
ABAVUBI FISHER MOBILE APPLICATION PROJECT

Annual progress report

DATE; 12TH.12.2021

1. Executive Summary

The major aim of the project is to contribute to Sustainable Fisheries Management for improved Food Security and income in Uganda. The specific objectives include: To improve business development and co-management within the fishing communities, To finalize the development of the Business Management App (Abavubi), To roll out the use of the Abavubi App to all fisher folk around Lake Victoria and To train 750 (173 women and 576 men) engaged in small and medium enterprises along the Fish value chain with business knowledge and skills.

The reporting period covers January to December 2021. Key activities carried out during the period included; Western IT administrators (ITA) training, rollout of the app and capacity building of FFOU member associations and market members, follow-up/coaching visits, Abavubi Fisher Mobile App marketing, Abavubi contract extension, BDS introductory meeting to target districts, Recruitment of BDS trainers, Abavubi training for BDS trainers, TOT Training, Manual Development in collaboration with ADC, Technical Advisory Meeting (TAG), Call for Trainees, Fish festival, Abavubi Fisher application video content development and Coordination and monitoring field trip.

Key achievements included; an ITA carried out in western Uganda, 23 Abavubi app capacity building/trainings carried out where 488 people (321 males and 167 females) were trained, 51 follow-ups carried out where 638 (464 males and 174 females). The Abavubi app marketing was successfully implemented. FFOU successfully extended its contract with GIZ to November 2022, where success has been achieved in introduction of BDS to districts of Mpigi, Masaka, Mukono, Kampala, Kalungu, Kalangala, and Kyotera, recruitment of 7 trainers, TOT trainings to FFOU, AFALU, and KWDT trainers who were further introduced to Abavubi app, Trainers manual developed, 1 steering committee and 1 technical advisory meetings held, recruitment of trainees, participation in fish festival, Abavubi app user story development, 1 coordination and monitoring meeting carried out.

Key challenges included Covid-19 pandemic lock down and associated curfew restrictions that affected implementation of some field trainings. This included restricted movements, and reduced number of gathering. Other challenges included 1) political interference in January 2021 that affected movement and tensions in the country coupled with internet shut downs during the session the affected effective operation of the app, and 2) Delayed fund release that delayed implementation of some activities.

2. Project description and objectives

Federation of Fisheries Organisations Uganda currently has eighty-five (85) member associations comprising of fishing Associations, Aquaponics Associations, and Co-operative Societies which brings together most of the Community Fisheries Businesses. The membership of all these-Business entities indicates the basis of FFOU's existence as a member-based organization.

FFOU in partnership with the GIZ-RFBCP is implementing Abavubi Fisher Mobile Application (AFMA) project. The project is aimed at Improving Fisheries Business management on Lake Victoria among fishing communities in Uganda.

Under the project, FFOU targets acquiring a total of 2560 or more downloads and active users to improve their businesses.

A combination of the business skills and information technology through the App for extended marketing and proper record management is expected to foster business growth in the fisheries subsector. FFOU will carry out Business Development Services (BDS) among fishing communities in the Districts of Kampala, Mukono, Masaka, Mpigi, Kalungu, Kyotera and Kalangala. The project targets small and medium enterprises (SMEs) who will be equipped through trainings with knowledge and skills that are anticipated to enhance their business growth for more income, more fish and employment opportunities. The project is being implemented for fourteen (14) months with a target of reaching out to 750 trainees (576 men and 173 women).

2.1 Project Objectives

The major aim of the project is to contribute to Sustainable Fisheries Management for improved Food Security and income in Uganda.

The specific objectives:

- To improve business development and co-management within the fishing communities.
- To finalize the development of the Business Management App (Abavubi).
- To roll out the use of the Abavubi App to all fisher folk around Lake Victoria.
- To train 750 (173 women and 576 men) engaged in small and medium enterprises along the Fish value chain with business knowledge and skills.



3. Activities Carried out

The key activities implemented included;

3.1. Western IT administrators (ITA) training

An ITA training meeting was successfully carried out in March 2021. The training was intended to build the capacity of ITAs to support the roll-out of the App in their respective associations and train members on the use and importance of the App in their daily businesses. ITAs (trainers of trainers) were identified from FFOU member associations. 35 trainees (34 males :1 female) among various fisheries business chain categories of barriers, fishers, fish suppliers, artisanal fish processors, fish traders, fish mongers, boat builders and owners got together to acquire skills and knowledge on the app. The training was held at Kasensero fish landing in Kyotera district. The training included a theoretical and practical session aided by a user manual. The participants with android phones downloaded Abavubi app onto their phones for practical, the training included participants with android and non-android phones using USSD codes. All participants successfully downloaded the App as a practical session whilst those with feature phones tested using the USSD codes, and greatly expressed interest in learning the app. They key findings and outcomes included; Luganda being the preferred language, positive reception of the app, and need for business skilling to relate with app knowledge.

