improvement in living standards for the bulk of the population' (OECD).

1.4. POLITICAL HISTORY OF ZAMBIA

In the 1890's, Zambia was colonised by the British South-African Company (BSACO.) on behalf of the British Monarchy. At first, the territory was administered as two separate units: North-Eastern and North Western Rhodesia. These two were amalgamated to form Northern Rhodesia in 1911. The company rule ended in 1924, when British government took over. Northern Rhodesia was federated with then Southern Rhodesia (Zimbabwe) and Nyasaland (Malawi) from 1953 to 1963 (http://www.hrdc.unam.na/zm_history).

The influence from the colonial government on the nationals and its environment left gaps in geographical resources development. Zambia's rural areas became suppliers of labour to the Copperbelt, Rhodesia and the southern farms and factories. Little industries

were developed in Northern Rhodesia and investors concentrated on Southern Rhodesia. The African was denied the right to participate actively in the government or to vote during the colonial rule. In addition, the Zambians faced a lot of racial discrimination which agitated for the struggle of independence (http://www.hrdc.unam.na/zm_history).

In 1964, on 24th October, Zambia attained its independence. At this particular time, the independence constitution provided for a multi-party republic form of government. At the end of the first republic, the government banned UPP allegedly that it caused violent political conflict. Hence, to end violence and encourage national unity, Kaunda used the destruction of plural politics and democracy. He introduced a one-party participatory state. Kaunda introduced his own home-grown philosophy known as Humanism and pursued a socialist type of economy (<http://www.encyclopedia>).

Kaunda identified the state as a symbol of public and provided for them and took the responsibility for development to stop all divisions. The planning was centralised and systematised as the most operative language and structure of public communication because they thought government represented the people (Narula and Pearce, 1986, pp. 64-95). All development issues including communication were centrally planned to bring about development. The Government agencies assumed final responsibility for initiating, coordinating and controlling development work. International capital resources and advisory services were channeled through state planning bodies. This gave the state power to force entrepreneurs into plans (White et al., 1994:105).

Zambia was politically governed as a command economy by a one party government system from 1972. Kaunda the president then made sure most of the important means of production were in government hands administered as parastatal. This situation also applied in the forest sector (Njovu, 2004).

Mwanawasa and the new deal continued with the privatisation strategy inherited from Chiluba's presidency in the financial, communications, utilities and mining sectors, while restructuring and rationalising remaining parastatal firms (<http://www.eisa.org.za/WEP/>). Chiluba was committed to extensive economic reform. The government privatised many state industries, and maintained positive real interest rates. Exchange controls were eliminated and free market principles endorsed (<http://en.wikipedia.org/wiki/Economy>). It was during this period that GTZ/IRDP abruptly exits the project due to "frequent policy changes in Zambian economy, especially towards the end of the IRDP life" (Lungu, 2005:6).

1.5. BEEKEEPING DEVELOPMENT IN ZAMBIA- HISTORICAL

1.5.1. PRE-COLONIAL ERA

Beekeeping is centuries old in Zambia. The desire for honey and its products had always inspired the drive into beekeeping worldwide. Since time immemorial, beekeeping had been practiced hazardedly in Africa as a whole. As time went on, many governments and non-governmental organisations took up beekeeping programmes. This is because beekeeping is a vital source of income for many poor and rural producers throughout the miombo, often because it is highly suited to small scale farming (<http://www.cifor.cigar.org/>).

Mickels-Kokwe (2006: 21) says that “The first Zambian written records of bee-hives date back to 1854, when David Livingstone described the log and bark hives used by the Southern Lunda on the upper Zambezi in North-Western Province”. This implies that beekeeping has been practiced in Zambia for a long time. Kaarsholm, (1991:193) also confirms that “The Lunda and Luvale had been connected to the world market longer in beeswax via Angola middlemen”. Beeswax production was bartered for materials, salt and other commodities by the Angolan Portuguese traders with the North-Western people along the border.

1.5.2. BEEKEEPING IN COLONIAL ERA

The colonial government recognised the beekeeping sector as an important industry since 1931. At that particular time, honey was produced for their domestic consumption as food. The surplus was brewed into honey beer. The Department of Agriculture started extension work from 1931 onwards. It concentrated on the promotion of bark hive making and beeswax production (Mickels-Kokwe, 2006). The colonial government attempted to extend beekeeping activities in 1940. Private traders formed a network with the buying agents and provided an initiative for the villagers to join beekeeping.

Holmes (1964:2) explained that ‘Zambia has thousands of hectares of *Brachystegia* woodlands, which provide an excellent source of nectar for bees, so that in most seasons bees can be depended upon to give a surplus of honey’. This meant that the country had suitable environmental conditions for beekeeping industry and great potential to contribute to Zambia’s economy. From 1959, the colonial administration and later the

Zambian government developed extension messages to further the growth of the industry. After feasibility studies were carried out to ascertain the best areas for intensive beekeeping activities, North-Western Province was one of the selected areas. Thereafter, the mandate for beekeeping was transferred from Agriculture to the Forestry Department in 1959 (Mickels-Kokwe, 2006).

1.5.3. BEEKEEPING IN INDEPENDENT ZAMBIA

Later on in 1964, the private honey and beeswax network in North-Western Province closed down as part of nationalist economic policies. This impacted negatively on the extension work due to market loss. Therefore, the Forestry Department started marketing honey and beeswax to compensate for the absence of a marketing network. National honey processing factories were established in Kabompo and other selected areas. National Marketing Board (NAMBOARD) also got involved in buying beeswax (Mickels-Kokwe, 2006).

In 1970, the beekeeping sector received a lot of support from the Zambian government, Non-Governmental Organisations (NGOs) and donor agencies (GTZ, United Nation Development Programme (UNDP)/OXFAM, IFAD and European Union-EU) in terms of investments. Beekeepers' Training schools were constructed and they provided extension services to beekeepers. With the advent of liberalisation, government involvement in honey came to an end. The government's weak provision of extension services obliged the private sector to come in and revived the sector. They trained beekeepers through their agents. Even Zambia's entry into the world market in bee's products was because of the great role played by the private sector in training

beekeepers, establishing processing firm and looked for market for their products. Furthermore, the private sector certified bee's products as organic (Zambia Cross Visit Report, 2006).

Certification is a private sector driven initiative. It provides a means for increasing export by having significant price premiums on international honey market. Thornber (2000) clarifies that certification has been a foreign market driven process and it began in 1990 with the organic certification of NWBP's honey which was the first of its kind in the world. The driving force behind for forest certification has been the accessibility to foreign markets that are large and reliable. The local market was not adequate for the production taking place in the economy. International roadblocks and challenges arose from the fact that Zambian forest products could not be accepted on the international market. The importer wanted an assurance about the origin of the product, hence, the need for certification by a recognised body (Njovu, 2004).

1.6. BEEKEEPING POLICY IN ZAMBIA

The 1965 Forest Policy defined the role of beekeeping division as a provider of extension service in beekeeping and in production of beeswax and honey. The 1973 Forest Act classified bee products as minor forest products. It proceeded to prescribe restrictions on beekeeping and the licenses to be applied for harvesting of minor forest produce. For instance, this Act forbade beekeeping activities in the National Forest. The ZFAP of 1997 was more elaborate on the potential for beekeeping in Zambia. Beekeeping fell under the core development programme called Forest Industry and Non-Wood Forest Products Development Sub-Programme (FINWDP). This proposed the

creation of forest industry investment, development of appropriate technologies, design and publication of manuals and handbooks, and institutional mechanisms for private sector participation in forestry industry development (Mickels-Kokwe, 2006, p.37).

The 1998 policy gave thought for the formulation of a beekeeping policy for the country. Zambia National Forestry Policy-ZNFP (1998) had the following objective: “enhance the quantitative and qualitative contributions of the sector towards the nation’s socio-economic development in a sustainable manner’ (Mickels-Kokwe, 2006).

1.6.1. PUBLIC SECTOR REGULATORY AUTHORITIES IN BEEKEEPING IN ZAMBIA

The mandate for beekeeping was shared by a number of government departments. One of the government departments that have the mandate for beekeeping is the Veterinary Department (Vet Dept). Bees were classified as livestock and by international standards; Vet Dept was given the mandate for bee disease, hive inspection and other sanitary measures. There are other functions that were undertaken by other departments and agencies. The question still remains if these departments functions as stipulated in the ZNFP. The table below shows the public sectors that have been granted the mandate for beekeeping (Mickels-Kokwe, 2006).

Table 1- Public Sector Regulating Authorities in Beekeeping in Zambia

Institution	Mandate
Forest Department	Promotion of beekeeping in forest areas, extension and training services.
MTENR	Government funding, donor projects
Ministry of Finance	National development plans
MACO/Vet Dept	Bee diseases, hive inspections, sanitary certificates and export requirements.
Ministry of Health	Honey quality, food safety inspection, sanitary, GMO regulations
Ministry of Commerce	Trade conventions, COMESA, export approval
MACO department of marketing	Export licenses for honey
Zambia Bureau of Standards	Honey standards for domestic consumption
Drugs and poisons board	Honey standards for medicinal use
Judiciary	Legislation

