



AGRICULTURAL LABOUR PRACTICES ARE VITAL PILLARS OF UNIVERSAL'S APPROACH TO SUSTAINABLE TOBACCO PRODUCTION

USE OF DRAMA GROUPS IN REMOTE AND MOSTLY ILLITERATE RURAL COMMUNITIES TO DESCRIBE THE PRINCIPLES OF AGRICULTURAL LABOUR PRACTICES HELPS FARMERS AND THE COMMUNITIES AT LARGE TO UNDERSTAND AND REMEMBER THE CONCEPTS AND AVOID ANY ABUSE IN THE FUTURE.

SPREADING THE WORD THROUGH THE POWER OF LOCAL THEATRE

Mozambique's civil war deprived almost an entire generation of education and literacy levels are low in rural areas – the majority of tobacco farmers are illiterate. As a result, communication can be a challenge, especially if the message goes beyond the level of the general knowledge of the people in the villages. For Mozambique Leaf Tobacco Limitada (MLT), it is essential to educate farmers and their communities on agricultural labour practices, with a focus on the elimination of child labour, and the rights of workers.



LOW LEVELS OF LITERACY



EDUCATION THROUGH DRAMA SESSIONS



REDUCED CHILD LABOUR & BETTER LABOUR PRACTICES

By tapping into the oral traditions of these rural communities, and combining them with social gatherings and free entertainment, MLT organised "drama sessions" to explain the agricultural labor practices and reinforce the lessons of the field technicians. Drama groups made up of local actors visit tobacco-growing communities to sing and dance their message, using catchy tunes that are easily understood and remembered.

The drama groups combine the entertainment value of the performing arts with their capacity to highlight issues relevant to community development. They are able to focus people's attention on problems in a way that challenges their perception of the situation. The dramatization encourages them to take a fresh look at the problem and work out new solutions.



The drama sessions have become a highlight for the local communities, awaited with great anticipation and discussed for many days afterward. The performances act as a catalyst, involving people in dialogue and prompting them to take action on the issues they face rather than just accepting their circumstances. Like audiences around the world, the growing communities identify with the characters and increase their own sense of identity and self-confidence in addressing issues.



MLT ORGANISED
2 673 SESSIONS

ATTENDED NOT ONLY BY CONTRACTED FARMERS BUT BY ENTIRE COMMUNITIES



In 2016, having engaged seventeen drama groups to cover their entire production catchment, MLT organised 2 673 sessions attended not only by contracted farmers but by entire communities, thus spreading these messages well beyond tobacco production. Due to their success, the drama groups' repertoire has been extended to other topics of interest to the communities, such as financial literacy.