
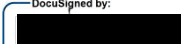





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UN Sri Lanka Multi-Partner Trust Fund

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|---|--|
| Programme Title | Awareness raising with Sri Lankan farmers on Integrated Plant Nutrient Management System |
| Country/Region | Sri Lanka |
| Priority area/ strategic results | Sri Lankan farmers are familiar with Integrated Plant Nutrient Management System (IPNS) that enables effective application of a combination of chemical and organic fertilisers to increase crop yield while ensuring environment sustainability. |
| Organization that have received direct funding from the MPTF Office under this programme | |
| Implementing Partners | FAO, UNDP and WFP – UN Communications Group |
| Overall Duration | 5 months from start of reprogramming |
| Start date | 16 August 2021 |
| End date | 01 June 2023 |
| Amount | USD 30,000 |
| Final report submission | 01 July 2023 |
| Final financial report submission | 01 July 2023 |
| Proposed project submitted/report(s) to be submitted by | <p>UN Communications Group led by FAO, UNDP and WFP</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <small>Signature of the representative</small> Vimendra Sharan FAO </div> <div style="text-align: center;"> <small>DocuSigned by:</small>  <small>Signature of the representative</small> Azusa Kubota UNDP </div> <div style="text-align: center;"> <small>DocuSigned by:</small>  <small>Signature of the representative</small> Abdur Rahim Siddiqui WFP </div> </div> <p>Note: If a joint project, all PUNOs must sign this request.</p> |

1. BACKGROUND

Nearly 30% of households – 6.3 million people – are food insecure in Sri Lanka according to the Crop and Food Security Assessment Mission carried out by WFP and FAO in June – July 2022. Multiple factors are impacting the food security situation in the country. Paddy production dropped by half (50%) in the 2021/22 Maha harvest season (Oct – March) and the impact is being observed in the on-going 2022 Yala cropping season as well where despite having met the sowing target of 550,000 ha of paddy, the expected yield is likely to go down by at least 50 percent. Poorer than usual harvests are forecast for the 2022/23 Maha harvest.

Import restrictions on chemical fertilisers have had a detrimental effect on paddy production. Imports of fertiliser have decreased by roughly 60% since April 2021, compared to the same period the previous year. Rising global prices for chemical fertilizer has seen the price increase from a previously subsidised Rs. 30 per kilogram to Rs. 400 per kilogram - making it completely out of reach for the poorest farmers.

To address the ongoing impact of acute shortages in chemical fertilizer, FAO Sri Lanka with financial aid from bilateral and multilateral donors will be providing smallholder farmers with land holdings up to 1 acre with 50% of the required fertiliser to ensure the start of a productive yield in 2023 Maha Season. This resource-tight environment is an opportunity to encourage farmers in Sri Lanka to adopt Integrated Plant Nutrient Management System (IPNMS)

– which will reduce reliance on chemical fertilisers and encourage environmentally sound farming practices.

Integrated plant nutrient management system is a holistic approach to supply plant nutrient through inorganic, organic and biological resources so as to sustain optimum yields, improve or maintain the soil chemical and physical properties and provide crop nutrition packages which are technically sound, economically attractive, practically feasible and environmentally safe. In the long run IPNS results in improved soil fertility, increased production and productivity.

Educating farmers on the benefits and methodology of using Integrated Plant Nutrient Management, is vital to ensuring that this sustainable method of farming is implemented and yields satisfactory results for both the current food security concerns of the country and the future sustainability of farming practices. The Department of Agriculture is already actively promoting and encouraging farmers to adopt the IPNS approach as a priority intervention to reduce reliance on chemical fertilizers and its indiscriminate use.

2. TARGETED LOCATIONS

The awareness raising campaign on the effective use of Integrated Plant Nutrient Management will target farmers across Sri Lanka who will receive chemical fertilizer through FAO funded programmes.

Posters will be displayed at 560 Agrarian Service Centers across Sri Lanka. Further, eight billboards will be placed at strategic locations across the Mahaweli region, where there is a large concentration of farmers. The billboards will remain in place for a minimum of 12 months, with the possibility of a longer duration based on discussions with the Department of Agriculture. The project will also publish national TV, radio and newspaper adverts on IPNMS in local languages.

3. OBJECTIVE(S)

The overall objective of the programme is to ensure paddy and maize farmers in Sri Lanka use Integrated Plant Nutrient Management for high yields and sustainability of their farming practices.

4. EXPECTED RESULTS AND ACTIVITIES

Results: The target population will receive easily digestible and introductory guidelines for using the Integrated Plant Nutrient Management within a resource scarce environment. These guidelines will be presented in Sinhala and Tamil on posters to be displayed at 560 Agrarian Service Centers across Sri Lanka. Awareness raising billboards on Integrated Plant Nutrient Management Systems will also be displayed at key locations in areas with a high concentration of smallholder farmers, as defined by Sri Lanka's Ministry of Agriculture along with TV, radio and newspaper adverts in Sinhala and Tamil stations/papers. All visual materials will contain information on a hotline that can provide farmers with further guidance on the use of IPMNS.