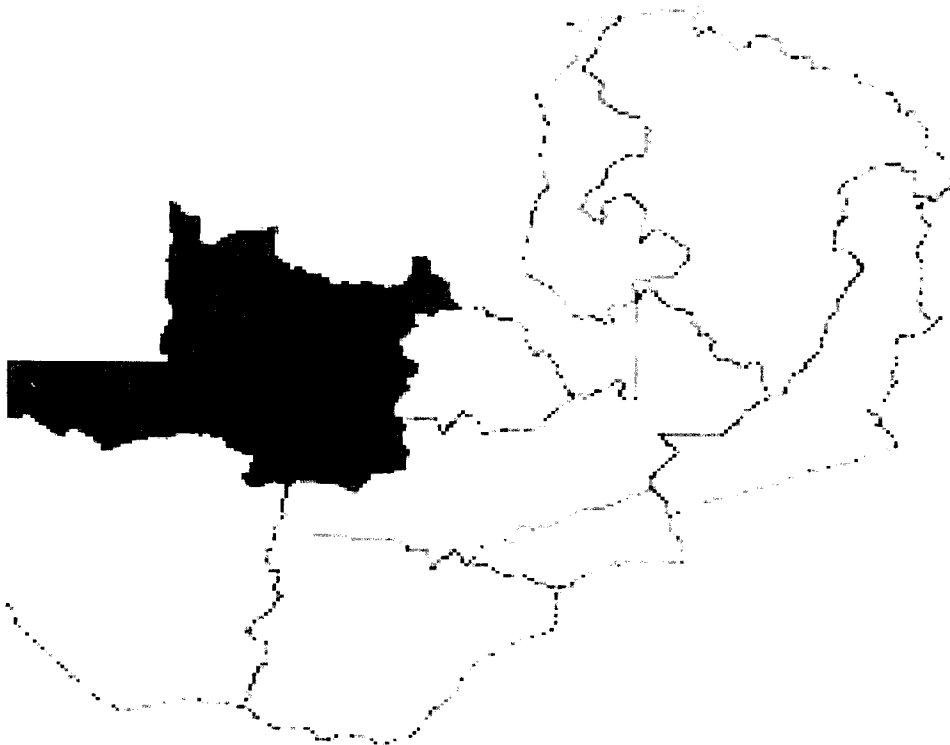
Source: (Mickels-Kokwe, 2006: 50)

In addition to the government regulating authorities, there are a number of stakeholders to beekeeping industry in Zambia that support beekeeping in rural communities such as National Beekeeping Association, Export Board, Chambers of Commerce, credit

providers and certification agencies and donor-funded projects. One important category of stakeholders is the private sector. It makes use of honey and beeswax as a raw material. For instance, the cosmetics and polish manufacturers and the food and baking industry (Mickels-Kokwe, 2006).

1.7. PROFILE OF NORTH-WESTERN PROVINCE

Figure 1- Location of North-Western Province in Zambia



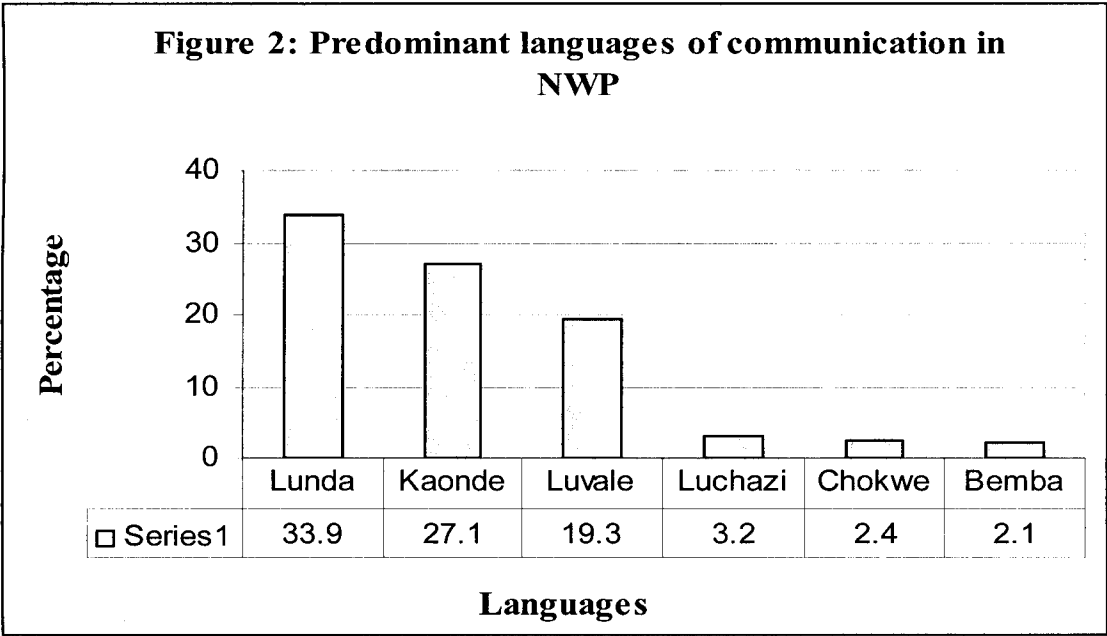
Source: <http://www.thezambian.com/cities/northwestern.aspx>

North-Western is the third largest province in the country. It covers an area of 125,827 square kilometres and has seven districts namely Kabompo, Mufumbwe, Mwinilunga, Kasempa, Chavuma, Solwezi and Zambezi. The province shares borders with Democratic Republic of Congo to the north and Angola to the west. North-Western province is covered by miombo woodlands and vast areas of grassland (dambo). This

therefore, contributes to the suitable environmental conditions for beekeeping. The beekeeping industry therefore has future potential to expand and contribute to the economic growth and poverty reduction in the province (Mickels-Kokwe, 2006).

1.8. PREDOMINANT LANGUAGES OF COMMUNICATION IN NORTH WESTERN PROVINCE

The predominant languages of communication in the province are as indicated in figure 2:



Source: C.S.O- 2000

Lunda is the most predominant language spoken. It is widely spoken in Mwinilunga and Zambezi, also in Kabompo, Chavuma, Mufumbwe and Solwezi. Lunda is followed by Kaonde which is spoken in Solwezi, Kasempa and Mufumbwe. Luvale is also widely spoken in Chavuma, Kabompo and Zambezi. Bemba is also used as a language for communication in areas of business activities and the semi-urban areas of the province. Other languages used are Chokwe, Tonga, Lozi, Nkoya, Nyanja, Mbunda, and English are spoken but mostly confined to the semi-urban area.

1.9. BEEKEEPING IN NORTH-WESTERN PROVINCE

North Western province had always been the center for honey activities. In 1979 the Zambian government with the financial aid from GTZ initiated IRDP. The rationale of IRDP was to “alleviate poverty among the very poor of the rural communities and beekeeping was identified as one such activity that could contribute to the economic welfare of the rural people” (Zambia Cross Visit Report, 2006). During the 1980s, projects came up to help small-scale producers. GTZ/IRDP beekeeping projects were started in Kabompo.

1.9.1. CLIMATE (KABOMPO)

Kabompo as most of Zambia falls under a sub-tropical type of climate, with summer rains from November to April, ranging from 1000-1500mm per annum. In addition, it also experiences a cold dry season from May to August and a hot dry season from September to October. Bees like any other insects tend to live in ecosystems that are favourable to their living (Sambo, 1981:24). For this reason, bees had established themselves in Kabompo because of the favourable conditions such as thick forests, many flowering plants, and plenty of water from the rains.

1.9.2. BEEKEEPING ACTIVITIES IN KABOMPO (GTZ/IRDP)

During the early time, beekeeping was called bee hunting. People would go in the bush hunting for a place with bees and then crop the honey. It was mainly done using the traditional methods of processing. Then, at times, a hive was made from a bark and hanged on a high tree. Bees would enter it by chance and the owner would check once in

a while to find out if it was occupied. The end results were always not satisfactory due to inappropriate technology.

GTZ came up with a project to help small-scale farmers. Their objectives were to:

1. enabling small-scale producers increase their productivity and creating market access for their produce and
2. Enabling service delivery institutions to effectively reach down to these small-scale producers (Lungu and Associates 2005:4).

Rauchi (1983:1) also gave the general goal for IRDP- “the improvement of the living conditions of the majority of the rural population by mobilising their productive potential. This includes an increase of their cash income as well as an improvement of their subsistence level”.

GTZ/IRDP started training farmers in better methods of processing using various communication strategies to reach them. They also took trouble to set GTZ/IRDP started training farmers in better methods of processing using various communication strategies to reach them. They also took trouble to set up a marketing system. Before that, honey marketing was not possible in Zambia. All honey collected was brewed into beer and little was used as food. In 1989, NWBP was set up in Kabompo to take over the honey-buying functions of IRDP, a German-funded development programme registered as a ‘community- owned’ company (Clauss, 1992). This was a center for processing honey bought from the beekeepers trained in methods of cropping in readiness for exporting. In 1990, NWBP obtained organic certification and since it has been exporting honey and beeswax. The company graded, filtered and bottled honey and distributed to retail

outlets in the U.K. and Germany. In 1994, NWBP passed the “Trade Not Aid” assessment. This in turn opened market for organic honey and beeswax in the fair traded cosmetics industry globally (Mickels-kokwe, 2006).

There are three sets of shareholders namely (i) Uchi Mukula Trust (ii) Beekeepers Association (iii) Councils. Uchi Mukula Trust was created as an advocate for producer groups. Under this, there were members of Beekeepers Association, religious representative, Business Association representative, Crafts Development Organisation, Manager for North-Western Bee Products, Manager of Muzama, Lawyer (Legal representative) and an economist. The Beekeepers Association was composed of the beekeepers. Majority were from a humble background. These had difficulties in articulating issues of development eloquently put together with councils, hence the formation of Uchi Mukula Trust to act as an advocacy for the beekeepers (interview with a former Uchi Mukula Trust secretary).

When GTZ/IRDP withdrew their contract, the local personnel took over. Unfortunately, it could not hold on to the pace at which it operated when the GTZ was running it. Activities started going down and some people were retrenched since they could not afford to pay them any more. At the moment, NWBP is operating with increasing operational problems.

Sambo (1981) felt the government did not seem to care so much about what happened or indeed what potentials the industry had for Zambia’s economy. He stated that the major

problem lied in the absence of interest on the part of researchers, and also partly, the lack of motivation from government as authorities concerned with beekeeping.

The Beekeepers Association was not doing well and some observers attributed this to close connection with North-Western Bee Products. The Beekeepers Association executive on NWBP board found it difficult to manage beekeepers' interest as suppliers and company-owners simultaneously. This failure by the executive to effectively negotiate for fair prices for the suppliers resulted into frustration among some beekeepers with respect to NWBP (IFAD, 1999). Beekeepers became more and more frustrated because of the annual meetings which never convened. As a result, the beekeepers were not involved in determining the price. The price remained the same for years. Zambia Honey Council announced that beekeepers can now access current honey price by named buyer via the Zambia National Farmers Union 4455 Short Message Service (SMS) Market Information Service (<http://maravi.blogspot.com/2007/>).

