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EXTENSION FOR DEVELOPMENT: TOWARDS A NEW CONCEPT

A Conceptual Framework for Field Testing

ExtensionAfrica Validation Conference
"*Policy Learning for Improving Effectiveness of Extension and Advisory Services*"

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The Netherlands
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THE SCIENCE BEHIND THE MODEL

A conceptual framework for field-testing

Draws on our collective EXTENSIONAfrica experience

Published article in Journal of Agricultural Education and Extension

Extensive literature review

Some level of creativity

Draws on case studies

Subject to your further input

Learning process: Discovery

INTRODUCTION

- ➢ Focus on smallholder farmer productivity
- ➢ Access to information/inputs/land, etc.
- ➢ Capitalize on favorable government/donor policies
- ➢ Technological innovations available
- ➢ Global environment/Markets
- ➢ Why coordination?

To ensure timely and simultaneous delivery of inputs to help farmers take advantage of unreliable rains.

Attention to value chain

BACKGROUND

➢ World Development Report 2008: Three out of every four people live in agriculture
➢ Extension will have relevance in developing countries for the next 10 – 20 years.
➢ Not all farmers want to go in the same direction: Collectivity with individualism.
➢ Extension must demonstrate impact—evidence-based results. KAB
➢ We must improve on our professionalism: EXTENSIONAfrica's mission

BACKGROUND – Cont'd

➢ ICTs can increase awareness but their effectiveness is only as good as the people using them.
➢ To understand problems facing extension, ask extension workers; to understand problems facing farmers, ask them.
➢ Governments and donors invest in extension and its to them we must be accountable to.
➢ Our commitment to farmers is tireless.

BACKGROUND – Cont'd

➢ We must stop talking to ourselves and start talking to those who matter.

➢ We cannot go it alone, we need partners: Donors, governments and like-minded.

➢ As the development process increases in complexity so must the sophistication of the extension worker rise.

➢ Money is not the only thing that gives extension workers satisfaction; pride in accomplishment does. Success stories.

➢ If we make our needs known people will

EXTENSION AS A SOCIAL SCIENCE

➢ Extension is a social science
➢ Findings are generalizable, scalable
➢ Measurement: Comprehension, attitude, behavior
➢ Model must be grounded in empiricism to gain respect
➢ Participation, integration and capacity building are all measurable items.
➢ Ultimate measure: increased productivity.

TOWARDS A NEW EXTENSION APPROACH

➢ Assault on World Poverty (1975).

➢ New Directions in Development Policy.

➢ Local Participation.

➢ Integration.

➢ Capacity building.

➢ Decentralization.

➢ Guidelines are not being followed.

➢ Acts of omission, not commission.

➢ Technical scientists need help social scientists. We must volunteer it.

TOWARDS A SCIENCE-BASED EXTENSION

➢ Be involved in rural development program planning:
➢ Integrated Rural Development Programs (IRDPs)
➢ Poverty Reduction Strategy Programs (PRSPs)
➢ Organize smallholder farmers for participation
➢ Accentuate the positive; give people credit and they will give you credit in return.
➢ Advocate that participation, integration, etc. are communication concerns.

EXTENSION WORKERS AND TRAINING:

➢ Generally well-trained in agriculture
➢ Need training in development, coordination, communication, etc.
➢ Training in integration: IRDPs and PRSPs and systems approach
➢ In the art, craft and science of communication—ICTs included
➢ In public and consumer relations.
➢ Advocacy and campaign management

