

Promoting BDS and reaching rural SMEs through mass media
Experiences in Radio, Internet and Newspapers
Zambia and Zimbabwe

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BDS Zambia Business
Development
Services

BDS Zambia Introduction

- **Objective**

To make small enterprises in Zambia healthier and more likely to grow, by increasing their access to the Business Development Services they need and want, at a price and quality which they can afford

- International Labour Organization (ILO)
- Swedish International Development Agency (Sida)

Experiences in Radio

- A commercial and interactive business Radio Programme for SMEs - (local ownership, participation and dynamic audience-led programming in a consistent and knowledgeable manner that is driven by mandates and/or issues that come from the SMEs themselves.
- Implementing private or independent radio partner stations:
 - (1) Radio Phoenix FM 52% contribution, "STARTING SMALL" Every Friday 1830Hrs - English language, Outreach in 5 out of 9 provinces in Zambia, at least 4.5 million listeners in rural and urban communities.
 - 100FM Kabwe, 104.9FM Kapiri Mposhi, 107.6FM Ndola, 100.5FM Kitwe, and 104FM Chingola
 - (2) Radio Icengelo 56% contribution, "AMAKWEBO YANDI" Friday 0730Hrs in Local languages Bemba and Nyanja, "MY SMALL BUSINESS" in English Saturday 2005Hrs 102.2FM and 89.1FM Copperbelt and North Eastern Provinces, at least 1.8 million listeners in mostly rural and peri-urban communities.

Experiences in Newspapers

- Commercial and affordable publications - business directories, advertising, marketing and information papers or supplements targeting the SMEs' Market.
- (1) Livingstonian Ltd, a small private publishing company - The Livingstone Small Business Directory or 'Green Pages, Let your fingers do the walking'.

A5 tabloid, 350 SME companies listed plus 5 large company advertisers, 2100 estimated SME readership in Southern Province rural communities, Five thousand copies published every six months, 10% profit first issue, Market price for advertising down to US\$2.11 (K10,000), increasing demand reported, SME advertisers/readers willingness-to-pay currently estimated at US\$4.22 (K20,000) and US\$.0.53 (K2,500) respectively. Similar example from Zimbabwe: The Business Connect www.businessconnect.co.zw ref. Second Annual Seminar, Turin 2002
- (2) Next for Zambia: The POST Newspapers Limited, Zambia's largest independent daily newspaper - The Small Business Supplement

Experiences using the Internet

- An online marketing and information centre, Business Portal for net-active SMEs and those with access through Internet cafes, Universities and other local structures - based on local and international sources or content provision business partnerships.
- Implementing private sector partner ZAMNET Communications Systems - Zambia's oldest and leading internet service provider (ISP), 64% contribution. Figures from ZAMNET Website over 5,000 hits, 8 advertisers per month.

Some specific examples from Zimbabwe:

- Business Zimbabwe www.businesszimbabwe.co.zw business portal for SMEs.
- Expo-properties www.expoproperties.com for large and small scale property, home décor and design businesses. Soon incorporating online cattle sales from rural communities. "The Zimbabwe Cattle Source"

Mitigating the business risk and cost of HIV/AIDS for SMEs in the Extractive (Small-scale miners and suppliers) and Agri-business (Sugar and Cotton out-growers) sub-sectors.

- BDS Zambia and CHAMP (Comprehensive HIV/AIDS Management Programmes), members of Zambia Business Coalition on HIV/AIDS (ZBCA).
- Facilitating the use of the ILO-AIDS Code of Practice by SME Out-growers and Communities through workplace peer educator training, care and clinical support by CHAMP CSR Model developed under the USAID Global Development Alliance for Zambia.
- Extractive Industry – Konkola Copper Mines (KCM), Mupani Copper Mines (MCM) and Copperbelt Energy Company (CEC) – SME sub-contractors/suppliers and Agri-business employee loan scheme beneficiaries.
- Agri-business Sub-sector – Donavant Cotton Company, Clark Cotton Company and Zambia Sugar company out-growers and casual seasonal labour SME communities.
- Zambia Chamber of Small Business Associations (ZCSMBA): 67 District Business Associations (DBAs), over 8000 SME members.
- Encouraging the use of media (Radio, Newspaper and Internet) for increased sensitization and information dissemination on HIV/AIDS workplace issues.

End

Thank you for your time and opportunity