

**[Awareness Raising with Sri Lankan farmers on Integrated Plant Nutrient Management Systems]
MPTF OFFICE GENERIC FINAL PROGRAMME¹ NARRATIVE REPORT
REPORTING PERIOD: FROM AUGUST 2021 TO JUNE 2023**

<p align="center">Programme Title & Project Number</p> <ul style="list-style-type: none"> Programme Title: Awareness Raising among Sri Lankan farmers on Integrated Plant Nutrient Management Systems Programme Number (if applicable) MPTF Office Project Reference Number:³ 00128150 	<p align="center">Country, Locality(s), Priority Area(s) / Strategic Results²</p> <p><i>Sri Lanka, South Asia</i> <i>Country/Region</i></p>
<p align="center">Participating Organization(s)</p> <ul style="list-style-type: none"> Organizations that have received direct funding from the MPTF Office under this programme United Nations Communications group/ United Nations Country Team 	<p><i>Empowering farmers, Promoting good Agricultural practices/ Achieving economic stability through environmentally friendly agricultural practices</i> <i>Priority area/ strategic results</i></p>
<p align="center">Programme/Project Cost (US\$)</p> <p>Total approved budget as per project document: MPTF /JP Contribution⁴:</p> <ul style="list-style-type: none"> by Agency (if applicable) <p>Agency Contribution</p> <ul style="list-style-type: none"> by Agency (if applicable) <p>Government Contribution</p> <p>Other Contributions (donors)</p> <p>TOTAL: 30,000</p>	<p align="center">Implementing Partners</p> <p><i>Sri Lanka Mahaweli Authority, Ministry of Agriculture</i> <i>National counterparts</i></p>
<p align="center">Programme Assessment/Review/Mid-Term Eval.</p> <p>Evaluation Completed Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Date:</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Date:</p>	<p align="center">Programme Duration</p> <p>Overall Duration Start Date⁵ 13/08/2021</p> <p>Original End Date⁶ 01/06/2023</p> <p>Actual End date⁷ 01/06/2023</p> <p>Have agency(ies) operationally closed the Programme in its(their) system? Yes No</p> <p>Expected Financial Closure date⁸: 31/05/2024</p>
<p align="center">Programme Assessment/Review/Mid-Term Eval.</p> <p>Evaluation Completed Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Date:</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Date:</p>	<p align="center">Report Submitted By</p> <ul style="list-style-type: none"> Name: Bismarck Swangin, Chairperson, UNCG Title: Chairperson, UN Communications Group Participating Organization (Lead): FAO, UNRCO, UNDP, WFP Email address: bswangin@unicef.org

¹ The term “programme” is used for programmes, joint programmes and projects.

² Strategic Results, as formulated in the Strategic UN Planning Framework (e.g. UNDAF) or project document;

³ The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as “Project ID” on the project’s factsheet page on the [MPTF Office GATEWAY](#).

⁴ The MPTF/JP Contribution is the amount transferred to the Participating UN Organizations – see [MPTF Office GATEWAY](#)

⁵ The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#)

⁶ As per approval of the original project document by the relevant decision-making body/Steering Committee.

⁷ If there has been an extension, then the revised, approved end date should be reflected here. If there has been no extension approved, then the current end date is the same as the original end date. The end date is the same as the operational closure date which is when all activities for which a Participating Organization is responsible under an approved MPTF / JP have been completed. As per the MOU, agencies are to notify the MPTF Office when a programme completes its operational activities. Please see [MPTF Office Closure Guidelines](#).

⁸ Financial Closure requires the return of unspent balances and submission of the [Certified Final Financial Statement and Report](#).