3.2 Rollout of the app and capacity building of FFOU member associations and market members

Rollout of the App was carried out as a capacity building strategy for FFOU member associations and GIZ partners All trainings were carried out in the areas of operation. The trainings were carried out for a period of one day. The trainings on Abavubi Fisher App were segmented into two: theoretical and practical where, a PowerPoint presentation was made with intricate explanations (English and Luganda) and a practical session. A total of 488 participants (321 males and 167 females) were trained during the capacity building activities. See table 1

Table 1; Table shows associations and number of people trained per association

NO	Association	Date of training	Number of Participants trained	
			Males	Female
1	Nangoma fishing Association at Mpunge	30th Jan 2021	19	2
2	Katosi Women Development Trust (KWDT)	4th Feb 2021	15	4
3	Kiyindi Women Associations (KWA)	8th Feb 2021	13	14
4	Bukanama/Katosi Women of Hope	25th of Feb 2021	8	5
5	Kampala Fishers and Fish Mongers Co-operative Society Limited (KAFIMICOS)	17th.March.2021	15	5
6	Nyendo Twegate Market Fishers Association	13 th .April .2021	24	8
7	Masaka Dimo Landing Site Women Fishing Group	14 th .Apirl. 2021	20	7
8	Masaka Women Fishing Community Development association	15 th .Apirl. 2021	4	30
9	Historical Fishers And Traders Bakasangwawo Association Uganda (HFTBAU)	6 th .May. 2021	16	4
10	Masese Cage Culture Cooperatives	7 th .May. 2021	27	5
11	Bwaise Market training	6 th .May. 2021	21	
12	Mulungu market training	7 th .May. 2021	10	5
13	Kasubi and Kawempe associations' market training	10 th .May. 2021	4	8
14	Busega Market training	11 th .May. 2021	13	
15	Ntinda, Bukoto, Wandegaya, Kisasi and Mulago associations' markets Training	14 th .May. 2021	11	5
16	Ggaba, Kibuye, and Ndeba market associations' training	15 th .May. 2021	13	1
17	Kalerwe market training	17 th .May. 2021	8	0
18	Katwe, Nakasero, Kyaliwajala and Nabugabo training	18 th .May. 2021	6	1
19	Katabi Market-Entebbe training	3 rd August 2021	14	8
20	Kigungu fish market training	6 th August 2021	12	10
21	Kayunga fish market training	10 th August 2021	15	17
22	Busega Bakidawo market training	12 th August 2021	30	22
23	Seguku and Namasuba markets training	19 th .May. 2021	3	6
	Total males and females		321	167
	Total		488	

Table shows that a total of 488 participants (321 males and 167 females) were reached out to during the trainings.

The trainings have increased on the app awareness thus an increase in number downloads to 930 by June 2021. Reported was a positive and receptive uptake of the App with participants expressing need for regular coaching visits.

3.3 Follow-Up / Coaching trainings

The follow-up trainings were intended to provide extra training, evaluate, assess the trainees and make recaps of previous trainings. A total of 51 Follow-ups (3 per group) were carried-out for the 20 groups each training taking half a day.

Table 2; Number of trainees reached out to during follow-ups / coaching trainings