1.10. STATEMENT OF THE PROBLEM

The statement of the problem for the research arose from the fact that the rural development project in Kabompo whose aim was to enhance target group's socio-economic welfare did not have the driving force towards the attainment of the intended goals after GTZ/IRDP withdrew. Despite GTZ/IRDP using various communication strategies to reach their clients to disseminate information on beekeeping, it did not change much concerning the intended goal they had for the target group because the initial preparatory stage was not participatory.

GTZ/IRDP was a relevant development intervention aimed at improving productivity and solving the problem of access to market for small-scale producers. It was for this reason that the research study was considered significant to want to know the effectiveness of the communication strategies used and suggests the way forward.

1.11. RATIONALE

The study was significant because it sought to understand the success and failure of Development Communication initiatives by examining the effectiveness of the communication strategies the GTZ used to enlighten or acquaint its clients on honey and beekeeping processes or activities. The findings may also help us to evaluate the impact on the community and thereby suggest viable recommendations that may be used by any development agent in future so that it uses the appropriate approach. The study will also contribute to the information on beekeeping in North-Western Province and Zambia as a whole.

1.12. OBJECTIVES OF THE STUDY

The objectives endeavoured to:

1. Determine the effectiveness of the communication strategies used by the
2. Build an information profile including its successes and failures.
3. Identifying hindrances in achieving the intended goal.
4. Collect beekeepers' and respondents' suggestions and possible solutions for solving the prevailing constraints the Beekeepers Association and NWBP are facing.

1.13. LIMITATIONS

This study was restricted to the beekeepers, the management from NWBP, NWBKA and Forestry Department, and other people with the knowledge on beekeeping activities. Unfortunately, the members of staff for NWBP were already on forced unpaid leave even before the research commenced. The reason being that they were not paid for months due to lack of funds. Therefore, the conduction of the research was not easy because the NWBP administrators did not give a chance to be interviewed. Since they refused to be interviewed, it led to some limitations in the process of data collection. Furthermore, financial constraints could not allow the researcher to cover a large sample.

CHAPTER 2:

2.0. METHODOLOGY

2.1. RESEARCH QUESTIONS

1. What communication strategies do you use to reach the clients?
2. What are the hindrances or barriers in accomplishing these communication objectives?
3. What is the way forward to improve the communicative strategies?
4. What are the successes of the honey factory?
5. Which programmes are in place to sustain the factory?

2.2. RESEARCH METHODS

The researcher used a triangulation method. According to Yin (1984) triangulation is the application and combination of several research methodologies in a study of the same situation or phenomena. The following methods were used to collect data:

2.2.1. Questionnaire

This is a quantitative method of data collection. One hundred questionnaires comprising structured questions both closed and open ended were administered to respondents to solicit their views about the effectiveness of the communication strategies of the rural development project.

2.2.2. In-depth Interviewing

This was intended to collect data from the administrators. Only five people were interviewed. These were purposively selected respondents for detailed information gathering.

2.2.3. Focus Group Discussion (FGDs)

FGDs with sampled beekeepers were used for collection of qualitative information on the effectiveness of the communication strategies of the rural development project.

2.2.4. PARTICIPATION OBSERVATION

NWBP had its workers on unpaid leave and were out of season. A route chairperson was allocated to the researcher who helped in going round meeting with the beekeepers. They were very cooperative and revealed their views without hesitation.

2.2.5. SAMPLING PROCEDURE

The researcher used non-probabilistic or non-probability sampling. A purposive and convenience sampling procedures were used for the study. The participants were deliberately selected (not randomly) because they had the information or had ideas about honey and beekeeping, and were available. They also represented the target group.

2.3. DATA ANALYSIS

The process of data analysis began with the sorting out of instruments according to the numbers as they were collected from the field work. Qualitative and quantitative

methods of data analysis were used. The process of data involved the use of manual and computer by Statistical Package of Social Sciences (SPSS).

CHAPTER 3:

3.0. CONCEPTUAL AND THEORETICAL FRAMEWORK

This chapter was intended to look at the definitions of various variables such as communication, donor, honey, beekeeping, apiculture, rural development and the theories of communication.

3.1. Conceptual Framework and Operationalisation

3.1.1. Communication Strategy

According to Mefalopulos and Kamlongera (2004:8), a communication strategy is a “well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches”. The first thing to have in mind is the objective since they are the basis of a strategy.

3.1.2. Strategy

A strategy is “a systematic, well-planned series of actions, combining different methods, techniques and tools, to achieve an intended change for objective utilising the available resources within a specific time frame” (Mefalopulos and Kamlongera, 2004:8). It is a long term plan of action designed to achieve a particular goal, as differentiated from tactics or immediate actions with measures at hand. A strategy is typically an idea that distinguishes a course of action by its hypothesis that a certain future position offers an advantage for acquiring some designated gain.

3.1.3. Communication

Although the word communication is frequently used, it has no consensus definition reached among the scholars yet. This means that it takes different meaning depending on the situation. The primary purpose of communication is centred on the core understanding that it is a process that involves the transfer, exchange, transmission, and dissemination of information from the source. Communication in this study refers to the process of exchanging ideas, information and opinions through speech, writing, pictures, and other symbols (Elkamel, 1986). It is a sharing process where a source shares messages with a receiver via a certain channel in order to influence the receiver's thoughts and actions.

3.1.4. Participation

The goal of participation is to empower communities to determine their objectives and take action to achieve them (<http://www.asksource.info/>). Participation is the process of active involvement of all stakeholders in the formulation of development strategies. This involvement of all stakeholders should be at all stages, that is analysis, planning, monitoring and evaluation of development activities. For the disadvantaged to be involved in an equitable development process, there is need to empower them to increase their level of knowledge, influence and control over their own, livelihoods, development initiatives affecting them inclusive (www.fao.org/participation/whoweare.htm/).

3.1.5. Participatory Communication

Participatory communication aims to facilitate the expression of people's needs and priorities through effective communication processes (<http://www.asksource.info/>). In this study, participatory communication is used to refer to the active involvement of a community or group in using media or group communication and engagement of the audience in critical reception. The ultimate goal is to enable community members to make informed choices from a range of appropriate options for sustainable and equitable development (<http://www.akdn.org/agency/akf/>).

3.1.6. Development

Development is a complex term because it is multi-faced. It means different things to different people in various fields. Inayatullah (1967) defines development as a change toward patterns of society that allow better realisation of human values. It also allows a society greater control over its environments and its own political destiny and that enables its individuals to gain increased control over them (p. 101). Rodney (1972) also defines development as increase in skill and capacity, greater freedom, self-discipline, responsibility and material well-being. In this study, development will be referred to as the improvement of people's lifestyles through improved incomes, skills development and sustenance. In line with this, Kasoma (1994) states that, what is particularly important is the fact that development, whether societal or individual, it is intended to answer or satisfy human needs or wants.

People engage in the communication process for a variety of purposes such as to obtain information and education, training, advice, to express feelings and emotions, and to

participate in the communication process. Understanding, being understood, being misunderstood, acceptance and rejection of innovations are dependent upon the communication competence. The communication that occurs between two persons or among a homogenous and physically small group is called interpersonal, or person-to-person, or face-to-face, or personal, or direct communication (Elkamel, 1986).

3.1.7. Rural

Rural is a complex term to define. Sociologists define “rural” as those areas which are not urban in nature. Rural communities are places where people are distanced from points of concentrated population or economic activity (<http://en.wikipedia.org/wiki/rural>).

3.2. THEORETICAL FRAMEWORK: Communication Theories

3.2.1. Diffusion of innovation

Diffusion of innovation theory examines how new ideas are spread amongst groups of people. Everett Rogers (1983) defines diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system. An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption.

3.3. INNOVATION

The characteristics of an innovation as perceived by members of a social system, determine its rate of adoption. Some innovations diffuse faster than others. Relative advantage, compatibility, complexity trialability and observability determines an innovation rate of adoption (Rogers, 1995)

3.4. COMMUNICATION CHANNEL

A communication channel is the means by which messages get from one individual to another. Interpersonal channels are more effective in forming and changing attitudes toward an innovation and thus in influencing the individual's decision to adopt or reject the innovation. Therefore, communication messages from extension workers are intended to promote learning processes, diffusion and adoption of innovation for improved results or practices.

A face-to-face channel provides an opportunity to tailor information to recipients and allows the advocate of the change to explore and, perhaps modify the reasons why a change is inevitable. New ideas are delivered through a variety of channels such as extension workers, mass media, television though limited in coverage, individual, and group approach (this is more of participatory approach in problem solving), seminars, workshops, use of print material, drama and short residential courses, and internet use which is information technology. The essence of the diffusion process is the human interaction in which one person communicates a new idea to another person (Rogers, 1965).

3.5. TIME

The element of time is important and has three dimensions in which time is involved in the diffusion of innovation. These are i). in the innovation decision process by which individuals pass from first awareness to adoption or rejection; ii). in the innovativeness of an individual or other unit of adoption (that is, time-the relative earliness or lateness with which the person adopts); iii). and in an innovation's rate of adoption (measured as the number of members of a system who adopt an innovation in a given time period) (Rogers, 1983).

3.6. SOCIAL SYSTEM

A social system has a structure as the pattern arrangement in the unit system. This structure gives regularity and stability in the human system. Norms can be a barrier to diffusion, such as religious or cultural norms that affect food habits. Rogers (1965:14) defined a social system as “a population of individuals who are functionally differentiated and engaged in collective problem solving behaviour”. The members of a social system are individuals, although these individuals may represent informal groups, industrial firms, religious groups, organisations or schools.

Diffusion occurs within a social system because it constitutes a boundary through which an innovation exists. Neither researchers nor officials in charge of diffusion campaigns have paid much attention to the consequences of the innovation for the social system; they have usually assumed that it will produce only beneficial results. Often, this has not been so. The social systems that are likely to respond easily and quickly to innovation

are ones that have a culture of creativity and innovativeness, a relatively flat hierarchical system, and strong leadership that is committed to effecting change (Merton, 1949).