COMMUNICATION FOR DEVELOPMENT

- ➢ Information specialist for awareness
- ➢ Communication strategists for behavioral change
- ➢ Tools box approach: Orchestra conductor
- ➢ World Congress on Communication for Development (WCCD)
- ➢ The Rome Consensus: "Communication for Development" (C4D)
- ➢ Donors support it
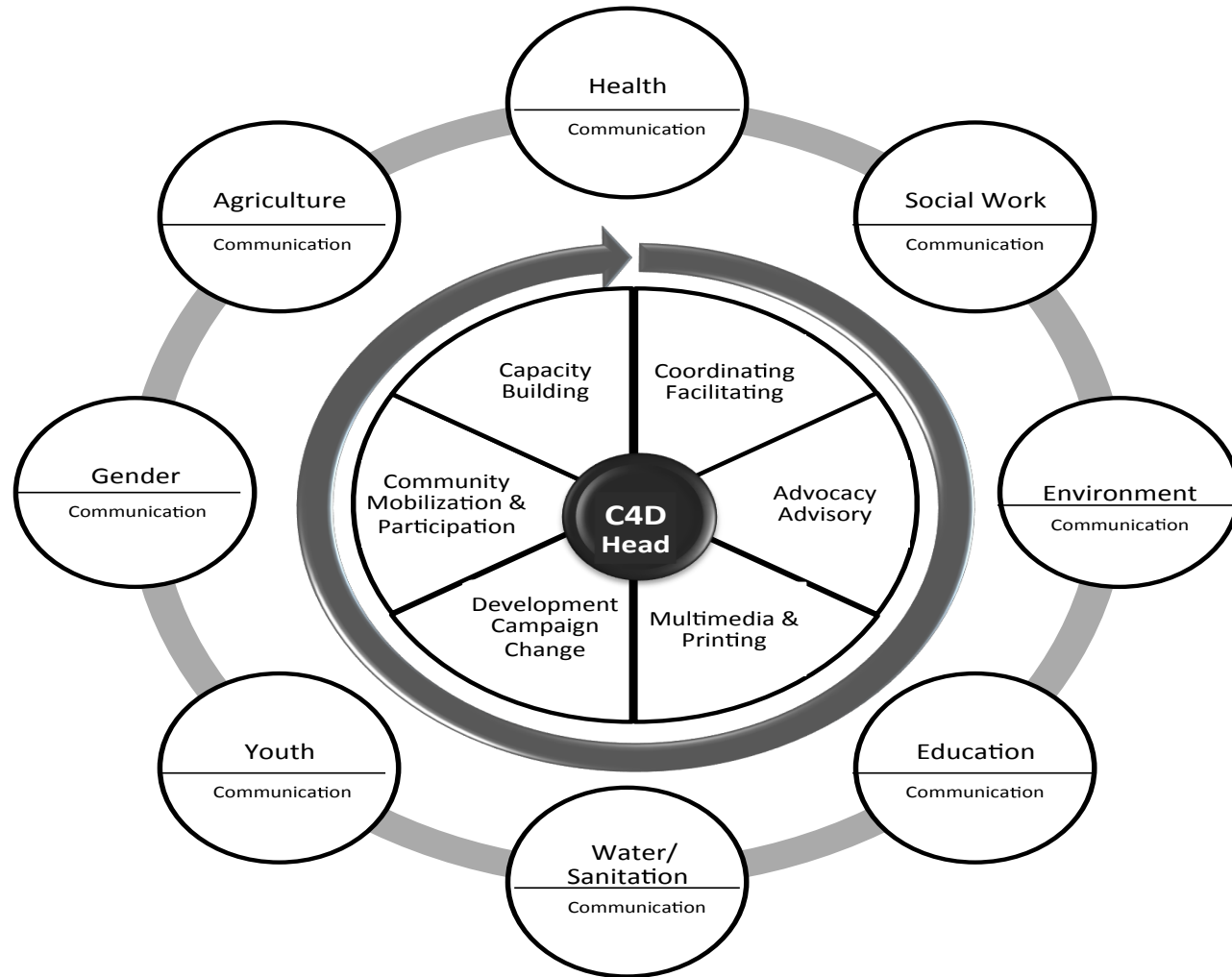- ➢ All governments have to do is request it.
- ➢ Let us help them request it.

A SUCCESSFUL EXTENSION MODEL

1. Smallholder farmers involvement. How?
2. Integration/coordination, but not everyone!
3. Strengthening ext. capacity: Short/long term
4. Give extension visibility/professionalism
5. Cost recovery is important.
6. Don't be afraid of competition
7. Restructuring the extension organization
8. Extension must be grounded in social science

FRAMEWORK FOR EXTENSION

Five Pronged Approach:

- ➤ Establish Dev/Ext. Facilitation Centers (DFCs)
- ➤ Establish C4D Centers (C4DCs)
- ➤ Provide short- and long-term training
- ➤ Making extension systems cost recovery
- ➤ Inputs/marketing service
- ➤ Post-graduate curriculum in C4D for sustainability
- ➤ Farmers/private sector for Advisory Services.