FINAL PROGRAMME REPORT FORMAT

EXECUTIVE SUMMARY

- Nearly 30% of households –6.3 million people – in Sri Lanka were noted as food insecure according to the Crop and Food Security Assessment Mission carried out by FAO and WFP. in June –July 2022. Multiple factors impacted 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 was observed in the 2022 Yala cropping season as well where despite having met the sowing target of 550,000 ha of paddy, the yield was expected to drop by at least 50 percent. Poorer than usual harvests were forecast for the 2022/23 Maha harvest. Import restrictions on chemical fertilizers had a detrimental effect on paddy production. Imports of fertilizer decreased by roughly 60% since April 2021, compared to the same period the previous year. Rising global prices for chemical fertilizer contributed to a price increase from a previously subsidized Rs. 30 per kilogram to Rs. 400 per kilogram, making it completely out of reach for the poorest farmers. To address the impact of acute shortages in chemical fertilizer, FAO Sri Lanka with financial aid from bilateral and multilateral donors provided smallholder farmers with land holdings up to 1 acre with 50% of the required fertilizer to ensure the start of a productive yield in 2023 Maha Season. This resource-tight environment was an opportunity to encourage farmers in Sri Lanka to adopt Integrated Plant Nutrient Management System (IPNMS) which will reduce reliance on chemical fertilizers 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.
- The UN Communications Group (UNCG) with the support of UN Country Team (UNCT) launched a communications campaign to raise awareness of IPNMS among smallholder farmers across Sri Lanka, focusing on those in the Mahaweli region through NGage advertising company. With the support of UNCG members FAO, UNDP, WFP a concept note was drafted, with a vendor selected through the UNDP procurement. As a result, 520 trilingual posters across all 25 districts were displayed in Agrarian Service centers all over the country. Two Press advertisements were placed in Sinhala and Tamil National newspapers that have the highest readership. Bilingual (Sinhala and Tamil) radio advertisements were broadcasted daily for 2 weeks with 883 total brief advertisements aired on the National Broadcasting Corporation Radio Channels. Additionally, 4 Billboards were erected in the Mahaweli region where paddy cultivation is prevalent. The initial plan was to air television advertisements but considering the high production airtime costs during the implementation period, aggravated by exchange rate fluctuations, it was decided not to produce TV advertisements.

I. Purpose

- 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. [The objective is in line with the UNSCDF strategic priorities.](#)

II. Assessment of Programme Results

i) Narrative reporting on results:

Sri Lankan farming community received easily digestible and introductory guidelines in Sinhala and Tamil on using the Integrated Plant Nutrient Management System in different formats. FAO, WFP and UNDP together with RCO formulated the concept note for the project. With the concurrence of the UNCG and by following the UNDP competitive procurement procedure NGage Creative Agency was selected. The creative Agency was briefed and FAO and the RCO worked closely to develop the awareness materials. As a result, the guidelines were presented as posters (Annex 1) which were displayed at 560 Agrarian Service Centers across Sri Lanka. Four awareness-raising billboards were designed, manufactured and erected (Annex 2) in the Mahaweli areas which comprise a high concentration of smallholder farmers as defined by Sri Lanka's Ministry of Agriculture, along with broadcasting 883 brief radio advertisements (Annex 3) and publishing 2 newspaper adverts (Annex 4). All visual materials contained information details of the hotline for farmers to obtain further guidance on the use of IPNMS.

Outcomes:

- The outcome of the Programme was to equip farmers with knowledge on using IPNMS and to increase their harvest, while protecting the environment. The financial situation of the families is to be expected to improve while they invest on food security and improve the nutrition levels of the families. The target audience were the farmers engaged in paddy and maize cultivation.

Outputs:

- Output 1: Clear and accurate key messages which are relevant to the target population were developed. utilizing FAO expertise, to be disseminated to the farming community. This messaging was 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. The materials were also designed to inform farmers of how they can access information on using IPNMS through Agrarian Service Centers.
- Output 2: Produced accurate, applicable, and clear communications products (posters, billboards, and radio adverts) to reach the target population (around 106,000 paddy farmers in the Mahaweli region, with a broader national audience of around of 11 million paddy farmers across the island).
- Output 3: Purchased, radio airtime, newspaper space and billboard rental in disseminating communication products Posters were distributed to Agrarian Service Centers across the island. Physical setup of billboards in the Mahaweli region, publishing of radio and newspaper adverts in local languages.

