



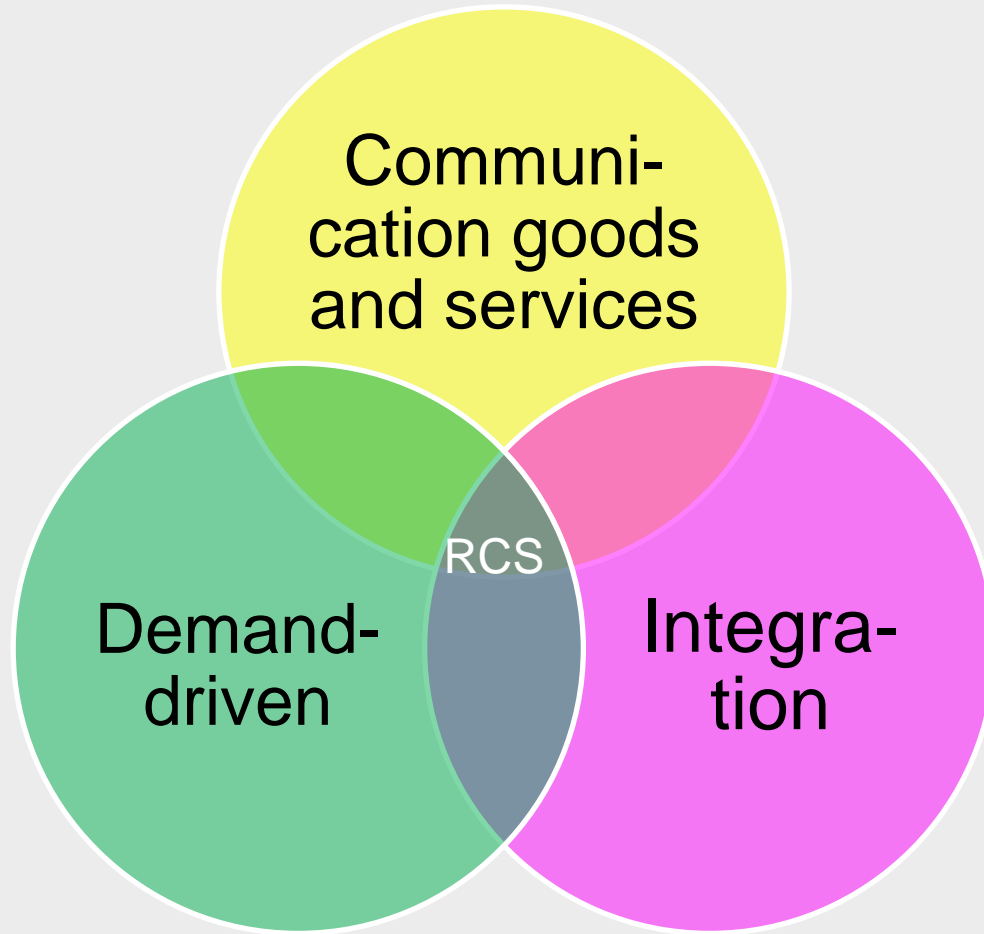
Institutionalizing Rural Communication Services

For Climate Change Adaptation
and Food Security in Bangladesh

What is RCS?

- Provision of integrated, demand-driven, interactive, ICT- supported communication services
- Applies participatory communication methods and tools to meet knowledge and information needs of various stakeholders

Key Features of RCS?



Why RCS?



Improve access,
use and control of
info and
knowledge

Enhance knowledge
sharing and lesson
learning among
stakeholders

Advantages of RCS

- Connects info/knowledge providers and users
- Coordinates communication efforts
- Maximizes limited communication resources
- Processes data and information
- Shares knowledge
- Informs decision making
- Enhances impact of advisory services



RCS AS AN INSTITUTIONAL REFORM

Institutionalization

- Embedding an intervention or creating a new unit, organization, or body to oversee and implement new rules and procedures to accomplish objectives in a systematic manner
 - Involves reconfiguration of a network of activities
- (Leeuwis, 2010)

Why institutionalize RCS in Bangladesh agricultural sector?

Increased climate variability

Reduces crop harvest, employment and income

Increases food prices

Why institutionalize RCS?

To enhance people's resilience...

