

## **AGRICULTURAL INFORMATION AND COMMUNICATION PROGRAMME**

The Agriculture Information and Communication Programme (AICP) is the key communications unit functioning under the Single Project Implementation Unit (SPIU) of the Ministry of Agriculture and Animal Resources. Its role is to ensure that agricultural knowledge and information is regularly and timely collected and then produced, processed, adapted, stored, shared and disseminated to its audiences.

Established in 2016, the AICP works in collaboration with the ministry's two implementing agencies, the Rwanda Agriculture and Animal Resources Development Board (RAB) and the National Agricultural Exports Development Board (NAEB). They are responsible for providing technical input into communications products, whilst AICP is the center of excellence for communications.

Specifically, objectives of AICP are the following:

1. Developing a closer understanding of the communications needs and preferences of farmers,
2. Create and rebrand the sector image with the objective of making attractive and business oriented
3. Aligning all communications activities with MINAGRI's goals and objectives through heightened awareness of communications' role and potential, and ensuring its integration into the planning system,
4. Improving the information flow and management of communications across the sector to gain a fuller picture of all communications related activities, aligning them where possible and, from this (and other inputs), developing a sector-wide seasonal calendar,
5. Improving the reach and impact of communications tools and products by developing a campaign-style approach to development and delivery,
6. Developing the means of assessing the impact of communications activities and building this into the management process.

### **Contact details:**

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