NO	Association	Follow-up Visit 1 No of trainees		Follow-up Visit 2 No of trainees		Follow-up Visit 3 No of trainees	
		Males	Females	Males	Females	Males	Females
1	Kampala Fishers and Fish Mongers Co-operative Society Limited (KAFIMICOS)	10	4	8	9	11	2
2	Nyendo Twegate Market Fishers Association	17	6	11	9	8	2
3	Masaka Dimo Landing Site Women Fishing Group	12	5	11	2	7	5
4	Masaka Women Fishing Community Development association	25	0	16	1	1	12
5	Historical Fishers And Traders Bakasangwawo Association Uganda (HFTBAU)	10	5	9	6	10	4
6	Masese Cage Culture Cooperatives	15	2	10	5	12	5
7	Mulungu market	8	2	5	3	4	4
8	Bwaise Market	17	0	15	0	18	0
9	Busega Market	13	0	12	0	13	0
10	Kasubi and Kawempe associations' market	4	5	2	7	4	7
11	Ntinda, Bukoto, Wandegeya, Kisasi and Mulago markets associations	10	4	10	5	8	5
12	Ggaba, Kibuye, and Ndeba market associations	10	1	9	1	10	1
13	Kalerwe market	8	0	8	0	8	0
14	Katwe, Nakasero, Kyaliwajala and Nabugabo	6	1	5	0	5	1
15	Seguku and Namasuba markets	3	4	2	6	3	6
16	Katabi Market-Entebbe training	7	1				
17	Kigungu fish market training	5	6				
18	Kiyindi Women Association (KWA)	5	3	5	3		
19	Kayunga fish market training	8	0				
20	Busega Bakidawo market training	11	14				
	Total No.gender disaggregated	204	63	138	57	122	54
	Total No. per followup visit	267		195		176	
	Total reach out in coaching	638					

Table 2 shows that 638 participants (464 males and 174 females) were reached out to during follow-ups.

Key outcomes of the training included a very receptive attitude towards the app among fisher groups who successfully downloaded and interacted with the app and its USSD function. The app was reported crucial for small scale businesses, record keeping and also debt management among the trainees. However the groups trained are facing a number of challenges that include financial illiteracy, in adequate capital hence the need for their linkage to financial institutions.



3.4 Abavubi Fisher Mobile Application Marketing

Abavubi Fisher Mobile App marketing gap was realized during implementation. After the various training phases, app marketing for extensive reach out to the general public was deemed important. Increased awareness on the App would lead to a rise in app downloads, adoption and usage. Key marketing objectives included; 1) To increase on the app downloads by 75% in three months, 2) To increase number of registrants and active users on Abavubi fisher mobile app, 3) To carry out market research on the up take of the application. The marketing was implemented for 3 month (May to August 2021) except social media marketing that was expected to run for 12 month upon contract renewal. The activities were carried out within areas around L.Victoria including but not limited to Landing sites, and key markets. Activities with unrestricted media awareness like social media, and radio talk show adverts did not have specific target areas however looked at entire population on the social media fraternity. Key activities included, marketing content development and production, radio advertisement, promotional material production and branding, outdoor marketing, social media marketing.

Achievements included; A total of 5279 likes was achieved through social media reach out thus a rise of 555 app downloads for Abavubi fisher mobile application which was 59.68% of the general increase in downloads (65% rise), a boost in number of downloads was achieved by 65% within the period of May to July 2021, approximately 1123 people were informed through billboards, 100% reach out through radio and Tv adverts was achieved where a total of 2500 people were reached (1403-Central, 393-Eastern, and 705-Western regions of L.Victoria). Central region constituted 56.1%, Eastern region constituted 15.7% while western region constituted 28.2% of the total target and a total of 1535 downloads was recorded by end of July 2021, which is a 65% rise as per the 930 downloads reported in June 2021.

Key challenges included; unstable internet and national restrictions on population access to social media and Covid-19 pandemic curfew. Key recommendations included a need for; a delivery system for fish, high quality level product assurance on app products, regular app updates suiting market needs and more public relations engagements.

3.5 Introduction of the project to the target district administrators

A joint team comprising of RFBC and FFOU visited target districts of operation; Mukono, Kampala, Kalangala, Kyotera, Masaka and Kalungu. The purpose of the meeting was to introduce Business Development Service (BDS) project to the key implementation offices namely District Fisheries

officers (DFOs) and Chief Administrative officers (CAOs). In some districts where CAOs were not available, production and marketing district officers were visited (Kampala and Kalungu). This took place between 10th and 13th August, 2021.

The meetings provided the opportunity to the visiting team especially the IPOs to better establish the target number and names of Landing sites and /or Islands in each district. This in return helped to guide FFOU on where to target for trainees selection. In addition, it was realised that water transport is very complex and requires special planning for the trainers that will be connecting to the Islands to conduct the trainings. Local leadership involvement was identified as key in implementation of the project targeting offices of DFOs, FOs, Landing site leadership as well as association leaders for greater access and support by the community.

