

THE RADIO EXPERIENCE AND THE MICRO-FINANCE INSTITUTIONS

OUR ROLE AS A RADIO AND A SMEs PROGRAM:

1. Inform the general public about opportunities.
 2. Educate business people on business organization and management.
 3. Offer interactive business forums.
 4. Offer opportunities for linkages.
 5. Advocacy for service providers and consumers to the relevant authorities.
 6. Disseminate information for the benefit of the general public.
 7. Offer a forum for fighting injustices in the business society.
- NB: All this is done through our Innovative Community-based Radio programming.

WHO DO WE TARGET AS A RADIO AND AS A PROGRAM.

1. The SMEs
2. The general public (producers, consumers, service providers etc.)
3. The self-help Groups (Women and Youths Groups).
4. Cooperative societies.
5. Policy makers.
6. Local Government leaders.

WHO DO WE PARTNER WITH?

1. International Agencies.
2. National and local NGOs.
3. Civic organizations.
4. Government institutions.
5. Local business Networks.
6. Independent business consultants.

OUR TASK AS RADIO AND THE PROGRAM.

1. Research/Investigate on given issues.
2. Produce the program.
3. Follow up on the exposed issues.
4. Lead the Advocacy campaign.
5. Seeking and publicize recommendation.
6. Organize and moderate interactive business Forum and talk shows.

WHO ARE OUR INFORMANTS? (VERY WILLING INFORMANTS)

1. Your disgruntled Clients.
2. General public (neighbors and relatives of your clients above)
3. Some regulatory authorities.
4. Local leaders.
5. Your former clients.
6. Your former staffs.

THE WILLING BUT RESTRICTED INFORMANTS.

1. MFIs Staff.
2. Police officers.
3. Favored Clients of the MFI.

THE RIGHT BUT UN-WILLING AND UNREADY INFORMANTS.

1. MFIs Owners.
2. MFIs Managers.
3. MFIs PROs.

THE MOST COMMON INFORMATION WE GET WHICH REMAINS UNCLARIFIED.

1. The process of securing loans from a MFI is cumbersome to SMEs.
2. The Harsh conditionality attached to MFI loans.
3. The High Interest rates.
4. Diminishing Principle Loan with constant Interest rates.
5. Weekly repayment is very unfriendly to business people.
6. The Non-Loan rescheduling policy of MFI in case of calamities.
7. The un explained additional payments or charges:
 - Membership fees
 - Subscription fees.
 - Application fees.
 - Loan insurance.
 - Fines.
 - Weekly interest payments.
 - No grace period.
 - Weekly mandatory deposits- finable in case of failure. Etc.
8. Confiscation of property.

THE CHALLENGES WE ARE FACING IN INVESTIGATING MFI ISSUES.

1. Identifying a ready and willing respondent from MFI.
2. Access to informative documents of a public nature.
3. Bribery of the journalist by the concerned MFI officials (some).
4. The threats of prosecution by Some MFIs claiming malicious reporting Without consulting them.
5. Getting clients disclosing their financial records for verification and support Information.

THE PREVAILLING SITUATION IN THE MEDIA.

1. There is very scanty information about the operations of MFIs.
2. There is a lot of information about the misdeeds of MFI circulating.
3. The most successful MFI beneficiaries talk less about the MFIs but the
Unsuccessful ones talk more and regularly and talk to many via the
radios
And news papers (they have become the spokespersons of the
respective
MFIs) This very un healthy but it is the only willing source the
Journalists
Have been left with.

THE OUTCOMES OF THE ABOVE SCENARIO.

1. The only available spokespersons of MFIs are the disgruntled Clients.
2. All MFIs are generally considered to be very exploitative of the
SMEs.
3. Many people claim there are made more poor than they would have
been
If they did not join some MFIs.

WHAT NEEDS TO BE DONE BY THE MFIs?

- ❖ Make the Radios their friends.
- ❖ Engage journalist to do research for them for improvement of
services.
- ❖ MFIs should identify SMEs radio programs like ours and sponsor
Business advisory segments.

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