Requires systematic design of communication processes, strategies and tools to share information and knowledge

Opportunities for RCS

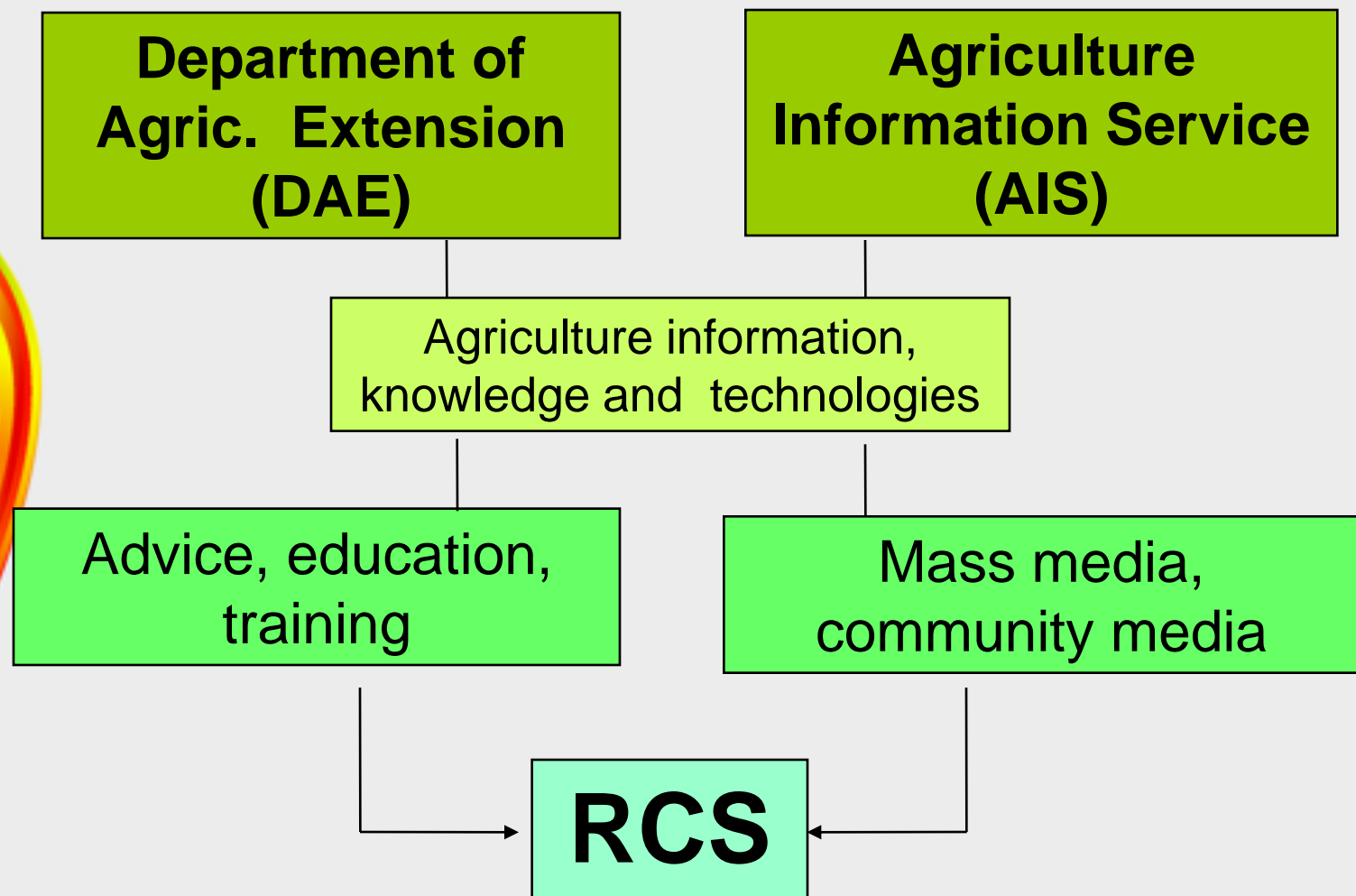
Digital Bangladesh

“By 2021, every Bangladeshi would be able to access, utilize, and share information and knowledge easily and efficiently.”

National Agricultural Extension Policy

“An efficient, demand-led, integrated, coordinated extension support to farming communities.”

Major Players in RCS



Why is it most appropriate for AIS to assume leadership in RCS?

- Media-based delivery system for agricultural information
- A powerful media house in terms of equipment, facilities and media manpower
- Government agency tasked to provide rural communication services for agricultural development



INSTITUTIONALIZING RCS Through Community Rural Radio

Steps

1. Institutional mapping of communication service providers
2. Training needs assessment
3. Baseline of community



7. Orientation on RCS-CRR
8. Formation of RCS-CRR core group
9. Formulation of RCS-CRR operational guidelines
10. Planning for sustainability



Challenges

- Abstractness of RCS
- Advocacy with high-ranking officials
- Government champion to sustain RCS
- Policy support
- Integration of communication in development projects
- Resource generation



THE END