3.7. ADOPTION PROCESS

Rogers (1994) differentiated the adoption process from the diffusion process. He said diffusion process occurs within society, as a group process. Adoption process pertains to an individual. Adoption process is the mental process through which a person passes from first hearing about a communicated media message of innovation to final adoption.

There are five stages in the process namely: awareness, interest, evaluation trial and adoption. Rogers breaks the adoption process down into five stages:

(i) Awareness- This is the stage where the individual learns of the innovation's existence. At this stage the individual is exposed to the innovation but lacks complete information or no true knowledge about the product, (ii) Interest- the individual becomes interested in the new idea and seeks additional information about it". Here the person decides to invest time and energy into finding out more about the innovation. (iii) assessment- at this stage the individual mentally applies the innovation to his present and anticipated future situation, and then decides whether or not to try it. A small number of people use the additional information to assess the innovation in terms of their expectations. (iv) trial- the individual makes full use of the innovation to determine its utility, and (v) adoption- the individual decides to continue the full use of the innovation after accepting it (Rogers, 1994). However, to some extent, the adoption of many innovations depends on the presence of existing infrastructure that can support it.

The adoption of an innovation is not always a positive occurrence. Over-adoption, where adopters act irrationally without all the information or without full comprehension of an innovation can actually be harmful to the diffusion process. Adoption process is relevant to extension communication services because it enhances understanding. Actually, it is through the adoption process that marketers and implementers can develop a fully integrated marketing and communication plan.

3.8. PARTICIPATORY COMMUNICATION (PC) APPROACH OR “ANOTHER DEVELOPMENT” PARADIGM

Kasongo (1998) advocated a communication approach that is more participatory and beneficiary driven. Participatory communication approach allows the intended beneficiary communities to communicate vertically (upwards and downwards with development beneficiaries). Once the community's spectrum of views becomes broader, then their representation will be more. By sharing their views, they easily identify their problems consensually and open up collective strategies for confronting them. Under vertical communication, they seek to implement the strategies which have been developed.

Participation is the core or cardinal aspect of this theory. Participatory Communication sees the role of communication as supportive of the processes of self-expression and problem articulation by recipients. It also makes people conscious of their problems and solves them (Rensburg, 1996). Participatory Communication is necessary in enhancing development. Emphasis is on the use of traditional media in facilitating dialogue. Modern media can also be used to support the development process (Lingela, 2006).

3.9. DEVELOPMENT SUPPORT COMMUNICATION (DSC) APPROACH

This approach seeks to re-orient the role and process of communication in development giving more emphasis on the beneficiaries. This approach campaigns for a shift from the top-down. It bridges the gap between experts who brings the innovation and beneficiaries. This is as well referred to as Development Support Communicators who translate the technical information into a language that the beneficiaries understand. The role of communication is seen as an instrument for the diagnosis of a community's problems and as an instrument whereby the participation of the community in the solution of problem is encouraged. The only problem is that expert communicators direct and lead the process, and not the beneficiaries themselves. They are persuaded to participate while making decision is done by the same experts. In such a case, development cannot occur (Kasongo, 1998).

CHAPTER 4

4.0. LITERATURE REVIEW

4.1. INTRODUCTION

This chapter examines existing literature on the communication strategies that organisations use to disseminate information to advocate for social change about rural development involving participatory communication. It also discusses the types of communication campaigns deployed to disseminate information for development. The ability to communicate is essential to the success of any undertaking and an important factor in the achievement of its objectives. We have entered an age of knowledge, and the key to accessing and harnessing that knowledge lies in the ability to communicate http://www.idrc.ca/uploads/user-S/11606746331Sheet01_CommStrategy.pdf.

RURAL DEVELOPMENT PROGRAMME

IRDP was a programme implemented in Kabompo in 1977 on behalf of the Zambian government and German Federal through GTZ. Training workshops were conducted to train beekeepers in beekeeping activities. Extension officers were appointed to ease communication between administration and target group. IRDP created high expectations among target group as they became accustomed to the door step service delivery. When this could not be achieved by the local executive agency after the completion of the IRDP, it created frustration among target group. Whilst the IRDP provided extensive door-step service delivery mechanisms for its target group, no major effort was made in capacity building for the target group to reach up to their level of efficiency. Even today, almost twenty years after IRDP exit, the intended beneficiary communities still wish for the Germans to bring back the fabled IRDP doorstep service

(Lungu and Associates, 2005). This project has failed mainly due to lack of technical expertise, wrong approach in involving the community and lack of intensive follow up practical training. This is a lesson that developing ownership for the innovation through participation communication remains a critical factor of sustaining it.

Another rural self-reliance initiative in beekeeping activities was initiated in Boldolfi, Zimbabwe. The missionaries realised that beekeeping was the only viable economic activity that would help the local community to develop. As the trend is in Africa, many external imposed development projects had failed. In agreement with this, Nel et al. (2000) says "The severity of the on-going economic crisis which Africa is experiencing and the general failure of many externally- imposed development interventions has prompted a re-evaluation of development". Development now takes into account the traditions and cultures of the communities where it is being established.

The missionaries created awareness among the community about the value of beekeeping in improving their livelihood. They persuaded them to take it on (Nel et al., 2000). People were educated on the role of beekeeping in promoting rural self-reliance in rural life. A Beekeepers Association was formed which offered guidance and on-going advice, and provided training. In all these activities they networked with other organisations as change agents. The association bought honey from the community to reduce on their constraints of market access. The missionaries often provided transport to assist the association in transporting the honey. Swanson (1976:193) states that "The successful development of... beekeeping often requires an intimate understanding of the society within which it is to take place (and) of its system of values." This means that it

is important to involve the community in all planning stages so that their perceptions are presented. Knowledge, beliefs, and customs often vary widely from one group to another and the ways in which knowledge is acquired are not the same in each community.

In Malaysia, honey hunting or gathering wild honey in the tropical forest was a traditional activity. Honey and wax were widely used in medicine, as health food and for traditional crafts such as batik. Researchers in Malaysia developed technologies and methods to promote beekeeping as a cottage industry for rural small farmers and landless peasants. Presently, about 1 000 Malaysians maintain 5 000 bee colonies. These were small scale farmers who owned either nothing or no land at all. The technologies that the research team developed included methods of hive management using movable frames mounted in wooden boxes to control the production of honey, wax and pollen. Also included were methods to control pests and disease, treat and store honey and methods to breed and rear queen bees. Furthermore, the farmers were taught a technique for the mass rearing of carpenter bees for crop pollination and, an inventory of indigenous plants on which bees fed. Finally, a system was developed to rear bees under coconut trees known as coconut complex agro-ecosystem. The pollination activities of the bees increased yields of orchards and other crops (Kevan,1995-<http://www.idrc.ca/en/>).

Beekeeping had increased farmer's incomes by 50 percent under favourable conditions of little capital, no land and not labour intensive. This suited as an income-generating activity for women, young people and the landless. A dissemination project was undertaken comprising of publication of a manual on basic beekeeping, for semi-literate

readers, in Bahasa Malaysia. Two training programs in basic beekeeping and a queen bee rearing course for more advanced beekeepers (<http://www.idrc.ca/en/>).

The above had progressive impact on the community such as establishment of annual honey-gathering ecotours. The tours promoted conservation through tourism in Malaysia. Through research and field testing, techniques and methods were devised. The rural poor were now using these to practice effective beekeeping. Beekeeping as a cottage industry was promoted as a means of income generation. Finally, an Asian-wide network was established with 12 countries namely China, India, Nepal, Bangladesh, Maldives, Sri Lanka, Vietnam, Thailand, Indonesia, Philippines, Papua New Guinea and Malaysia itself (Kevan, 1995- <http://www.idrc.ca/>).

4.3. COMMUNICATION STRATEGIES AND PARTICIPATION

COMMUNICATION

Communication does not just happen but is organised, developed, and built. A communication strategy is “a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches” (Mefalopulos and Kamlongera, 2004:8). A communications strategy removes doubt, emphasises planning, and involves all the project participants in raising the visibility of the project. Participation communication aims to facilitate the expression of people’s needs and priorities through effective communication processes.

There is much to be gained by making the development of the communications strategy a collective process. Communities are complex social systems with numerous inter-linked units that could be affected if change affected one of them (Mefalopulos and

Kamlongera, 2004). Therefore, it is not necessary for organisations to think on behalf of the people and suggest what they consider best for them. The people should be granted the opportunity to decide what is relevant for their society or communities because they are able to forecast its positive and negative implications by considering the communities priorities and aspirations.

4.4. COMMUNICATION CAMPAIGN

Communication campaigns come in varieties and can be labeled programs, initiatives or projects. Dorfman et al. (2004) states that communication campaigns are organised set of communication objectives that are embedded within, or complementary to, a larger set of work designed to achieve a common end. It brings together a coordinated set of activities in an intensive way for achieving specific goals.

According to Coffman (2003), there are two main types of communication campaigns. These are individual behaviour change and policy change campaigns. Coffman (2003:4) describes individual behaviour change campaign as “to decrease in individuals the behaviours that lead to social problems or promote behaviours that lead to improved individual or social well-being”. Policy change campaign also attempts “to mobilise public and decision maker support for policy support or change”. The types of activities used are the same. For instance, dissemination of informational materials and public service awareness may have an element of public will in their design, as it may be related to social pressures or norms about how an individual should or should not behave.

4.5. COMMUNICATION STRATEGY DESIGN

The process of designing a communication strategy begins from the field with collecting data, knowing the community and exchanging information. The purpose of designing a communication strategy is to address and solve problems at grassroots level using communication methods, techniques and media (Mefalopulos and Kamlongera 2004). Therefore, the process of designing should be done 'with the people, not just for the people'. This clearly indicates that the community should participate to determine their objectives and take action to achieve them, taking into account their values, culture and traditions of their societies. Davis and Ebbe (1993:3) agree to this by stating that "for development to be socially and environmentally sustainable, it must take into account and draw upon the values, traditions and cultures of the people in the countries and societies that it serves".

