



# ICT and AG Profile

## MALI SHAMBANI

**Area of Focus:** Agricultural Extension

**How it works:**

Mali Shambani (literally 'wealth in farming') is a weekly hour-long radio program featuring agricultural news, and responding to the business and market access needs of small, rural farmers in Kenya. The program covers a wide range of topics, including market prices and trends, farming techniques, weather and seasonal issues, financing opportunities, inputs, land use, and quality standards. Each program also offers an interactive call-in component where farmers are given the opportunity to pose agricultural questions to a panel of experts either via phone or SMS.

The program has also developed a content database for other radio stations, and in late 2007/early 2008 expanded its outreach with the launching of four local language broadcasts (Luo, Kalenjin, Kiswahili, and Kikuyu) in relevant regions. The local language broadcasts more specifically target the agricultural context of their target regions.

**Technology used:** Radio, mobile phones

**Implementer/Funder:** The pilot was originally funded by DfID and USAID, and implemented by FIT Resources and the Kenya Broadcasting Corporation (KBC).

**Fees:** None

**Primary Markets:** Kenya

**Users:** Small-scale, rural farmers

**Business Model:** Currently, the program uses advertising to cover its operating costs.

**Impact:** Anecdotal evidence has shown that the program has led to increased sales for advertisers following broadcast, and that the shows have helped their target audience to increase their use of services and technologies.<sup>1</sup>

**For more information visit:** <http://www.fitresources.org/>

**Sources:** <sup>1</sup> <http://www.bdsknowledge.org/dyn/bds/docs/758/DFIDKenyaBSDMP.pdf>

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