



# Improving Farmer Engagement in Busunju

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# OBJECTIVES AND TARGET AUDIENCE

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## Objective

- Improve farmer engagement in Busunju as part of the Operation Wealth Creation (OWC) initiative

## Target Audience

- Mityana District Office
- Ministry of Agriculture
- Busunju Town Council: Mayor and Town Clerk

# OPERATION WEALTH CREATION: PURPOSE AND BENEFITS

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- **What is Operation Wealth Creation?**
  - Operation Wealth Creation (OWC) represents a government effort to support local farmers and encourage them to create and maintain profitable farms. As part of the Uganda Vision by 2040 initiative, it serves as a vehicle to modernize agricultural efforts in the country.
- **How does OWC support local farmers to create and maintain profitable farms?**
  - OWC supports local farmers by providing inputs in the form of seedlings (i.e. coffee, mango, citrus, maize, beans) and livestock (heifers, poultry) to farmers.
- **What are the benefits of OWC?**
  - By providing seedlings and livestock to local farmers, it enables them to create and maintain farming operations that allow them to sustain their families.

# OPERATION WEALTH CREATION: CHALLENGES

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- **What are the challenges associated with OWC?**

- ▶ Lack of Interest In Farming

- ▶ Even though OWC in Busunju supports local farmers, many of the farmers do not find value in sustaining families through farming operations.

- ▶ As a result, many of the male farmers do not participate in farmer training sessions provided by the Agricultural Office.

- ▶ The lack of interest stems from the perception that farming does not produce enough income to support their families.

- ▶ To provide for their families, many of the farmers choose riding commercial motorcycles as a profession versus engaging in farming as a profitable business venture to sustain themselves and their families.

- ▶ Poor Community Engagement with Farmers

- ▶ Mobilizing farmers to participate in farmer training represents a challenge as many of the local council chairpersons who are responsible for engaging the farmers lack the time.

- ▶ Many of the local chairpersons own businesses in Busunju Town Center and as a result, they cannot dedicate time to participate in farmer engagement activities.

# OPERATION WEALTH CREATION: CHALLENGES

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- **What are the challenges associated with OWC?**

- ▶ Financial Abuse of Women Farmers

- ▶ Even though men represent the main decision makers regarding farming activities, the wives represent the majority of the farmer training participants as they provide the majority of the farm labor.
- ▶ Due to cultural barriers that discourage women from engaging in profit-making activities, the women do not participate in any of the commercial activities associated with farming.
- ▶ As a result, they do not financially benefit from farming market activities even though they provide the majority of the labor necessary to sustain farming operations.
- ▶ Ultimately, men control the financial resources which leaves many of the women financially vulnerable.
- ▶ The lack of access to financial resources could result in abusive and poor working conditions that leave the women powerless socially and economically.

- ▶ Use of Child Labor

- ▶ In addition to utilizing women labor, many of the farmers also use child labor to sustain their farming operations.
- ▶ The use of child labor could constitute a violation of national and international child labor laws and standards even though cultural practices encourage the use of children to support farming operations.
- ▶ The use of child labor also exposes Uganda to global reputational risk for Uganda as it reflects that the laws of the country do not uphold or protect vulnerable members of society (i.e. women and children) from exploitation and unsafe working conditions .
- ▶ As a result, it could discourage foreign investors from investing in the country as conducting business in a country with poor labor laws and practices could undermine their corporate reputations and brands and ultimately expose them to reputation risk that undermines their profitability.
  - ▶ For example, their international consumer base may not want to buy consumer products manufactured in a country that engages in unfair treatment of women and children and does not encourage businesses to engage in socially responsible business practices.
  - ▶ As a result, child labor practices could hinder Uganda from attracting global manufacturing institutions due to global corporations and manufacturers wanting to avoid exposing their businesses to reputational risk.

\* *Reputational Risk represents the probability and likelihood of material and monetary losses due to events that undermines the brand and reputation of a corporation or government institution.*



# OPERATION WEALTH CREATION: CHALLENGE

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- **What are the challenges associated with OWC?**

- ▶ Illiteracy

- ▶ Many of the farmers cannot read or write effectively in Luganda and English.
- ▶ As a result, poor literacy among farmers hinders them from tracking farming activities utilizing effective record and bookkeeping practices.
- ▶ In addition to poor bookkeeping practices, many of the farmers do not understand the benefits of keeping or maintaining records of farming and agricultural activity.
- ▶ Poor record keeping among the farmers prevents them from understanding if their farming activities produce enough profit to sustain their families.
- ▶ Because of poor record keeping, the Agricultural Office cannot gather the data necessary to implement and maintain long-term plans to improve, sustain and modernize agricultural efforts in Mityana district as required by OWC and Uganda Vision 2040.

- ▶ Inadequate Knowledge of Farming Products

- ▶ In order to manage their farms, local farmers rely on agro-shop owners to provide farming products such as inputs, seedlings, fertilizers, herbicides insecticides and other farming products.
- ▶ Due to lack of proper knowledge of the farming products, the agro-shop owners communicate incorrect information to the farmers on how to properly use farming products.
- ▶ Because farmers rely on agro-shop owners to supply them the necessary products to sustain their farms, inadequate knowledge of farming products could lead to misuse of the products and negatively impact farming productivity.

# OPERATION WEALTH CREATION: SOLUTIONS

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- **To solve the challenges faced by the Agricultural Office in effectively managing OWC efforts, the Agricultural Office recommends implementing the following initiatives below:**
  - Create Partnerships with Local Religious Institutions
    - To increase interest in farming among young men and male farmers as a viable business venture, the Agricultural Office will create partnerships with local religious institutions (i.e. churches and mosques) to announce and promote farmer training programs during days of worship.
      - The churches and mosques represent important social institutions that unite the local community.
      - As part of the local social fabric, churches and mosques can serve as important vehicles to communicate and engage with local farmers.
    - The churches and mosques also offer an opportunity to gather for the Agricultural Office to gather data and statistics on the effectiveness of campaigns to promote OWC efforts in Busunju.
    - The Agricultural Office will create written campaign material to provide to local religious leaders to utilize when announcing the importance and benefits of the farmers participating in farmer training sessions.

