

1. ILO FIT-SEMA - Small Enterprise Media in Africa Project - \$1,491,312

Sema is a Swahili word meaning “speakout”. The acronym SEMA (Small Enterprise Media in Africa) represents one of the major objectives of the project a voice for the small business community to be able to contribute and influence policy. SEMA is a Small Enterprise Development project that also focuses on building the capacity of the commercial mass media to provide business information, platforms for debate on business issues and a channel for delivery of Business Advisory Services .The project aims to:

1. Increase the number and outreach of radio programmes specifically focussed on the MSE sector in Uganda
2. Improve business journalism and therefore the quality, relevance and value of information provided by the mass media to MSE’s in Uganda
3. Expand the range of services and information that is being provided by radio to MSE’s

The project derives it’s relevance from the Poverty Eradication Action plan 2004/5-2007/8 ,”MSME’s are constrained by a number of factors including lack of skills, lack of access to and cost of business development services, poor access to market information on products standards and a poor regulatory environment.”

The project was granted an extension from January 2006 to December 2008. During this period the project emphasis will be Northern Uganda and cross cutting issues like HIV, Gender, Environment and Corruption. The overall goal will be to build conducive and equitable environments for entrepreneurship and small business survival and Growth through enhancing the flow of information to, from and within the private sector in a sustainable manner.

The Project is firmly anchored in the evolving ILO Decent work country programmes (DWCP) strategy that seeks to promote employment for peace in this case Northern Uganda and Mitigating the spread of HIV/AIDS by encouraging behavioural change to increase profits for the fishing industry.

Achievements

Overall assessment

The review of April 2005 had a favourable impression of the project, finding that:

- It has substantially achieved most of its objectives at the results-purpose level (see Section 3.1 and Annex 2).
- It is innovative and well regarded.

- It is consistent with Sida’s “Making Markets Work for the Poor” strategy and emerging good practice in private sector development.

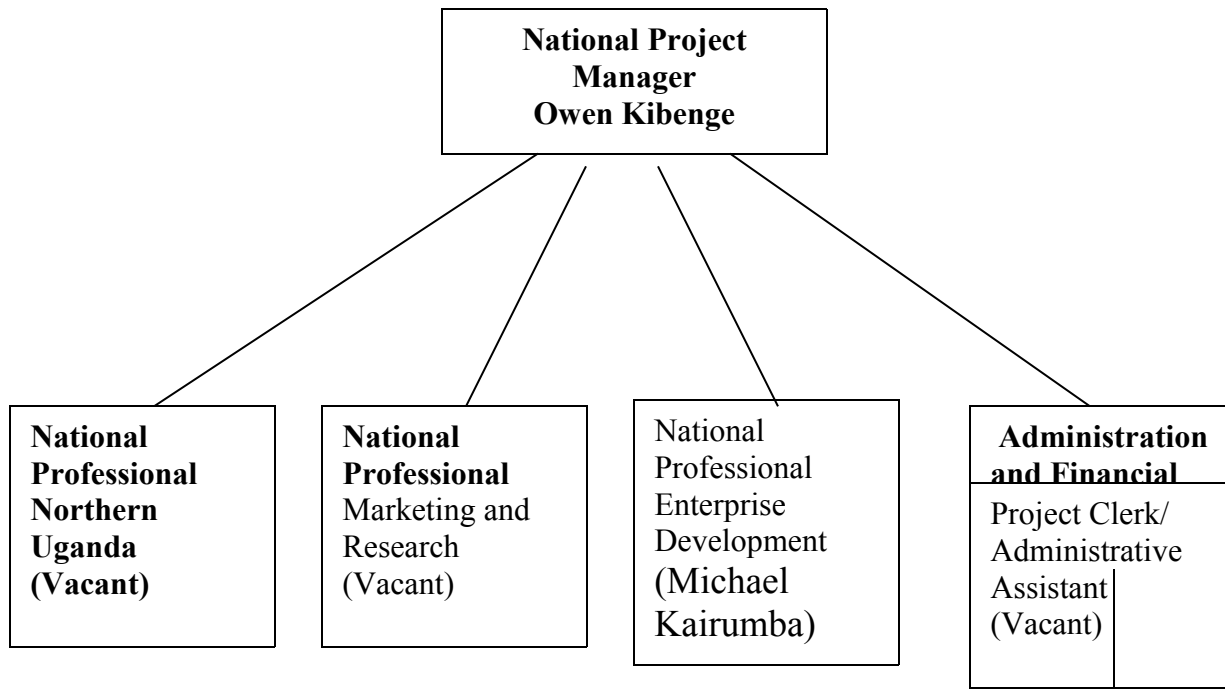
The review considers the project to be relevant to private sector development (PSD) and consistent with related government and development agency policies, such as the Medium Term Competitiveness Strategy (MTCS), in that:

- It contributes to development of an “enterprise culture” in Uganda.
- It helps address pervasive information deficits in many sectors, particularly in isolated areas.
- It strengthens a vital platform upon which other private sector development activities rely for information, consumer education, transparency, advocacy, stakeholder engagement and empowerment.
- It focuses on a sector predominantly operated by the private sector.
- It is a potentially valuable source of learning for the wider PSD field.

The project also appears to be consistent with government’s Broadcasting Bill in seeking to promote more localized and audience-led media programming. The project has been evolutionary. Consequently attribution of the specific impact of Sida funds is difficult, given the foundational nature of interventions pre-dating Sida support. However, the review concludes that Sida funding has added value, by giving the project greater structure and resources and allowing it to be more systematic in its interventions. As a result Sida support has led to greater scope and scale of impact than would have been the case without Sida funding. Below is the project’s organigram;

Organigram for the ILO FIT-SEMA project

January 2006 -December 2008



The Project operates in two areas; one in the war torn Northern Uganda and another one in the city centre Kampala.