

INSTITUTIONALIZING EXTENSIONAFRICA

ExtensionAfrica Validation Conference

*“Policy Learning for Improving Effectiveness of Extension and
Advisory Services”*

CTA Headquarters, Wageningen, The Netherlands
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INSTITUTIONALIZING EXTENSIONAFRICA

1. Task to be performed by Extension*Africa* cannot be accomplished by sitting in an ivory tower; you must be in the field

FIELD ACTIVITIES EXTEN

- 1. Get people excited:
Government & NGO officials, etc.**
- 2. Recruit a national counterpart**
- 3. From office visits to a planning workshop**
- 4. Let people take ownership**
- 5. Demand accountability/transparency**
- 6. Show that you are different. If you don't give bribe people won't demand it.**

INSTITUTIONALIZING EXTENSION AFRICA – CONT' D

- 4. Help prepare a concept note for funding**
- 5. Assist government secure funding**
- 6. The extension department can lead the fight.**
- 7. Get universities excited about the postgraduate C4D curriculum.**
- 8. Establish and run the C4D centers.**

EXTENSION AFRICA – PROJECT STRATEGY

- 1. Develop concept note.**
- 2. Project formulation.**
- 3. Solicit funding: Government or donor**
- 4. Recruit project team from national staff.**
- 5. Media staff are your friends.**
- 6. Help leaders do their work.**
- 7. You can't be perfect all the time just be good most of the time.**

MAJOR PROJECT COST ITEMS

- International adviser for 2- 3 years
- Recruit and train national counterpart(s)
- Multimedia and print equipment
- Multimedia/print supplies
- Establishing post-graduate program
- Year round field training
- Transportation and facilities
- Income generation strategies/start up cost.
- Finding committed partners.

*THANK
you*