C4D in Poverty Reduction Programs

Com for Dev Roles

Table 1: A Functional Communication for Development Model for Poverty Reduction and Sustainable Development (Agunga, 2010)

Poverty Reduction Policy Guidelines		Program Goals and Objectives		Development and Communication Strategies	
Guidelines for IRD/PRSPs success		Program goals	Program Objectives	Program Bottlenecks	C4D Functions
1. **Popular participation** You cannot help people permanently by doing for them what they can be taught to do for themselves.		1. **Food Security** National and household food security	1. **Promoting innovativeness** Making smallholder farmers awareness of Of innovations	1. **Lack of political support for poverty projects** Has improved recently	1. **Community mobilizatio and involvement** Community-driven devel
2. **Rule of integration** Enjoins all sectors to cooperate and coordinate efforts for efficiency and timely delivery of services.		2. **Increase Livelihoods** Alternative means of income, fishing, trade	2. **Resource availability** Making credit, fertilizers information and other inputs available to farmers	2. **Lack of financial support for poverty projects** Has improved recently	2. **Coordination and linka** Fostering partnerships across development organizations
3. **Appropriate technology** technology for development must be easy to communicate to users, not displace labor, and no dependency		3. **Poverty Reduction** Household safety nets Means of livelihood Education for children	3. **Increasing outputs** • Agricultural outputs • Commercial enterprises • Industrial enterprises	3. **Lack of employment opportunities** A serious problem	3. **Multimedia production** Develop and pilot-test, us multimedia for dev. camp
4. **Gender mainstreaming** There is a tendency to bypass women unless singled out for participation.		4. **Economic Growth** Commercialization Manufacturing/Exports	4. **Increased incomes** Higher purchasing power.	4. **Inadequate markets** Better markets for farmers: Internal and external	4. **Communication needs assessment** Strategic comm.. campaig
5. **Immanent change** Exhaust the possibility of local solutions before foreign importations.		5. **Improved Living Standards**	5. **Employment opportunities** • Increased wages • Public/Private employment	5. **Infrastructural development** Roads, water, electricity	5. **Advising governments a advocating for C4D** Research, teaching, pract
6. **Experimentation** Carry out a pilot to see if it works.		6. **Industrialization**	6. **Public services** • Job training/education • Health and welfare, etc.	6. **Limited manufacturing** Need for more processing and manufacturing.	6. **Ensuring cost-recovery financial sustainability** Market products and serv
7. **Replication** Develop prototype of successfully tested strategy for replication.		7. **Environmental** Sustainability	7. **Decentralization** • Good governance • Community-driven dev.	7. **Lack of people involvement in decisions** Dev. & test alternatives/	7. **Promoting post-gradua degree program in C4D** National self-reliance in C
8. **Cost recovery** Achieve national self-reliance Reduce aid dependency		8. **Middle Income Nation** From $700 to $3,500 per capita per annum	8. **Regional cooperation** SADC, ECOWAS, CAADP, etc. NEPAD, FAFA, etc.	8. **Weak governmental systems**	8. **Establishing and manag multipurpose C4D Cent** For training and material
9. **Capacity building or strengthening** Strengthening local capacity Reduce technical assistance		9. **Weld influence at global meetings** Non-aligned movement		9. **Ethnic and regional conflicts, civil strive** Conflict negotiations	9. **Building C4D teams**
10. **Impact assessment** Significant difference made		10. **Africa to become a global super power**			10. **C4D standardization a accreditation**

PILLARS FOR SUCCESS

➢ Locally owned and managed
➢ Winning followers: Relentlessness and competence
➢ Inspiring a shared vision—stand for something
➢ Challenge the process; don't accept the status quo
➢ Enable others to act: A "we-ness" approach

➢ Celebrate your success; reward hard work!
➢ Hard work pays.
➢ [Kouzes and Posner (2003): The Leadership Challenge]

IT IS POSSIBLE: TESTIMONIALS

➢ A personal experience
➢ People are desperate for answers/leadership
➢ The SADC-CCD: Swaziland, Botswana,
➢ Cost recovery: Nepal experience (Khanal & Thapliya, 1992).
➢ My Malawi Experience: It is doable
➢ EXTENSIONAfrica: Moving forward
➢ Continue building our case/organizing/ and building partnerships.

QUESTIONS