3.6 Recruitment of BDS trainers

In August 2021, FFOU initiated the process of recruitment for BDS trainers where a call for applications was made in New vision on the 25th of August 2021, additional advert information (Terms of Reference) was available on FFOU website; www.ffou.org under careers. This was followed by shortlisting exercise following the selection criteria developed. This was conducted by a joint team of FFOU, The PMU; Team leader and Technical Advisor and Junior Program Officer, RFBCP ON 13TH AND 14TH September, 2021.

After shortlisting, a total number of thirty (30) applicants were invited for oral interviews which were conducted for two days on 22nd and 23rd September, 2021 by the joint team. Out of the 30 applicants interviewed ten (10) were selected to attend the Training of Trainers for further selection of the seven (7) to be deployed in the seven target districts mentioned above.



Successful contraction of Business Development Services (BDS) trainers on the 17th of November 2021 was carried out where 7 trainers (4 males and 3 females) were successfully oriented on the BDS project and contracted. The contracted candidates include;

Table 3; List of successful candidates

7 Trainers and Districts of allocation		
N0	NAME	DISTRICT
1	Mr.Mukiibi Samuel	Mpigi
2	Mrs.Namakula Jesca	Masaka
3	Mr.Dhikusooka B Moses	kalangala
4	Mr.Baliruno Ivan	Kampala
5	Mr.Byaruhanga Milton	kyotera
6	Mr.Mukisa Martha	Kalungu
7	Mrs.Kako Hellen	Mukono

3.7 TOT Training

After the selection of the ten (10) best applicants from oral interviews, RFBC and PMU (Bimuka) organized a two weeks training for the selected trainers from both AFALU and FFOU. This took place in Nile Hotel Jinja from 17th -30th October, 2021.

The training aimed at preparing the trainers by taking them through the content to be delivered to the target trainees in the fishing communities and the adult instructional approaches to facilitate the learning of the trainees. The training had a total number of 22 trainees with a 50% representation of males and females; out of which 10 were from FFOU and 12 from AFALU. Practical training was conducted to mentor as well as test to select the seven (7) trainers for each IPO. However, the Manual developers were represented and formed part of the trainers. The training was conducted by PMU and the IPOs (AFALU and FFOU) were represented by a maximum of two people each hence, a total number of about 34 participants including a representative from RFBCP. In addition to that, due to the need for continued Abavubi fisher app dissemination, the trainers were introduced to the app which will be used as a practical business management tool by the trainers during financial literacy, marketing skills and any other relevant topic. The training was guided by FFOU program officer and IT support staff on the 29th of October 2021.



3.8 Manual Development in collaboration with ADC


RFBC organized an inception meeting to discuss the development of the BDS training Manual. The 2 IPOs were introduced to the partners. This was to enable the parties know each other seeing as the content was to be formulated in collaboration with ADC. The meeting took place on 9th September, 2021. Online meetings through phone calls were held with ADC. This was to enable ADC better understand FFOU, where they have membership, the different activities especially trainings FFOU has ever conducted with their members as well as understanding the picture of small and medium enterprises as per their operation. A field visit was made on 16th September, 2021 to Bwaise and Ggaba Landing site with the manual developers for practical experience of who the SMEs are and how they operate. This was relevant in the manual development process as key information including photography to enrich the content. During the development process, the two implementing partner organizations were to support and contribute to its development process to ensure that the developed manual suits the target audience where training activities will be taking place. FFOU contributed to the manual content. Presentation of the draft manual was organized by RFBC and attended by ADC, FFOU, AFALU and PMU. The online meeting was conducted on 12th October, 2021 and its purpose was to have a general discussion on the document with inputs from the different stakeholders for an agreed position on content for its finalization.

3.9 Technical Advisory Meeting (TAG)

The first BDS Technical advisory committee meeting was held on 13th October, 2021 to in Jinja at Mansion Hotel. The meeting is held quarterly to review and discuss the progress of the project. This involved a thorough discussion and understanding the progress of the project among the three implementing partners; FFOU, AFALU, and KWDT in presence of the PMU and GIZ. Further is synchrony of submissions and development of appropriate control and project risk mitigation measures.

3.10 Call for Trainees

To reach to the trainees, Posters and application forms were designed. The posters were designed in English, Luganda and Swahili to target fishers who could understand any of those languages. The application forms were to help in getting basic information about the applicants to guide in the selection for each cohort to be trained. This was done in the month of August, 2021 in consultation with RFBC and Project Management Union (PMU) Representatives.



