ABOUT US
We are an international non-governmental organization uniquely focused on improving the lives of rural Africans through the world’s most accessible communications tools: radio and mobile phones. We work with governments, civil society organizations and private sector sponsors to ensure the sustainability of radio programs that benefit millions of rural Africans.

RADIO PROJECTS
We implement targeted development projects that get results, improving the lives of tens of millions of people through the power of radio.

RADIO INNOVATIONS
We pioneer digital solutions using mobile phone technology and develop new radio approaches to make radio more entertaining, effective and interactive than ever before.

RADIO NETWORK
We provide resources, training and learning opportunities to help our network of rural radio broadcasters create programs that better serve their listeners.

Our work in
MALAWI
Malawi is a small country with a strong unifying language (Chichewa). With some radio stations able to broadcast and be understood nationwide, the potential impact of radio in the country is huge. We began working there in 2007 but soon recognized the capacity for our local staff to establish their own organization. This was the birth of our sister organization, Farm Radio Trust. While we do work directly in Malawi, we typically partner directly with Farm Radio Trust. We worked together on a project that started a national conversation about a previously taboo topic: mental health. We have also branched out into addressing sexual and reproductive health and rights on air. Farm Radio Trust has been very active in local policy circles, facilitating the inclusion of information and communication technologies — including radio — into government policy as a key tool for agricultural extension, learning and change.

FIRST RADIO PROJECT
2007

ACTIVE PROJECT
1

POTENTIAL LISTENERS
4,689,318

BROADCASTING PARTNERS
49
OUR PARTNERSHIPS

Farm Radio Malawi fosters partnerships with key partners in the public, private and non-profit sector, offering unprecedented means to reach farmers across the country.

OUR RESULTS

Quality Interactive Radio Supporting Farmers During the COVID-19 Pandemic (RECOVER), 2020-22

This project, funded by GIZ, was designed to promote agriculture and economic recovery, safely, in the face of the COVID-19 pandemic. Farm Radio International used interactive radio to reach women and men from rural communities in seven countries with gender-responsive information on 16 value chains including soybean, cassava and groundnut. Using distance learning and remote technologies to ensure the safety of everyone involved, the project also addressed hygiene, nutrition, gender equality and climate change through radio programs.

Our results in Malawi:

- **4** RADIO STATIONS
- **778,979** POTENTIAL LISTENERS
- **262,144** INTERACTIONS OVER MOBILE PHONES
- **32** EPISODES PER STATION

In a post-project survey, **95% of respondents** scored correctly when asked about the appropriate seed rate for different varieties of groundnuts. Awareness of practices related to COVID-19 prevention averaged 50%. Practices related to gender and decision-making, such as a more equitable distribution of farming roles and responsibilities, had **an average adoption rate of 74%**.

CONTACT US

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