



# SUGGESTED COMMUNICATION PLAN FOR FBLN AFGHANISTAN COUNTRY CHAPTER

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## **With what groups will you work?**

We would like to work on two-way communication with: FAs, WUAs, Relevant Ministries (MAIL, MPW and MEW), and Donors and NGOs to:

- i. Raise awareness on the FBLS
- ii. Understand FBLS, and Farmers Network field problems and issues and to share it with the relevant authorities,
- iii. Look for opportunities of capacity building of farmers

## **How do you start?**

Will start the mission with production of informational materials and continuation of the country chapter newsletter in English and local languages to be used in raising awareness.

## **Who is the focal point in your group?**

Representatives of FAs and WUAs, relevant ministries (MAIL, MEW), and donors to reach the beneficiaries, will be considered and worked with as focal points using different tools and formats of communication activities.

## What are possible activities?

- Production of informational materials including contributing to the Radio and TV programs
- Organize exchange visits/briefings,
- Survey/Study of FAs or WUAs responsibilities and preparation of guidelines for the associations in the light of Leadership Course Braining Storming Session in this regard. <sup>6</sup>

### **Discuss the kick-off Communication Activities**

Desk research and Production of an information kit comprised of posters, leaflets, Spate Irrigation Booklets and information papers including success stories etc.

### **To be followed by:**

- Continuation of the SINA newsletter (probably in three languages of English, Pashto and Dari)
- Participating in the relevant stakeholders' meetings for exchange of information, etc.
- Preparation of few information stands for the FBLN Afghanistan Country Chapter



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**QUESTIONS!**