*\* The Agricultural Office is currently collecting farmer data and implementing a database in order to perform data analytics and create reporting that shows farmer productivity.*



# OPERATION WEALTH CREATION: SOLUTIONS

- **To solve the challenges faced by the Agricultural Office in effectively managing OWC efforts, the Agricultural Office recommends implementing the following initiatives below:**
  - Leverage Local Political Leaders
    - To promote the importance of agriculture and farming in Busunju, the Agricultural Office will collaborate with local political leaders to mobilize male farmers to participate in the farmer training sessions.
    - By encouraging male farmers to participate, it educates the men on the benefits of agriculture as a profitable business venture.
    - The Agricultural Office will encourage local council chairpersons to announce farming training sessions during council meetings with the community.
    - The Agricultural Office will also create and implement a communication plan that encourages local chairpersons to leverage technology to communicate with farmers to announce farming training sessions. For example, local chairpersons during council meetings should collect the names and contact information for all farmers during council meetings in order to send mass communications via emails and texts to farmers regarding farming training sessions.
  - Implement and Conduct Training Programs with Non-Governmental Organizations (NGOs)
    - The Agricultural Office in conjunction with the Community Development Office (CDO) will create partnerships with NGOs such as the United States African Development Fund (USADF) and UnBound to create and provide training programs to the local farmers that address the following topics below:
      - Encourage women participating as equals in market activities associated with farming and agriculture
      - Discouraging the use of child labor and if child labor is used, to follow national and international child labor
      - How to track and record farming productivity using effective bookkeeping and record keeping practices
      - The importance of hard work and discipline how it leads to successful farming and agricultural operations
      - The importance of organizational skills in managing successful farming and agricultural operations

# OPERATION WEALTH CREATION: SOLUTIONS

- To solve the challenges faced by the Agricultural Office in effectively managing OWC efforts, the Agricultural Office recommends the implementing the following initiatives below:
  - Create the following programs below with NGOs
    - The Agricultural Office in conjunction with the Community Development Office will create partnerships with Non-Governmental Organizations (NGOs) such as the USADF and UnBound to implement the following initiatives below:
      - Form a cooperative society of farmers with USADF in order for farmers to gain access to funds and training.
      - Create a literacy program that teaches fundamental reading and writing skills to combat poor literacy.
        - The Agricultural Office in conjunction with the CDO will also partner with a NGO that works to improve literacy in Uganda to provide the format for the literacy training program.

\*Please refer to the contact below in order to form partnership with USADF and UnBound

**Name:** Kasozi Daniel

**Organization:** USADF

**Email:** [danielkasozi@gmail.com](mailto:danielkasozi@gmail.com)

**Phone Number:** 2560701249238

**Phone Number:** 2560777819222

**Name:** Bukenya Daniel

**Organization:** Unbound

**Phone Number:**

# OPERATION WEALTH CREATION: SOLUTIONS

- To solve the challenges faced by the Agricultural Office in effectively managing OWC efforts, the Agricultural Office recommends implementing the following initiative below:
  - Agro-shop owners should receive training on all the products they sell and create records of all the product types that they sell using the format below.

Product Name	Description	Purpose



# CONCLUSION

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# WORK PLAN

Task	Responsible	Expected Completion Date	Actual Completion	Notes
Identify all local churches and mosques and identify the pastors or head of the mosques	Yasin	06/01/2019		
Create one page written campaign to announce all farmer training sessions for the quarter.	Peruth	06/01/2019		
Distribute written campaign material to local churches and mosques to post in churches and announce during days of worship.	Yasin and Peruth	15/01/2019		Agricultural Office should follow-up every week with local religious leaders.
Identify all local chairpersons and provide written campaign material to announce during town council meetings.	Peruth	25/01/2019		
Create a communication plan where Agricultural Office can send mass texts and emails to local religious and political leaders to announce farmer training sessions.	Yasin	31/01/2019		
Contact USDAF to create training programs utilizing PowerPoint on topics listed on page nine.	Yasin and Peruth with CDO	31/01/2019		Agricultural Office should work with Dan Kasozi to create and implement farmer training sessions. Please refer to his contacts on page 10.
Contact USDAF on how to form a farmer cooperative society.	Peruth with CDO	31/01/2019		Agricultural Office should work with Dan Kasozi. Please refer to his contacts on page 10.
Identify and contact Literacy NGO to provide literacy training programs to local farmers.	Peruth with CDO	31/01/2019		Agricultural Office should work with Dan Kasozi. Please refer to his contacts on page 10.
Identify Agro-Shop Owners and create training session on farmer products.	Yasin and Peruth	31/01/2019		Agriculture Office should use table format on page 11 to conduct training session.





# Summary

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- By implementing the solutions proposed, the Agricultural office strives to empower the farming community with the skills and tools necessary to succeed in Agriculture.
- In order to empower local farmers, it is essential that the Agricultural Office works in conjunction with local political and religious leaders and NGOs to create training programs that educate local farmers on how to maintain sustainable farming operations.
- By creating partnerships with various political, religious and Non-Government institutions, the Agricultural office can successfully mobilize farmers and encourage them to pursue agriculture as a sustainable business venture.
- Ultimately, our efforts to empower farmers aligns with modernizing Agriculture in Uganda.



# Thank you

For more information, please contact the following individuals below:

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Busunju Town Council

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