There are three communication approaches useful in designing a communication strategy namely Participatory Discussion Themes/Message Design, Instructional Design and Group Mobilisation. Selecting communication approaches is a crucial stage in communication strategy design.

4.5.1. Participatory Discussion Theme and Message Design

Participatory Discussion Theme and Message Design are concerned with identifying critical topics, elaborating relevant information and passing certain contents, either in a one-way manner or through a two-way dialogue mode, in order to address a situation which needs to be improved. Participatory element should always be present.

Participatory Discussion Theme aims to develop communication materials designed to create the basis for discussing a critical issue. It is a two-way approach and often offers useful insights to help one understand and work towards a solution. Picture codes and cloth flipcharts are often used for this purpose. Message Design is concerned with passing information and knowledge necessary for the Interaction Groups to address and solve the problem. Posters, brochures, radio, video, and booklets can be used for the transmission of the intended message. Discussion themes on the other hand, is about bringing up issues to be openly discussed rather than providing definite answers on passing specific information. These are effective in raising awareness and highlighting attitudes (Mefalopulos and Kamlongera, 2004).

The concept of adoption of innovations works on the principles of freedom of choice for acceptance or rejection on the side of an individual. Since the principles of acceptance and rejection are at work in human beings, the messages meant to influence the change of behaviour and attitudes, for instance of beekeepers to adopt the innovations, should be designed and channeled through appropriate communication strategies that weaken the strengths of the cultural barriers of beliefs (Patch, 1966).

4.5.2. Instructional Design

This is a design mode that provides part of the community, or selected Interaction Groups, with certain skills or knowledge necessary to address a problem. By using training or education approaches, people have the opportunity of becoming familiar with complex issues; of acquiring knowledge and skills useful for improving their situation. Education and training are also effective approaches in addressing changes of attitude.

Usually development projects entail strong training components that in most cases mean training of field staff. For example, training of trainers like extensionists to use discussion tools developed in the discussion themes and message design. Another use of instructional design could be that of training some members of the community to be part of the campaign team to provide skills about an issue beneficial to all.

Through extension services, the communication strategies carry messages to the target and the changes necessary for solving the communication problems they are facing. Hence, they contribute to the society's effort to solving the development problem at hand. Engel (1995) states that for extension services to function effectively, the design of extension messages and communication techniques or strategies must not be "source syndrome" based, but integrative and embraces other sources of knowledge and participation of the local members in the design. He proposes that the function of extension services must no longer be conceptualized as aiming at transfer of knowledge, technology, and practices. It should be seen as facilitating the identification, retrieval and integration of community elements so that new locally embedded and sustainable practices may emerge.

4.5.3. Group Mobilisation Activities Design

Group mobilisation is another mode that can be adopted in the communication strategy. It is a way of organising people in groups around specific issues and/or, objectives. The purpose of group mobilisation mode is to strengthen the possibilities for successful action, through the uniting of many people with different backgrounds but with similar objectives. According to Nanavatty (1960), group discussion as an educational aid

involves members in a process of self-expression and development through active participation in decision making over issues that concern them. Group discussion is an aid for sharing information, knowledge, opinions and ideas to facilitate dissemination of messages about innovations. Group mobilisation includes community mobilisation, partnerships/networking, and group formation. They attempt to organise the community or part of it, to address the main problem facing the community. The community can partner with outside entities to work towards a common objective.

The other relevant discussion/message design techniques to this study are persuasion (among the youths), and promotion. Persuasion approach has an element of mutual fulfillment between the persuader and the one being persuaded. It attempts to cause change either in the attitude or behaviour of a specific group of people, in this case the beekeepers. They must be persuaded and made to understand the need to adopt modern innovations. This requires communication skills in the presentation of messages and the development of effective communication strategies that break through the cultural barriers. Promotion is informing to make people aware and familiar, or even accept ideas, concepts or behaviour. By promotion, interest or a favourable impression of an idea or practice through motivation, image creation and positioning are created. Promotion implies calling people to action, benefits, relevancy and packaging (Mefalopulos and Kamlongera, 2004).

Other techniques relevant to this study are education and training under instructional modes. Education is about increasing knowledge, comprehension and maybe changes of attitudes, usually through a formal learning environment. It can be carried out at an

interpersonal individual level (teacher-student situations), at a group level (meetings, specific gatherings, schools, etc) or a mass level (publications, radio and television). Training is to impart or increase skills and give opportunity for trial. Training approach is similar to education, but it dwells more on practical skills rather than theoretical knowledge. This is the reason it usually implies an interpersonal learning environment in venues such as workshops or demonstration sites.

Finally, other relevant techniques from group mobilisation activities design mode are networking/partnership, group formation and community mobilisation. Networking/partnership attempts to have different groups or associations, within or from outside the community to work together to address specific issues or problems. Very often communities have problems that cut across different development sectors. The aspect of networking is put forward as the major extension practice that is bound to play an increasing important role in rural extension development.

Group formation encourages and facilitates the formation of groups of people having a specific set of tasks aimed at addressing a specific issue. This approach uses communication to facilitate mutual trust and understanding among people sharing a common interest or need. Lastly, community mobilisation is the systematic effort to involve the community in actively taking part in the resolution of a specific development issue, through communication means and methods. The approach aims at bringing together all community in order to work together to achieve something beneficial for all (Mefalopulos and Kamlongera 2004).

CHAPTER 5

5.0. RESEARCH FINDINGS

5.1. INTRODUCTION

This study was done in Kabompo which covers 75,000 square kilometers with a population of 4, 8 people per square kilometre. The aim of the research was to evaluate the communication strategies used by IRDP/GTZ to disseminate information about beekeeping in Kabompo and determine their effectiveness, success and failure, rate of adoption and propose possible solutions for the way forward.

CATEGORY OF RESEARCH FINDINGS

This chapter discusses the main findings of the research study. Findings are presented in three parts. The first part deals with quantitative data obtained from the beekeepers and those with the know-how. The next looks at the in-depth results with administrators. The last part deals with the focus group results obtained from beekeepers.

5.2.1. PART I: QUANTITATIVE FINDINGS

The respondents who filled in questionnaires comprise the beekeepers, retired officers, government workers and business world. Some of these are either involved in beekeeping or just have the knowledge about the field. Some beekeepers had gone up to grade nine while the rest had primary or no education. Beekeepers were from humble background except the few joining now.

Table 2: Frequency showing sex

		sex			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	86	86.0	86.0	86.0
	Female	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

This study revealed that most of the people with the know-how and those that deal with beekeeping are males unlike females. As shown in the table above, out of the 100 of the respondents 86 were males taking up 86 percent and 14 percent only were female.

5.2.1.1. COMMUNICATION STRATEGIES AND THEIR EFFECTIVENESS

The GTZ/IRDP used training workshops, seminars, meetings and memos to reach the beekeepers. The major communication strategy used by the GTZ/IRDP to disseminate information about beekeeping was training workshops. Training workshops were held once in each area. The training was done once and beekeepers were taught on various subjects (check course schedule at appendices). Groups were also formed and each group had a leader. The groups provided moral support for the members and also helped in legitimising social and technological change. Route chairpersons were also appointed to make it easy for the administrators to communicate with the beekeepers. Another reason was to make follow ups to find out how the beekeepers were performing after the trainings. In addition, an Annual Conference Meeting was held every year to discuss issues concerning the beekeeping activities. It generated different views concerning causes and solutions of problems the beekeepers faced. Information was shared among

the beekeepers. New innovations on improvising beekeeping equipment using local materials were discussed at this Annual Conference Meeting.

5.2.1 2. INFORMATION DISSEMINATED

The respondents said that the information disseminated at the training workshops included trainings in making bark beehives, honey processing and marketing. The beekeepers were also trained in modern methods and technology on how to crop and package honey. In addition, the beekeepers were trained on how to treat honey, wax, and keep honey clean and safe so that it does not go bad. This information was intended to equip the beekeepers in the production of quality honey.

Other information disseminated was that bees were friendly and needed to be kept safely; otherwise they abscond and shift to another place. Therefore, the beekeepers were trained on how to keep and attract bees so that they are maintained in one place for long. In relation to this, they were given concepts of forest conservation. If the beekeepers destroyed trees carelessly by burning and cutting, then they would not expect a lot of flowering on trees that attracted more bees. So they were given a packet of matches for early burning so that trees were not destroyed. Furthermore, they were taught on how to cut trees so that branches shoot up from the stumps that remained.

5.2.1.3. EFFECTIVENESS OF STRATEGIES

Table 3: Effectiveness of strategies.

Do you think the strategies were adequate to raise standard of living?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	46	46.0	46.0	46.0
agree	45	45.0	45.0	91.0
neutral	4	4.0	4.0	95.0
strongly disagree	1	1.0	1.0	96.0
disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

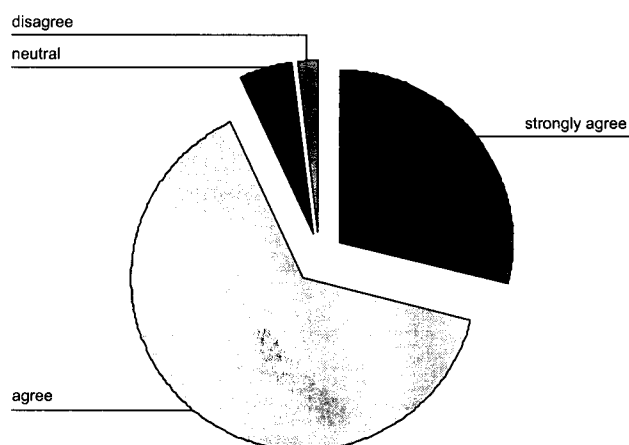
The study revealed that more than 90 percent of the respondents strongly/agreed that the strategies used were effective because they helped the beekeepers acquire skills that raised their standard of living in the community. The skills that they learnt assisted them to continue cropping and processing quality honey. This helped them to raise funds for their general use. Other views were that people who acquired the skills were able to train others with interest in beekeeping. This indicated that the communication strategies used to disseminate information on beekeeping during the training workshops were effective and had an impact on the community.