Output 1: Clear and accurate key messages which are relevant to the target population

Activity 1: Utilising FAO expertise to create accurate, applicable, and clear messages to be disseminated to target populations. This messaging is designed to raise awareness of what IPMNS is and the necessity of using the system to support sustainable agriculture in Sri Lanka, particularly in the contemporary resource-scarce environment. It is further designed to inform farmers of how they can access information through Agrarian Service Centers on using IPNMS.

Output 2: Newspaper adverts, Radio adverts, TV adverts, billboards and posters

Activity 2: Producing accurate, applicable, and clear communications products (posters and adverts) to reach target populations (around 106,000 paddy farmers in the Mahaweli region with a broader national audience of around 1

million paddy farmers across the island).

Output 3: Purchased TV, radio and newspaper space and billboard rental

Activity 3: Disseminating communication products to Agrarian Service Centers across the island, physical set up of billboards in the Mahaweli region, publishing of TV, radio and newspaper adverts in local languages.

5. UN SRI LANKA COMMUNICATION GROUP'S VALUE ADDITION

The UNCG and in particularly FAO, UNDP and WFP have a wide range of partnerships and expertise that can be utilized to raise awareness on sustainable and cost-effective practices with farmers to create behaviour change communications campaigns for targeted audiences. That expertise includes technical knowledge about smallholder farmers' situations in Sri Lanka following the economic crisis, and the critical nature of applying IPNMS in a Sri Lankan context. It also includes experience in designing clear and comprehensible communications products to promote behavior change among farmers, including in partnership with the Ministry of Agriculture.

6. BUDGET

| Number | Results and Activities | Budget (USD) |
|---|---|---------------------|
| Activity 1: | Utilising FAO expertise to create accurate, applicable, and clear messages to be disseminated to target populations | N/A |
| Activity 2: | Producing accurate, applicable, bilingual, and clear communications products (posters and adverts) and media slots in radio, TV and newspapers to be disseminated to target populations. | 23,435.00 |
| Activity 3: | Disseminating communication products to Agrarian Service Centers across the island, physical set up of billboards in the Mahaweli region, publishing of TV, radio and newspaper adverts in local languages. | 4,602.00 |
| Total Programme Costs | | 28,037.38 |
| Indirect Support Costs | | 1,962.62 |
| TOTAL Pass-Through Amount Approved | | 30,000.00 |

8. PROJECT RESULTS FRAMEWORK

| Expected Accomplishments | Indicators | Baseline | Targets | Monitoring Mechanism Info/Data Sources | Data Collection Methods | Frequency and Persons Responsible | Key Assumptions and Risks in Achieving Outputs |
|--|--|----------|---|--|--|-----------------------------------|---|
| <p>Outcome: The target population is aware of Integrated Plant Nutrient Management and the practices of applying the same within a resource scarce environment.</p> <p>Indicator: Awareness of paddy farmers of Integrated Plant Nutrient Management and the practices and apply the same</p> <p>Baseline: Planned target: 106,000 paddy farmers in the Maahweli region and broader audience of around 1 million paddy farmers across Sri Lanka</p> | | | | | | | |
| Communication campaign on introductory guideline of the IPNMS | Number of farmers reached with targeted communication products | Zero | Around 1 million paddy farmers across the island with special focus on farmers in the Mahaweli region | Numbers reached through communication channels | Media buying and media monitoring report as indications of approximate reach | RCO | Community behaviours do not change due to scarcity of resources |

9. WORK PLAN

| Result | Results and Activities | Nov 22 | Feb 23 – Mar 23 | April 23 | May - June 23 |
|------------------|---|-----------|-----------------|----------|---------------|
| Result 1 | The target population will receive easily digestible and applicable guidelines for using Integrated Plant Nutrient Management within a resource scarce environment. | | | | |
| 1.1 | Utilising FAO expertise to create accurate, applicable, and clear messages to be disseminated to target populations. | Completed | | | |
| 1.2 | Producing accurate, applicable, and clear communications products (posters, leaflets and videos) to be disseminated to target populations. | | | | |
| 1.3 | Disseminating communication products to Agrarian Service Centers across the island, physical set up of billboards in the Mahaweli region, publishing of TV, radio and newspaper adverts in local languages. | | | | |
| Reporting | | | | | |

10. PROJECT MONITORING, REPORTING AND COMMUNICATION/VISIBILITY REQUIREMENTS

UN RCO and UNCG will monitor and report on the progress of the programme, including the work to assess the effectiveness of the messaging with target audiences.

Communication/visibility requirements

Communications and visibility actions for this project will be developed to ensure maximum visibility for the donor, Government of Australia, based on the guidelines provided. Photographs that capture the progress of activities that are published on social media and other channels will be shared with DFAT.