However, between 8th and 10th November 2021, FFOU Team led by the President met with the District Fisheries officers to distribute BDS application forms at 7 District Fisheries Offices and landing site chairpersons at BDS target landing sites. This also involved submitting to the DFOS the expected trainer's names per district with updates on the status of the project. The 7 DFOs and the Landing committee members met at individual level pledged their support of the project and also agreed to distribute the posters to the respective landing sites.

3.11 Fish festival

On the 14th of November 2021, FFOU participated in the fish festival in Jinja at King Fisher resort with support from GIZ-RFBCP. FFOU team used the opportunity to exhibit the application and the platform was used as a marketing strategy for the app. The activity led to a boost of the app downloads.

3.12 Abavubi Fisher application video content development

With support from GIZ-Civil Society in Uganda Support Program (CUSP), FFOU held a strategic plan launch on the 28th of October 2021. In preparation, user story video was shot which was to be displayed at the launch. The key participants included; Minister of Fisheries, Commissioner of Directorate of Fisheries, GIZ – CUSP Coordinator and Commissioner - Uganda Aids Commission and representatives from FFOU associations. The app was appreciated as a key tool to increasing food security in the country.

3.13 Coordination and Monitoring meeting

In bid to closure of the year and preparation of the expected field trainings in January 2021, PMU and FFOU carried out a monitoring visit to districts of Mukono, Kalungu, Kyotera, Kampala and Masaka. The visit was intended to check on the progress of trainee applications and status of training grounds and venue acquisition. Key challenges were identified as distant landing sites, risky roads of travel and high travel costs.

A positive report was observed with all trainers in preparation for trainings to be carried out in January 2022.



4. Achievements


The Activities mentioned above were successfully implemented. The following are the achievements registered:

- ❖ An ITA carried out in western Uganda in Kyotera district at Kasensero landing site that saw 35 people (34 males :1 female) trained as IT administrators.
- ❖ 23 Abavubi app capacity building/trainings successfully carried out where 488 people (321 males and 167 females) were trained
- ❖ 51 follow-ups carried out where 638 (464 males and 174 females).
- ❖ The Abavubi app marketing was successfully implemented.
- ❖ FFOU successfully extended its contract with GIZ to November 2022, where success has been achieved in introduction of BDS to districts of Mpigi, Masaka, Mukono, Kampala, Kalungu, Kalangala, and Kyotera, recruitment of 7 trainers
- ❖ TOT trainings to FFOU, AFALU, and KWDT trainers who were further introduced to Abavubi app
- ❖ Trainers manual developed,
- ❖ 1 steering committee and 1 technical advisory meetings held
- ❖ Recruitment of trainees
- ❖ Participation in fish festival
- ❖ Abavubi app user story development
- ❖ 1 coordination and monitoring meeting carried out.

5. Challenges

Major challenges were due to:

- ❖ The political interference in the country in January to March where internet was disconnected causing a tremendous impact on quality of trainings. This caused failure on App performance and further affected app updates thus cause of rescheduling on plans. This caused late implementation of some activities.
- ❖ The covid-19 pandemic also affected the program due to more restrictions that directly/



indirectly affected the implementation of the trainings. This caused a reduction in the number of participants per trainings, training time and number of gathering in maintenance of the standard operating procedures (SOPS).

- ❖ Delayed contract extensions process due to the pandemic thus a cause of stagnation of some project activities
- ❖ Delayed project funds thus inadequate resources to implement the project
- ❖ During TAG meeting, it was realised that KWDT targeted mainly Landing sites; meaning both AFALU and FFOU was to cover some Islands. However this was seen as a challenge since transport for the trainers was only considered on land by providing motorbikes. In the same way, the budgetary lines for transport facilitation to the trainees were very minimal to enable their movements from One Island to another.

6. Recommendations

Better planning should be carried-out to cater of project risks like political interference and pandemic. This will help avoid delays in activity of the program through adoption of mitigation measures like online training delivery mechanisms

In our implementation budget, there is no transport/ allowance for the trainers connecting to Islands. Similarly, the transport refund to the trainees who will be connecting from one island to another and / or from an island to landing sites for the training is very minimal to cover their transport costs. FFOU therefore recommends a review of the budget in this area or an alternative selection of trainees to areas where the trainers can easily connect with the motorbikes.

7. Conclusion

In conclusion, the activities were successfully implemented except Abavubi trainings that were delayed by above mentioned factors. More emphasis should be put on the app sustainability for its constant operation and increase in downloads and app use.