On the contrary, the respondents who disagreed felt that although the training was fairly adequate in that people gained basic knowledge in beekeeping methods, the trainers did not handle the area of diversification. Hence, this had a negative impact on the beekeepers' lives in case there was a poor harvest of honey.

5.2.1.4. HINDRANCES OR BARRIERS OF EFFECTIVE COMMUNICATION

Figure 3: Barriers in accomplishing objectives

Are there hindrances in accomplishing the objectives?



The research revealed that 93 percent of the respondents agreed that there were hindrances in accomplishing effective communication. These are as follows:

- (i) Lack of adequate staffing to extend services even to the remotest. The few who are there cannot cater for the whole district. Certain places are not easily accessed so it becomes difficult to communicate with them and also determine their levels of efficiency. Due to lack of good road network and transport, extension workers and route chairperson find it difficult to communicate with the beekeepers and access the remotest areas. As a result, there is no monitoring and follow up activities to see how the people trained were performing.
- (ii) Lack of communication devices such as fax machine, internet and phones in the modern technological world is a barrier to effective communication.

- (iii) Language barriers- poor educational background among beekeepers is also another issue that hinders progress since they fail to articulate issues as expected. This illiteracy led to inferiority complex that reduced participation when attending meetings and seminars.
- (iv) Small-scale producers' traditional attitude, values, fear of risks and lack of exposure to the world of information that relates to human development, is a hindrance. The approach by IRDP from the beginning lacked communication skills to persuade people from changing their attitudes and behaviour. The communication messages that influence change of attitude and behaviour of the clients to make positive decisions to adopt the innovation was not effectively delivered to provide an insight at the initial stage.
- (v) Lack of meetings where beekeepers discussed issues pertaining to their skills; the absence of these meetings demoralised the beekeepers and makes them lag behind new technologies and innovations.
- (vi) Lack of qualified human resource to initiate and implement deliberate strategies tailored towards achieving effective communication also hampered progress. Most extension workers are incompetent in communication skills resulting into the communication messages not being persuasive, challenging and motivating to beekeepers.

Some responses indicated that the going away of the GTZ posed a strong hindrance to the continuation of communication objectives. This is because the community still feels that the project was not meant for them but for IRDP.

5.2.1.5. NWBP SUCCESSES

The respondents revealed that NWBP had successes and cited the following: the NWBP provided employment to local community members and thus raised their way of life. It also processed and packed honey for export to Europe. They produced quality honey that is acceptable worldwide. Furthermore, it provided market for the beekeepers for their honey that helped in raising money for their living. NWBP has established permanent structures and a trained labour workforce that still practices beekeeping activities. NWBP has also established trade links with European countries. On the other hand, the company has intricate, specialised knowledge in the trade to certification requirements and honey import regulations in Europe.

5.2.1.6. RESPONDENTS' PROPOSALS ON POSSIBLE SOLUTIONS TO BARRIERS OF EFFECTIVE COMMUNICATION

The responses on the question of solutions to barriers of effective communication are as follows;

- (i) The respondents said that the solution or way forward is by training programmes. These should embark training on staff capacity building staff in social and communication skills, and formulation for communication strategies so that the staff that has been updated with recent knowledge acquired from their travels can train others. These would train beekeepers in modern methods of beekeeping to be at par with other countries by providing more information on improved methods of beekeeping.
- (ii) Producing beekeeping publications and print materials in local languages for effective understanding and to be well-informed.

(iii) Provision of Extension services and enabling the appointed workers with transport; financial and material resources that help in the application of communication strategies to develop beekeeping activities.

(iv) Resuming the Annual General Conference Meetings- these would facilitate participatory discussions of critical issues thereby restoring things that were going to waste and to agree on certain issues that would bring development among the beekeepers and the community.

(v) Introduction of radio network to create awareness through promotional programmes (in local languages used for communication in the district). This can educate people about the significance of beekeeping.

(a) Suggestions (diversification for financial growth)

The respondents were of the view that the Beekeepers' Association and Honey Factory should diversify in non-honey activities so that they are sustained even when honey is out of season. They can get involved in small scale farming, timber processing and constructing a tuck shop at their premises to cater for the surrounding area.

5.2.1.7. WHAT THE GOVERNMENT CAN DO

The respondents said that the government should help in marketing the organisation outside the country. The department in charge of beekeeping can also improve infrastructure for rural development. The government can also help in informing and educating people on how to access loans. In addition, supportive materials like the feeder road networks should be improved in the rural communities to connect the remotest areas to market outlets. The government should help in training staff in

communication skills. Management lacks communication skills to develop communication strategies that pursue client's aspiration to be able to interpret the complexity of content so as to relate and apply the messages to the social and economic situations.

5.2.2. PART II- IN-DEPTH INTERVIEWS FINDINGS

In-depth interviews with five key informants were administered to obtain qualitative information on their views on the communication strategies used by IRDP/GTZ and determine its effectiveness with regard to information dissemination to bring about development.

5.2.2.1. COMMUNICATION STRATEGIES USED BY GTZ/IRDP

The respondents were agreeable that GTZ/IRDP used communication strategies to reach out the beekeepers. They confirmed that training workshops was the main strategy used to disseminate information about beekeeping. The purpose of the training was to impart skills of beekeeping into the trainees and gave opportunities of practical lessons at demonstration sites. Seminars, meetings and memos were also part of the strategies used to disseminate information to the beekeepers as follow-ups. Similarly, the Germans appointed extension workers based at village levels to visit groups. Groups of people were formed to share knowledge and labour, and provide moral support so that the members encouraged one another in developing beekeeping activities. The system enabled communication between the beekeepers and the company on matters such as dates of meetings, crop forecast, and dates of honey collection.

Each group had a leader who reported to the route chairperson. The route chairperson acted as a go-between the beekeepers and administrators. Annual General Meetings were also held where all the beekeepers from Kabompo, Mufumbwe, Chavuma, Mwinilunga and Zambezi districts would assemble to discuss the problems they encountered and possibly find solutions to them. Video shows were showed too on beekeeping which thereafter led into a follow up discussion. At the end of such meetings, hardworking beekeepers were awarded to motivate them to increase their production.

During interviews, the various discussants clearly reported that the information delivered was meant to train farmers on how to crop quality honey. Furthermore, they were taught how to process quality honey so as to compete on the international market (see course schedule at appendices). Respondents accepted that the information disseminated was helpful and effective to the beekeepers because they still used the skills learnt to earn their living.

5.2.2.2. HINDRANCES/BARRIERS

The respondents clearly stated that the hindrances in accomplishing the objectives were due to the following constraints:

- (i) Lack of publication and print materials in local languages for transmission of the intended message.
- (ii) Lack of effective extension services provision for development in the sector is a barrier to communication.

- (iii) The absence of training workshops and meetings to acquaint people with complex issues, acquire knowledge and skills which can be used for improving situations.
- (iv) Language barriers.
- (v) Lacks supportive materials like finances, transport and stationery that help facilitate development of appropriate communication tools.

5.2.2.3. OPINIONS ON THE POSSIBLE SOLUTIONS OR WAY FORWARD FOR ACCOMPLISHING COMMUNICATION OBJECTIVES

The informants gave the following proposals:

- (i) They indicated that there was need to plan for training workshops to train staff in communication skills to improve on their traditional knowledge.
 - (ii) Publication of beekeeping information through brochures and newsletters.
 - (iii) Expanding extension services based at village levels to cater for the whole district.
- They noted that the effectiveness of the extension personnel largely depends upon the quality of communication skills they possess because they become a tool for effective interpretation of technical messages which can help in the change of attitudes.
- (iv) Seminars and meetings to be reorganised to share new information and knowledge.
 - (v) Promote beekeeping information on radio programmes.

(a) Achievement of IRDP

The informants felt it was necessary to mention the successful achievement of IRDP. It built on the local knowledge based on the old traditions of beekeeping.

5.2.2.4. WHAT IS THE ROLE OF GOVERNMENT?

The informants were of the opinion that the government should help in informing people on how to source donor funding. Beekeeping sector under Forestry Department to get involved in training beekeepers in order to improve beekeeping methods as this could be part of poverty alleviation programmes in the nation.

5.2.3. PART III- FOCUS GROUP DISCUSSION FINDINGS

Focus Group Discussions were held with beekeepers to collect qualitative information on the beekeepers' views on the communication strategies used by IRDP/GTZ and determine its effectiveness with regard to information disseminated to bring about development.

5.2.3.1. COMMUNICATION STRATEGIES

The discussants stated that IRDP/GTZ held training workshops to disseminate beekeeping information to the beekeepers. Demonstration lessons were also held in the forests to show the beekeepers how to make bark bee hives, suspend them on branches and how to crop and process honey. These practical lessons were very important in the process of disseminating information by giving an opportunity for trial.

The district was divided into parts which were known as routes and each route had had a route chairperson in charge its affairs. Groups of people were formed with a leader responsible for any information sharing and communication with the route chairperson. The administrators communicated thru the route chairperson who in turn reported to the

group leader. Group discussion encouraged and motivated the members to share their problems and found possible solutions to counteract the situation.

An Annual General Conference meeting was held every year to disseminate new information and new knowledge. It was also a time beekeepers shared their experiences. Another unique mode used was video shows about beekeeping activities. These provoked open discussions and were very educative to the beekeepers.

The researcher observed that the strategies were well presented to disseminate information, however, did not fully fulfill the objectives because of lack of consulting the community in the first place. Lungu and Associates (2005:5) realises the need to develop the sense of ownership and say “developing ownership for innovations is a critical ingredient in sustaining the innovations and their relevancy”.

5.2.3.2. THE KIND OF INFORMATION DISSEMINATED

The form of information disseminated centred on how to process quality honey, separate honey from honey-comb, making wax and storing honey so that it remained in good condition for a long time.

Most beekeepers agreed that the information disseminated was profitable and helpful because beekeepers still used the same skills to earn money for their living. This implied that the information received was valuable because they still used the skills acquired. They were also able to incorporate others by teaching them how to make bark bee hives and crop honey.

