

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

Faculty of Communication and Information Science

Department of Library and Information Science

Promotional methods of the National Pension and Other Benefits Scheme to the Agricultural sector in Harare: A case of National Social Security Authority (NSSA)

By

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A Research Project submitted to the National University of Science and Technology in Partial

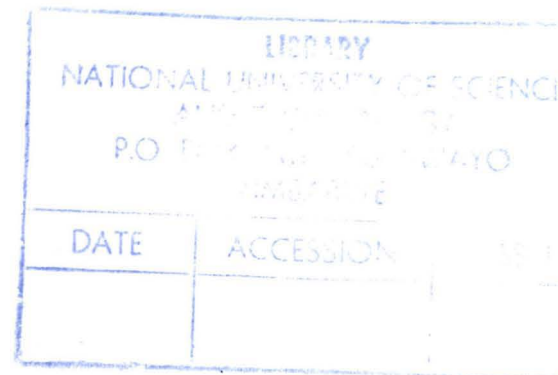
Fulfilment of the Master of Science Degree

In

Library and Information Science

BULAWAYO, ZIMBABWE

YEAR: 2014



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NUST Library

ABSTRACT

The National Pension and Other Benefits Scheme recorded a drop of contributions in agriculture from 90% in 1995 to 3 % in 2012 attributed to ineffective promotional methods in raising awareness of National Pension and Other Benefits Scheme to the sector by National Social Security Authority. The study was guided by the promotional mix concept and it was conducted in Mashonaland Central. The population consisted of 100 farm workers, 10 farm operations managers; 1 National Social Security Authority public relations manager and 1 Contributions and Compliance manager. Non-Random sampling was used to come up with a target population of ten Commercial farms and a sample size of 112 respondents. Focus group discussions and interviews were used as data collection tools in this study and it had questions most of them which sought to answer the objectives of the study so as to find out the extent to which the promotional activities employed by the National Social Security Authority to raise awareness of the National Pensions and Other Benefits Scheme were effective. The data obtained from the research was presented in qualitative and quantitative statements. Conclusions obtained from findings were that National Social Security Authority personal were not applying the personal selling tool to the agriculture sector, All the Farm Operations Managers and the farm workers from different commercial farms indicated that they had never received any sales promotional material from the Authority, the advertising media used by National Social Security Authority to inform the agricultural sector about the Scheme were not fully utilized by farm workers and managers and the Authority was not enhancing public relations with the sector. The possible recommendation that the National Social Security Authority could adopt to promote the National Pension and Other Benefits Scheme to the agricultural Sector was the use of promotion mix concept.