

### SPOT 3: GETTING STARTED

---

**STATION CUE:** And coming up next [Presenter's Name] with a special series for farmers all about Farmers' Groups and Marketing. Today the topic is – 'Getting Started'. What exactly should you do before you start up a Farmers' Group? Find out now ...

---

**FX and Music**

---

**(Hold Under Insert 1)**

---

**Vox pop:** *Mr. Daniel Wanzala, Vice President, Uganda National Farmers' Association; Chairman, Masindi District Farmers' Association* **Dur: 0' 04"**

'Of course you must have a constitution, the constitution is the basis upon which you work.'

---

**Presenter:** That was Mr. Daniel Wanzala, Vice President of Uganda's National Farmers' Association talking about the importance of having a Constitution when forming a group – it's the basis upon which you work. But what exactly is a constitution? Mr. Wanzala explains .....

---

**Insert 1:** *Mr. Daniel Wanzala*

**Dur: 0' 49"**

**We make a constitution by gathering together, we say why come together and then we say how we should govern ourselves and then we say what needs to be done to have some money which will run the association and then spell out the benefits of that body and say how that body can be sustained so as to have continuity and then see whether you can be recognized by the government, because a constitution brings the association nearer to the government.**

---

**Presenter:** So a Constitution is all about why you have come together in the first place, how you should govern yourselves and then how you will continue to exist as a group. A constitution should make sure that the group has no control over the things that individual farmers own and it should also be clear that any member of a group can leave if they wish to do so. But how about on a practical level? What does a Constitution consist of? Here to explain is Edith Bukirwa – Chairperson of the Kamukamu Women’s Association – a group set up in 1993 in response to the AIDS epidemic in the Rakai District. The group farm and market together but they also look after orphans – in fact they do a lot more besides but that story’s for another programme. Here now is Edith ...

---

**Insert 2: *Edith Bukirwa, Chairperson, Kamukamu womens’ association Dur: 0’ 58”***

**Our constitution says if you are a group member you have to pay the entry fee which is 2000 every year, you have to save and you have to run with the byelaws. Then we have our objectives. There are six objectives. The major one is to look after orphans. The second is to work together as a group in order to uplift our families. The third one is to get techniques or skills in what we are doing.**

---

### **Sting**

**Presenter:** Now, before a Farmers’ Group decides on its constitution there are a couple of things they have to do first. Fred Bikande, as Co-ordinator of Training for CEDO, Uganda’s

Community Enterprises Development Organisation, spends a lot of time working with farmers to help them organise themselves properly. Fred says that identifying common problems is where you begin ... the economists would call that a 'needs analysis' – that sounds complicated but it isn't ...

---

**Insert 3: Fred Bikande**

**Dur: 0' 24"**

**Well the first step we normally want these people to go to is to make a needs analysis, in other words identify their common problems and see which of those ones they can do something about if they come together. That is the very first thing. And once they have identified the problems they want to work on, then they should be guided to come up with the objectives, what we call the group objectives in respect of that group which is being formed now, because objectives should be focused towards realizing a particular need, so let them identify a problem, then set the objectives.**

---

**Sting**

---

**Presenter:** So, you've worked out your common problems, now you're ready to form a Constitution. To do that you'll need to do some brainstorming. How this works is like this – you sit down and start coming up with ideas and suggestions – all of these are written down and then you select the best ones. Here is Fred ...

---

**Insert 4: Fred Bikande**

**Dur: 0' 56"**

**The process of forming a constitution will involve first of all something like two or three groups. First of all the members themselves need to brainstorm on what is it they need to see happening in their group. Then once they have brainstormed and they have put different ideas on top of the table, then I think this is where other organisations like let's say CEDO could now come in with the help maybe of some other groups like let's say the officials from the cooperative department. The technocrats should come in just to organise these ideas, tell them which ideas are workable and which ones are not workable, tell them which ones are legal and which ones are not legal, so that once you**

say we remove this one and we include this, they will not just be saying that you worked out of nowhere, that it was your decision, they will know the idea is theirs.

---

**Presenter:** The key to success for a group is being able to predict what lies ahead – Fred calls this ‘flashing the torch’ into what you’re planning ...

---

**Insert 5: *Fred Bikande***

**Dur: 0’ 40”**

**Me, I always tell them if you decide on any type of enterprise that you want to run, first of all flash a torch into that business, so that you can find out what are the easy points, what are the difficult points, what are the soft points, where do you think you will find problems, where do you think you will be welcome, where do you think you might be disappointed., so that you go into the business knowing the easy points and the difficult points, that is what I normally tell them. But it should not be all that very complicated, like telling people to put it in writing, let it be there. Eventually, if they want to progress, we can now write a feasibility study.**

---

**Music**

---

**STATION CUE OUT:** And that was ‘Getting Started’ part of our special series for farmers. If you have any views on what you’ve heard or if you’d like to start up your own farmers’ group why not drop us a line at ..[STATION ADDRESS]. We’re always happy to hear from you. Next time we’ll hear about ‘Trust and Transparency’.