5.2.3.3. HINDRANCES/BARRIERS

The participants felt that although the beekeepers are still operating on their own, there were a lot of hindrances in achieving the communication objectives. This is due to the following reasons:

- i. Absence of workshops, meetings (AGCM) and seminars where beekeepers and management used to meet to re-train and discuss issues affecting them. Prices were also negotiated at such forums. The beekeepers were eager to learn new options and solutions in the beekeeping activities. All the beekeepers valued the importance of workshops and meetings.
- ii. Lack of extension services that satisfy the needs of the beekeepers especially in farthest places from the boma. This affects communication process because there is no contact between them and the offices. Some respondents attributed this to lack of supportive materials like finances and transport for extension services that facilitate development of communication tools.
- iii. NWBP management has failed to develop communication approaches between themselves and the beekeepers. This has frustrated the beekeepers so much that they are cut off and de-motivated resulting into low levels of production. The beekeepers complained that they no longer participate in decision-making. This has developed loss of trust and confidence in the management resulting in questioning the management's effectiveness.
- iv. Lack of print material that they can refer to especially in the local languages used for communication in their area.

- v. The promotion of tree conservation by Forest Department has become a hindrance to beekeepers because they are unable to make the bark bee-hives in forest reserves.
- vi. The respondents complained of lack of supportive materials like finances in their case have hindered their way forward. NWBP has contributed a lot by getting honey on credit and takes long to pay them back. This delayed the programmes for beekeepers and made it difficult for them to plan and expand their production.

5.2.3.4 PROPOSALS OF POSSIBLE SOLUTIONS OR WAY FORWARD TO EFFECTIVE COMMUNICATION

On the question of solution to barriers of effective communication, the discussants proposed the following:

- (i) Continuous trainings and meetings to keep beekeepers updated or abreast with latest skills and technologies, since the world is changing and developing rampantly. They cannot rely on the same information and skills learnt in the 1980s to develop effectively.
- (ii) Frequent visits by extension workers even to the remotest for advisory roles on beekeeping and close supervision on the performance.
- (iii) Publication of print materials and radio programmes in the local languages.
- (iv) The beekeepers need information on how to access markets and loans from organisations to help them run their beekeeping business effectively.

5.2.3.5. THE ROLE OF THE GOVERNMENT

The government supports activities that reduce poverty. Beekeeping could be one of the ventures that the government could take advantage of so that it helps in the fight against poverty in the rural areas. Therefore, the government can help by informing them on how they can access loans. Furthermore, the respondents suggested that the Beekeeping Department should train beekeepers in modern methods since with the pass of time there could be new methods discovered in the developed world.

CHAPTER 6

6.0. DATA ANALYSIS AND INTERPRETATION OF RESULTS

This chapter focuses on the interpretation of the study findings. The aim of the research was to evaluate the communication strategies used by IRDP/GTZ and determine their effectiveness.

GENERAL INFORMATION – DEMOGRAPHIC

6.1. Sex/Gender

The findings have shown that there is gender imbalance. From questionnaires, 86 percent of the respondents were males and 14 percent were females. Among the 40 beekeepers who were interviewed under focus group discussions, only two were women. Most women do not participate in beekeeping as a business venture. Kelly (1996) said that the national goal of accelerated development cannot be attained without special attention or concern to the needs of women. In reality, women play a predominant role in producing, storing, processing and preparing food for the family. Contrary to what Kelly said in relation to beekeeping, the society believed that women could not participate in making bee-hives and climb trees to suspend them on branches. Even then, they engaged men to help them do jobs that they could not do.

Mickels-Kokwe (2006) also in his report also stated that it is impossible for women to leave the homestead chores to go and camp in the forest. In addition, women's participation further depended on the husband's permission. This permission is quite pronounced in decision-making in rural households in North-Western province.

Therefore, it was difficult for a woman to take up beekeeping and start employing labourers without active support of the husband.

6.1.2. Education

The highest level of education attained by the beekeepers was secondary (grade 9) followed by primary. The rest had not even entered the first grade. Education is a powerful instrument which completely alters the attitude of the people. An enlightened community that is able to read and write is a health one to the diffusion of innovations. Low illiteracy in a community is a barrier to adoption of innovations regardless of the channels of communication used. This affects the way messages are received and practically interpreted, and exchanged among respondents.

Having in place beekeepers with basic education indicates that there is potential for them to adopt innovations as long as these are simplified and disseminated in properly refined and clear methods. Wendorf (2006) states that although beekeeping may be practiced from childhood to old age, learning advanced beekeeping, especially in modern types of bee-hives, requires a certain level of understanding and education. Beekeeping needs patience; it is a process of learning and getting experienced and skilled in order to become a beekeeper, which will generate an income from his/her business.

6.2. DISCUSSING COMMUNICATION STRATEGIES

The primary purpose of communication is centred on the core understanding that it is a process that involves the transfer, exchange, transmission, and dissemination of information from the source. Communication for development is fundamental to the

success of community development and capacity-building initiatives. Communication has potential to empower people and societies take control of their lives and set their own growth for their standard of living.

When the GTZ came, they used training workshops to reach the beekeepers. According to Wendorf (2006) the beekeeping course included 26 subjects that were disseminated to beekeepers during the training workshops (see the course schedule at the appendices).

They also held seminars and meetings to make follow ups and monitor the progress. The communication strategies were relevant; however the approach lacked the element of participatory communication by all stakeholders in the need and problem identification stage of planning. Target group participation in identifying their needs is key both to the acceptance of objectives and innovations, and sustainability of activities.

Participatory communication is that type of communication in which all participants are free and have equal access to express their views, feelings and experiences. It also denotes the practices of communication used to involve society in decision making of the development process. Hence, the government, agency/organisation and the community should work together from the beginning. Actually this will demand cultural sensitivity and requires patience and more time for each group to express its concern which should be heard. This brings about the aspect of perception which plays a key role in communication strategies to enable rural people to articulate their own perceptions of community needs into development process.

6.3. BARRIERS IN ACCOMPLISHING THE OBJECTIVES

It was noted that there were hindrances in accomplishing the communication objectives. The absence of workshops, seminars and meetings where beekeepers discussed issues pertaining to their skills had hindered progress. Financial constraint had hindered the ability to organise and install communication devices such as internet and phones. Furthermore, inadequate attention to the differences in approach of developmental institutions and lack of attention to the absorption capacities of the local institutions that were intended to take over from IRDP (Lungu and Associates, 2005) became barriers in achieving effective communication.

Meyer and Vorwerk (2004:7) confirms that the “problem of lack of proper information on the procedure planning and implementation was considered as a matter for the German side to arrange”. As a result of this negligence, it has caused negative lasting implications for sustainability as even to this day, the somewhat successful NWBP sees it way forward as lying in continued access (Lungu and Associates, 2005).

The researcher observed that the communication strategies were relevant but were not very effective because IRDP/GTZ did not create a sense of ownership in the people. Hence, the information disseminated was not very effective in achieving the intended objectives because the beneficiaries did not participate in the design of communication objectives and strategies at the initial stage. Mefalopulos and Kamlongera (2004:12) say “The process of communication strategy design starts in the field with collecting data, knowing the community and exchanging information”. Collection of information on the

community should be done from the community in order to have their opinions and their perceptions clearly and properly represented.

Lungu and Associates (2005) reported that the high profile of IRDP and its role as implementer created undesirable issues of ownership, which is the reason it is still referred to as 'their programmes', not our programmes. They argued that IRDP created high expectations among the target group as they became accustomed to the doorstep service delivery. When the local executing agency after the completion of the IRDP could not achieve doorstep services, it caused frustration among the target group. In addition, it also created the notion that IRDP did not consider the financial capacity of the local executing agency, that only with donor intervention could things get better. IRDP did not make an effort in capacity building for the target group to reach up to their level of efficiency. The beekeepers still wish for the "Germans" to bring back the doorstep service.

6.4. SOLUTION TO BARRIERS OF EFFECTIVE COMMUNICATION

Continuous trainings and meetings for dissemination of more information and knowledge in order to be abreast with modern skills and technologies are required. In relation to this, it is inevitable to organise frequent visits by appointed extension workers to make follow ups after the trainings. In order to have material for reference, print materials should be published for the sector. Other methods that could be used to disseminate information that help solve barriers of effective communication are group approach for discussions. Group discussion is an essential aid for sharing knowledge, information, opinions and ideas to facilitate dissemination of messages and adoption of

innovations. Finally, the major solution to effective communication is participation of all the stakeholders in the procedure of planning and implementation of the development project.

The best is to go to the grass root to allow the communities participate in the choice of activities that were of the community's concern, so that it would help them to integrate the new technology with the local knowledge already existing. Otherwise in many cases the government and the donors want to transform people's mindset according to what the project is stipulating.

6.5. GOVERNMENT'S ROLE

It is the mandate of the government to regulate the industry and provide facilitation, technical advice, financial and material support. The government should be responsible for providing information on the requirements of getting a loan. Beekeeping Department should organise itself and train beekeepers in modern methods. The Forest Department should educate beekeepers on preservation of forests to promote conservation. Another thing is educating and persuading people on the subject of diversification so that they will be able to sustain themselves. For instance, beekeeping is a seasonal activity and its success is influenced by many different factors, mainly by climate and the presence of flowering Plants. Hence, such years require participation in other ventures in order to sustain the institutions.

CHAPTER 7

7.0. CONCLUSION AND RECOMMENDATION

7.1. CONCLUSION

Arising from the findings and discussions, it can be concluded that the communication strategies used; trainings workshops, seminars, meetings and memos were relevant in disseminating information about beekeeping. However, the approach used to introduce the initiative in Kabompo overlooked important factors that are necessary in setting up a rural development project. Effecting change among people in a social system is a difficult task because it requires loosening the cultural pattern of behaviour, norms and values that bind the society. Therefore, to bring change, it requires participatory communication by all stakeholders in the designing and application of communication strategies. Effecting change in society needs the design and application of potential communication strategies that effectively address and loosen the strengths of the cultural bondages and influence adoption of innovation to bring about social change.