Qualitative assessment:

- The project was able to achieve overall objectives FAO, UNDP and WFP worked together to develop the concept. The UNCG worked through the UNDP procurement process to source a suitable creative agency. The FAO technical team worked together with the creative agency to produce trilingual communications products. Recognizing the benefits of the campaign, additional airtime was provided by the National Broadcasting Corporation, at no extra cost, to promote the message in Sinhala. All communications products were accessible to farmers, and posters and billboards were placed in locations ensuring high visibility among farmers. Additionally, FAO decided that it will continue to use the 'Nana wagawa' logo developed for the UNCG IPNM promotion campaign for FAO's Learning Management System on IPNM, as it was an effective tool that they could use continuously to promote the project among the farmers. It was identified that the best mechanism for monitoring the efficacy of the campaign would be to track the number of calls received by the Service Centers from farmers. However, difficulties in obtaining data from the

helpline run by the Ministry meant that this was not feasible. UN Coordination was beneficial in conducting the joint venture and the UNCG was regularly provided with status updates and reports on the development and execution of the campaign.

ii) Indicator Based Performance Assessment:

Using the **Programme Results Framework from the Project Document / AWP**s - provide details of the achievement of indicators at both the output and outcome level in the table below. Where it has not been possible to collect data on indicators, clear explanation should be given explaining why.

	<u>Achieved</u> Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Outcome 1⁹ Indicator: Baseline: Planned Target:	The target population will receive easily digestible and introductory guidelines for using the Integrated Plant Nutrient Management within a resource-scarce environment.		
Output 1.1 Indicator 1.1.1 Baseline: Planned Target: Indicator 1.1.2 Baseline: Planned Target:	Clear and accurate key messages which are relevant to the target population		Communication products created (Annex 1-4)
Output 1.2 Indicator 1.2.1 Baseline: Planned Target: Indicator 1.2.2 Baseline: Planned Target:	Newspaper adverts, Radio adverts, TV adverts, billboards, and posters		Communication products created (Annex 1-4)
Output 1.3 Indicator 1.3.1 Baseline: Planned Target: Indicator 1.3.3 Baseline: Planned Target:	Purchased TV, radio and newspaper space and billboard rental		NGage Audit Report (Annex 4)

⁹ Note: Outcomes, outputs, indicators and targets should be **as outlined in the Project Document** so that you report on your **actual achievements against planned targets**. Add rows as required for Outcome 2, 3 etc.

iii) Evaluation, Best Practices and Lessons Learned

- Report on any assessments, evaluations or studies undertaken relating to the programme and how they were used during implementation. Has there been a final project evaluation and what are the key findings? Provide reasons if no programme evaluation has been done yet?
- Explain challenges such as delays in programme implementation, and the nature of the constraints such as management arrangements, human resources etc. What actions were taken to mitigate these challenges? How did such challenges and actions impact on the overall achievement of results? Have any of the risks identified during the project design materialized or were there unidentified risks that came up?
- Report key lessons learned and best practices that would facilitate future programme design and implementation, including issues related to management arrangements, human resources, resources, etc. Please also include experiences of failure, which often are the richest source of lessons learned.

iv) A Specific Story (Optional)

- This could be a success or human story. It does not have to be a success story – often the most interesting and useful lessons learned are from experiences that have not worked. The point is to highlight a concrete example with a story that has been important to your Programme.
- In ¼ to ½ a page, provide details on a specific achievement or lesson learned of the Programme. Attachment of supporting documents, including photos with captions, news items etc, is strongly encouraged. The MPTF Office will select stories and photos to feature in the Consolidated Annual Report, the GATEWAY, and the MPTF Office Newsletter.

Problem / Challenge faced: Describe the specific problem or challenge faced by the subject of your story (this could be a problem experienced by an individual, community or government).

Programme Interventions: How was the problem or challenged addressed through the Programme interventions?

Result (if applicable): Describe the observable *change* that occurred so far as a result of the Programme interventions. For example, how did lives in the community change or how was the government better able to deal with the initial problem?

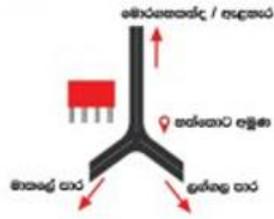
Lessons Learned: What did you (and/or other partners) learn from this situation that has helped inform and/or improve Programme (or other) interventions?

