Network development and communication plan in Amaro and Raya- Azebo Wereda Farmers
Objective

• To create a network of farmers engaged in flood based farmer systems in Amaro Wereda SNNP, Ethiopia and develop the network in Raya-Azebo Tigray, Ethiopia.

• To create alertness on management of flood based livelihood systems
Out puts

• To create awareness of farmers on how they are doing with their system
• Identify their main institutional and physical challenges in their system
• Farmers will enable to write and legalize their document
• Put solutions and implementation plan on how to improve their system and follow up activities regarding their FBLN
• Experience sharing between two Wereda's
Activities

• Communicate with local administrators of both Wereda's and 5 WUA leader farmers
  • Selection of 40 farmers including those 5 farmers
  • Plan and fix day of meeting
  • Provide assignments

• Gather rough information about the existing status of FBLS in the Wereda's
Meeting day activities

- Introduction
- Documentary video on power of peer (brain storming)
- Discussion on the video
- Field visit to one of the selected schemes
- Discussion on the existing FBLS
- Ways forward on how to improve the system
- Preparing photo exhibition for farmers
Cont...

• Assignment give to all WUA leaders and discuss with farmers of their neighbours and come with the way forward
• Way forward from farmers
• Way forward from FBLN Ethiopia
• Implementation, monitoring and improving plan
• Reward to well performing farmers
<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Unit rate</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stationary</td>
<td>5</td>
<td>60</td>
<td>300</td>
</tr>
<tr>
<td>2</td>
<td>Accommodation of participants</td>
<td>20</td>
<td>80</td>
<td>1600</td>
</tr>
<tr>
<td>3</td>
<td>Accommodation of facilitators</td>
<td>60</td>
<td>20</td>
<td>1200</td>
</tr>
<tr>
<td>4</td>
<td>Transport and Fuel</td>
<td>150</td>
<td>4</td>
<td>600</td>
</tr>
<tr>
<td>5</td>
<td>Digital Camera</td>
<td>300</td>
<td>1</td>
<td>300</td>
</tr>
<tr>
<td>6</td>
<td>Laptop</td>
<td>500</td>
<td>1</td>
<td>500</td>
</tr>
<tr>
<td>7</td>
<td>Reward for farmers</td>
<td>100</td>
<td>10</td>
<td>1000</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>5500</strong></td>
</tr>
</tbody>
</table>
Ethiopia Non-Profit Business Model Canvas.

Key Partners
- Governmental
  - MU
  - BOARD
  - Board Rest

- NGO's
  - Men
  - GIZ
  - SMIS
  - REST

- Radio Stations
  - DW

Key Activities
- Training Farmers
- Organizing farmers to farmers experience sharing event
- Assess the existing state of farmers network or WUA.

Value Propositions
- Strengthen network.
- To boost the production by improving the existing FPLS.
- Create/improve a platform on how to operate & maintain a new system.
- Improve the awareness of farmers on the system.
- Improve the awareness of farmers on the system.

Relations
- Two-way communication with farmers & WUA leaders, Wereda DAs & experts
- Community with experts & meetings.
- Community with experts & meetings.
- Community with experts & meetings.

Co-Creators
- Farmers
- Community leaders
- Political leaders
- Experts
- Philanthropists
- Members of the project

Key Resources
- Professors
- Fund from partner

Outcome Streams
- Donations
- Grants
- Behavior/awareness creation

Channels
- Radio
- "Edir" local community organizer
- Social events
- FTC's

Cost Structure
- Overhead costs
- Materials (train) costs
- Administrative costs (project :ft)

Farmers