The findings revealed that even if the beekeepers still crop honey, they experience a lot of problems that requires immediate attention in order to improve their operation. Lack of communication devices for communicating worsens the situation for them. Language barriers and lack of publication of print materials hinders effective communication. Finally, the absence of workshops and meetings where the beekeepers can meet and discuss issues affecting them is a big barrier in their development.

It as been revealed that the way forward for effective communication is as follows: publications of print materials and radio programmes, extension services to revise

communication process thereby change the communication strategies to suit the situation, continuous trainings and meetings. Strategies should be educative and persuasive in character. A persuasive communication strategy directs its efforts to create awareness and influence the target group accept innovations even when they have no knowledge about the innovation.

Finally, participatory communication of all stakeholders is a key element in both the communication process and the design of communication strategies for any rural development projects to be successful and sustainable. It influences the change of attitude, behaviour, acceptance and adoption of innovations towards achievement of the target objectives.

7.2. RECOMMENDATIONS

7.2.1. COMMUNITY RADIO

The district does not have a community radio that can be a tool in rural development initiatives to create awareness in the society. Publications of educative programmes on beekeeping on radio can an effective strategy in persuading the community to accept the innovation.

7.2.2. LOANS

This is to inform the people about the procedures and provisions of the requirements of getting loans so that the clients access them easily after they are well-informed.

7.2.3. REVAMPING WORKSHOPS AND MEETINGS

Years have passed from the time the beekeepers were trained. Similarly, new methods have been discovered. When these training workshops are revamped, they will be used to equip the beekeepers for better production.

7.2.4. COMMERCIALISING BEEKEEPING

Focusing on private sector orientation and involvement, they should organise beekeepers into commercial entities. Then the expert will teach others on a practical basis. This also requires changing the mindset or attitudes of people through communication strategies that can loosen the cultural barriers.

7.2.5. CREATING SUSTAINABLE IMPACT

Any programme that aims at creating a sustainable impact must if working as facilitator, work with the community and enhance the local institutions and human capacities to ensure continued operation even after the programme exit. If working as implementer, the exit strategies should be articulated at the onset and from then creates new local institution and human capacity in order to continued operation after programme exit.

7.2.6. INTRODUCTION OF RADIO PROGRAMMES

Since the national broadcasting corporation has a provision of broadcasting programmes in the local languages, beekeeping information can be disseminated on Zambia National Broadcasting Corporation (ZNBC). This will promote the activity and educate many on the relevance of the project.

7.2.7. CAPACITY BUILDING

Trainings in communication skills for staffs should be an integral part of the preparatory activities for every rural development initiative that is to be implemented. This should be designed to respond to field experiences and changes in extension roles.

7.2.8. PARTICIPATION COMMUNICATION

This is critical in development initiative and need to take into account about the community's participation. The idea of imposing development projects has not been beneficial to the target groups. Therefore, any rural development project that is to be established, a participatory research in the field should be done with the people first. This helps in learning the people's needs, opportunities, problems and solutions which help in the communication plan and in the design of communication strategies.

7.2.9. NEEDS ASSESSMENT

There is need for needs assessment to gather information that can help enhance the management. In turn, this will help find ways of dealing with changes taking place examine options and find low solutions with regard to low/unsatisfactory performance in matters of excellence in programming and management.

7.2.10. ADAPTIVE RESEARCH

The constraints to adoption of modern beekeeping (box and top bar hives) should be comprehensively studied. Adaptive research to find a replacement for the bark hive should be done in order to find other alternatives.

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APPENDICES

APPENDIX A

QUESTIONNAIRE

SECTION A- Personal information.

Instruction: Tick one which is applicable to you.

1. Sex

- 1. Male ☐
- 2. Female ☐

2. Age

- 1. 25-35 ☐
- 2. 36-45 ☐
- 3. 46-55 ☐

3. Educational level

- 1. Primary school ☐
- 2. Secondary school ☐
- 3. Tertiary ☐
- 4. None ☐

4. Occupation

- 1. Sub-farmer ☐
- 2. Government worker ☐
- 3. Private Company ☐
- 4. NGO ☐
- 5. Self employed ☐
- 6. None ☐

5. Area of residence

- 1. Village ☐
- 2. Boma ☐

6. Religion- denomination

- 1. Pentecostal ☐
- 2. Seventh Day Adventist ☐
- 3. Catholic ☐
- 4. CMML ☐
- 5. New Apostolic ☐
- 6. Others religions or denomination, specify _____

7. Income per month

- 1. 20,000- 50,000 ☐
- 2. 60,000- 90,000 ☐
- 3. 100,000-500,000 ☐

- | | |
|------------------------|-----|
| 4. 501,000-1,499,000 | [] |
| 5. 1,500,000-2,500,000 | [] |

SECTION B: Information about NWBP and beekeeping.

8. Which communication strategies were used by German to reach the farmers or beekeepers?

- | | |
|-------------------------|-----|
| 1. Training workshops | [] |
| 2. Seminars | [] |
| 3. Memos | [] |
| 4. Meetings | [] |
| 5. Informal (grapevine) | [] |

9. What kind of information was disseminated to the clients?

10. Do you think the strategies were effective to help the people acquire survival skills to raise their living standards?

- | | |
|-------------------|-----|
| 1. Strongly agree | [] |
| 2. Agree | [] |
| 3. Neutral | [] |
| 4. Strongly agree | [] |
| 5. Disagree | [] |

11. Give reasons for your answer in '10'.

12. Are there hindrances or barriers in accomplishing effective communication?

- | | |
|----------------------|-----|
| 1. Strongly agree | [] |
| 2. Agree | [] |
| 3. Neutral | [] |
| 4. Strongly disagree | [] |
| 5. Disagree | [] |

13. Give reasons for your answer in '12'.

14. How many times did the training of beekeepers occur?

1. Once a month []
2. Twice a month []
3. Once []
4. Quarterly []
5. Twice a year []

15. Has NWBP achieved any successes?

1. Yes []
2. No []

16. If any, mention them.

17. What are the possible solutions or way forward to barriers of effective communication between the NWBP and beekeepers?

18. Which other business ventures/programmes should the NWBP be involved in to sustain itself and its clients financially?

19. Is the government involved in the communication activities of the NWBP?

1. Yes []
2. No []

20. If yes, what role is it playing in the activities of the NWBP?

21. What do you think the government should do to help beekeepers and the NWBP to improve communication to continue running?

1. Funding the factory []

2. Improving infrastructure []

3. Looking for donors []

4. Training people in modern beekeeping methods []

5. Other things, specify-----

APPENDIX B

FOCUS GROUP DISCUSSION INTERVIEW GUIDE

INSTRUCTIONS TO GROUP FACILITATOR

- a. Greet and welcome the participants.
 - b. Introduce yourself, where you are coming from.
 - c. Facilitate the discussion making sure that each participant has a chance.
 - d. Keep all information confidential.
-
1. Which communication strategies were used by IRDP/GTZ to communicate and reach the Beekeepers?
 2. What kind of information was disseminated to the clients?
 3. How effective were the strategies to help the producers acquire survival skills to raise their living standards?
 4. What are the hindrances/barriers in accomplishing effective communication?
 5. What do you think is the solution or way forward to barriers of effective communication?
 6. What do you think the government should do to help the beekeepers and the NWBP be sustained?
 7. Which business ventures/other programmes should the factory be involved in for its sustainability?

APPENDIX C

IN-DEPTH INTERVIEW GUIDE (for Administrators from Honey Factory and Forestry Department)

1. Which communication strategies were used by German to communicate and reach the farmers or beekeepers?
2. What kind of information was dissemination to the clients?
3. How were the strategies and information effective in raising the way of life of the beekeepers?
4. What are the hindrances/barriers in accomplishing effective communication?
5. What are the possible solutions or way forward to improving effective communication in order to develop?
6. Being administrators, what do you suggest should be done to help the NWBP be sustained?
7. In your opinion, what do you think the government should do to help in improving the communication strategies in order for the factory and the beekeeping to be sustained?

APPENDIX D

WORK PLAN FOR THE RESEARCH STUDY

ACTIVITY				2	0	0	7		2	0	0	8					
	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S
Problem identification and topic formulation	*	*															
List Review		*															
Consultations from Lecturer	*	*	*	*													
Writing and typing proposal				*													
Corrections to proposal and additions						*	*	*	*								
Pre-testing questionnaires								*	*								
Replication of questionnaires and interview guide							*	*	*								
Data collection											*	*					
Report writing and typing												*	*	*			
Consultations with the supervisor												*	*	*			
Final reporting production and binding													*	*			
Report submission													*	*			

Day 3	Module	Venue	Topic	Time start	Time end
	11	practical	Transferring Bees from bark hives	7:30	9:00
	14	class	Brood & Brood development	9:00	10:00
			Morning	Break	
	14	class	Brood & Brood Development (continuati	10:30	11:30
	15	class	Controlling Swarming	11:30	12:30
				Lunch	
	15	class	Controlling Swarming	13:30	14:30
	16	class	Absconding & Migration	14:30	15:30
			Afternoon	Break	
	17	class	Colony Inspection	16:00	17:00

Day 4	17	practical	Colony Inspection	7:30	9:00
	18	class	Dividing & Unification	9:00	10:00
			Morning	Break	
	19	class	Seasonal Bee Management	10:30	12:30
				Lunch	
	20	class	Pests & Diseases	13:30	15:00
			Afternoon	Break	
	18	practical	Dividing & Unification	15:30	17:00

Day 5	21	practical	Honey Harvesting	7:30	9:00
	21	class	Honey Harvesting & Quality	9:00	10:00
			Morning	Break	
	21	class	Honey Harvesting & Quality (continuation	10:30	11:00
	22	class	Honey Refining	11:00	12:00
				Lunch	
	23	class	Beeswax	13:30	14:00
	23	practical	Beeswax Processing	14:00	15:30
			Afternoon	Break	
	22	practical	Honey Refining	16:00	17:00

Day 6	24	class	Marketing Honey	8:00	10:00
			Morning	Break	
	25	class	Pollination	10:30	11:30
	26	class	Record Keeping	11:30	12:00
			Evaluation, wind up	12:00	13:00