Maharagwe Bingwa Campaign

August Report
TZ CH 6 (First ASHC Issue)
Overview of the Maharagwe Bingwa Campaign

**Objective: Shujaaz will use mass circulation comics, Cloud FM radio and social media to target younger members of the farming families with inspirational ideas on new varieties and good agricultural practices. Comics will be published in August and September issues.**

<table>
<thead>
<tr>
<th>Channels</th>
<th>No. of campaigns</th>
<th>Campaign Strategy</th>
<th>Achieved by August</th>
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| Comic (monthly print run of 202,500) | 2 stories in August and September comic issues | Issue 1 Storyline: Featuring a bean farmer, infographics on role of beans in soil fertility, importance of bean growing  
Issue 2 storyline: interviewing an agro-dealer, infographics on best practices in bean growing (varieties, fertilizer) | 1 comic story with a distribution of 200,000 |
| Facebook (fan base of 24,000)   | At least 5 posts every month          | Featuring the bean farmer as in the comic                                          | 23 posts          |
| Radio                           | 2 radio shows to run in August and September | 1\textsuperscript{st} show: Featuring the bean farmer as in the comic, including radio inserts for more information  
2\textsuperscript{nd} show: Featuring the agro-dealer as in the comic, including radio inserts for more information | 1 radio show and 1 video |

**Objective of this report**
This report summarizes Facebook and SMS fan feedback analysis from the Maharagwe Bingwa campaign for the month of August 2015.

**Methodology**
- Content analysis was used to interpret/describe feedback from our fans on our SMS and Facebook platforms. It was also used to find out the links between our media content and the size of feedback from our fans.
Notes

The objective of the comic campaign was for fans to use the comic as a guide to their farming practise and be able to share the same information with others. It was also aimed at promoting the use of phosphoric fertilizers as well as the use of high yielding bean varieties. Additionally, we aimed to promote better understanding of the importance of beans to soil fertility.

We received 192 messages on our SMS platform as response to this campaign.

The recurring conversations were about:

- Questions on suitable soil.
- Questions on suitable climate.
- Questions on which season is best for growing these beans.
- Questions on which are the best varieties to grow.
- Complimenting Liberati mushi (our featured bean farmer)
Campaign on Facebook

Notes

The strategy is to share tips and create conversation on beans business and agriculture in general.

We posted 23 posts on our Facebook pages and these generated a total of 195 comments, 2997 likes and 34 shares.

The recurring conversations were similar to those on SMS and were about:

- Questions on suitable soil.
- Questions on suitable climate.
- Questions on which season is best for growing these beans.
- Questions on which are the best varieties to grow.
- Complimenting Liberati mushi (our featured bean farmer)

“Mr Liberati, a farmer from Chekereni Himo. I really appreciate your hustle it’s a good education.” Kituye

“In Dar es salaam, other beans like Soya koku, Soya, are good deal in Rozi koku in Arusha njugu and Tabora black beans are both selling better.” Hamza

“I would like to get into beans farming but I want to have the knowledge first on how to start.” Pelagya

“Not Only beans but all leguminous plants has the characteristics of storing bacteria known as (Nitrogen fixing bacteria ) that changes nitrogen to from the air and make it usable in plant’s growing process. I believe other experts can add in to this.” Mangala
If you want to benefit from beans farming, you must talk to other farmers before you start, also note the good season is in March, although you can plant through the year if you plan well.

Likes: 878
Comments: 46
Shares: 7

We are advised to find out what types of beans sell the most in the market before you decide which variety you wish to plant.

Likes: 896
Comments: 23
Shares: 2
The strategy was to feature the bean farmer in the comic, on radio and video as well. For radio, radio inserts were included for more information.