Abbreviations

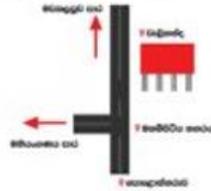
UNCT **United Nations Country Team**
UNCG **United Nations Communications Group**
FAO **Food and Agriculture Organization of the United Nations**
UNDP **United Nations Development Programme**
WFP **World Food Programme**

Hoarding – Placement in Mahaweli Region

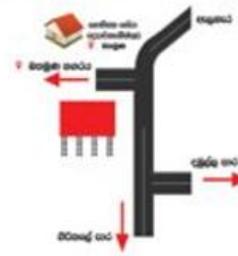
Moragahakanda - Mahaweli G



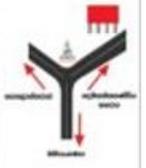
Walikanda Mahaweli B Area



Bakamuta - Mahaweli G



Dehiaththakandiya



Key Findings

We are pleased to inform you that, based on our recorded observation, all the commercials & DJ endorsements were broadcasted as per the agreed schedule and **we did identify an additional spots aired in SLBC Sinhala channel.**

While the overall performance was excellent, in the course of our verification, **we identified one minor scheduling deviation** on 19th Oct in SLBC, where the total number of endorsements (4) was correct but not equally divided between morning and evening as per the given schedule. (Actual was 3 and 1 respectively.)

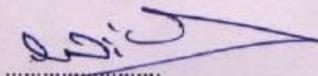
Verification Report Highlights:

Channel	Total commercials scheduled	Total Commercial s Aired	Additional Spots	Total DJ Endorsements scheduled	Total DJ Endorsements aired	Additional DJ Endorsements	Deviations noted
Sooriyan FM	42	43	1	30	30	0	0
SLBC Sinhala	48	326	278	24	87	64	1

Please refer the detail report attached herewith.

Should you have any questions or require further details regarding the verification report, please do not hesitate to reach out to me directly at wilva@cpm.lk or 0773451891.

Sincerely,



W M Mudalige
Director



Press Ads

- [Lankadeepa \(S\)](#)
- [Veerakesari \(T\)](#)





අත්වැන්න දෙගුණ තෙගුණ කරන 3500 රිසේ හැණි වගාව

හැන මඩ දැනුවත් ද? 

<p>1. මිසි පුළුස්සුවාට අලුත් මහ රේඛාවට පොහොර යොදවීම</p> 	<p>2. පුළුස්සි දොස මිසි කෙස්සට මිසි කෙස්සට මැද මට්ටමට පරිමාණය කරමින්</p> 	<p>3. වග් පැහැරී පුළුස්සට මැද මට්ටම වටා පොහොර අලුතින් යොදවීම</p> 
<p>4. මද පැහැරීමට පමණක් මහ දොස පිටතට යවීම</p> 	<p>5. පවුස්සට පමණක්/වේග පවුස්සට පමණක් පොහොර යොදවීම</p> 	<p>6. මට්ටම වටා පුළුස්සට අලුත් පොහොර යොදවීම</p> 

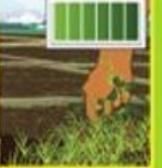
මෙම ප්‍රමිතව පිහිටි පුළුස්ස වඩාත් හොඳ අත්වැන්නක් හෙළා හැරීමට

අදම **1920** අම්පන්න



මහලොව පුළුස්සට මුහුණ දීමට මුහුණ දීමට 6 පැහැරුණු විකෘතිවීම් මගින් පුළුස්සට පොහොර යොදවීම

මොනවාද? මොනවාද? මොනවාද? 

<p>1. මිසි පුළුස්සට පොහොර යොදවීම</p> 	<p>2. පුළුස්සට පොහොර යොදවීම</p> 	<p>3. මට්ටම වටා පුළුස්සට පොහොර යොදවීම</p> 
<p>4. මිසි පුළුස්සට පොහොර යොදවීම</p> 	<p>5. පුළුස්සට පොහොර යොදවීම</p> 	<p>6. මට්ටම වටා පුළුස්සට පොහොර යොදවීම</p> 

මීටත් පැහැරුණු විකෘතිවීම් මගින් පුළුස්සට පොහොර යොදවීමට මුහුණ දීමට

මීටත් **1920** මීටත් පොහොර