

# **Rebuilding Agricultural Markets Program – Afghanistan**

## **RAMP**

**Contract No. 306-C-00-03-00502-01**

### **TRIP REPORT**

#### **Agricultural Communication**

**Dr. Tooryalai Wesa & Prof. Dan Hilleman**

**RAMP  
Chemonics International**

**January 30 -- March 2, 2004  
Kabul  
Afghanistan**



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Transitional Islamic State of Afghanistan

**Chemonics/RAMP Partners:** ShoreBank Advisory Services, International Fertilizer Development Center

**Address:** Ministry of Agriculture and Animal Husbandry, Kart-i-Sakhi, Kabul, Afghanistan

**E-mail:** RAMPinfo@chemonics.net

**Dr.Tooryalai Wesa / Prof. Dan Hilleman  
Agricultural Communication Specialists  
Fact Sheet Production  
Field Demonstrations**

**Trip Report**

**Date of Report: March 2, 2004  
RAMP Project, Chemonics International**

Dates of Trip: January 30 – March 2, 2004

Dates of Consultancy:

January 30 – March 2, 2004

Places Visited: Kabul, Afghanistan

**1. Executive Summary**

**The Agricultural Communication Specialists met with a variety of Ministry of Agriculture and Animal Health personnel to establish a sense of communication flow through the organization and onward to Provincial Divisions and District Offices and other stakeholders. The Specialists also made direct contact with five RAMP Job Order Contractors to assess their agricultural communication and demonstration potential. An Agricultural Communication Fact Sheet Template was developed in cooperation with MAAH and 11 preliminary publications were developed in liaison with the selected Job Order Contractors and the Extension Department. Several Fact Sheets were pre-tested with 27 Extension Officers from five Provinces and 27 Districts during an Agricultural Communication Workshop conducted by the Agricultural Communication Specialists with participation by two Job Order Contractors (FAO, ICARDA).**

**2. Purposes/Objectives of the Trip**

The purposes and objectives of the trip were:

**Tasks to perform included: (SOW Tasks)**

Tasks to be Completed: The Technical Writer/Fact Sheet Production Specialist will:

- ❑ Work with RAMP project team and job order contractors to determine subjects which fact sheets will be produced.
- ❑ Help develop the overall theme and title of the fact sheet series for each participating job order contractor.
- ❑ Help contractors and MAAH extension service to assemble and train fact sheet production teams – technical writer, technical subject matter specialist and graphics specialist
- ❑ Oversee and guide the activities of the fact sheet production team that may include but are not limited to:
  - Gathering information
  - Determining how it will be presented
  - Preparing visuals and writing copy
  - Securing approvals of the messages
  - When needed, pre-test on target audience and make adjustments.

- ❑ Develop a fact sheet distribution plan with the RAMP communications specialist, RAMP agriculture team and job order contractors.
- ❑ Identify other information guides, such as the IRRI rice growing manual, which can be used to produce best practices fact sheets.
- ❑ Provide recommendations on how to monitor and evaluate the use and impact of the fact sheets which the RAMP team can use in overseeing the contractors.
- ❑ Make revisions to the RAMP Guidelines for Producing Best Practices Fact Sheets.
- ❑ Recommend suggestions for follow-up activities, if needed.

**Tasks to be Completed:** The Extension Methods/Demonstration Plot Specialist will:

- With the RAMP team, determine which job order contractors to work with.
- Using the RAMP Guidelines for Establishing Farmer Demonstration Plots work with the job order contractors providing advice and training to their teams.
- Work with ICARDA demonstration job order and identify their successes and problems so this experience can be shared with other job order contractors.
- Design a monitoring and evaluation plan the RAMP team can use for overseeing the farmer demonstration plot program.
- Make revisions to the RAMP Guidelines for Establishing Farmer Demonstration Plots.
- Work with RAMP project team, Technical Writer/Fact Sheet Production Specialist and job order contractors to determine subjects which fact sheets will be produced, prepare a template for the contractors to use and help with distribution list for the fact sheets.
- Recommend suggestions for follow-up activities, if needed.

## Agricultural Communication Activities / Fact Sheets / Demonstrations

|  | Week 1 -- Feb. 2 | Week 2 -- Feb. 9 | Week 3 -- Feb. 16 | Week 4 -- Feb. 23 |
|--|------------------|------------------|-------------------|-------------------|
| <b>Project (SOW) Tasks:</b>  |                  |                  |                   |                   |
| RAMP Orientation   |                  |                  |                   |                   |
| SOW Review - Negotiate Field & Home Office Perceptions   |                  |                  |                   |                   |
| Select Job Order Contractors -- Determine FS Subjects  |                  |                  |                   |                   |
| Fact Sheet Template Design   |                  |                  |                   |                   |
| MAAH Contacts / Extension / Research   |                  |                  |                   |                   |
| Prepare Model Fact Sheets -- Wheat/Potatoes/Chickens   |                  |                  |                   |                   |
| Prepare FS/Demo Training Materials   |                  |                  |                   |                   |
| Present Initial Training on FS/Demos to JO Rep / Extension Audience<br>ICARDA Training "Piggyback" |                  |                  |                   |                   |
| Use Training Feedback to Adjust RAMP FS/Demo Guidelines  |                  |                  |                   |                   |
| Develop Editorial Assistance for FS / Demo Production<br>Amend JO / Seek MAAH Editorial Support    |                  |                  |                   |                   |
| Initial Recommendations on FS Distribution Plan  |                  |                  |                   |                   |
| General Conclusion & Recommendations for Part II Agricultural Communication FS / Demo Consultation |                  |                  |                   |                   |
|  |                  |                  |                   |                   |
|  |                  |                  |                   |                   |
|  |                  |                  |                   |                   |

### 3. Meetings Conducted

| PERSON                | POSITION  | PURPOSE                                   |
|-----------------------|---|---|
| Kenneth Neils         | RAMP Chief Agricultural Economist   | Consultant coordination                   |
| Hussain Anwari        | Minister of MAAH  | Introduce Ag. Com. Concept                |
| Seddiq, Shamsuddin    | ICARDA  | RAMP Job Order Support                    |
| Wakil, Ahmed          | Karana Magazine Director<br>Research Dept. MAAH   | Seeking Editorial Support for Fact Sheets |
| Hegland, Sarah        | FAO Information Officer -Poultry Monitoring & Evaluation  | Establish Fact Sheet contact              |
| Nassar, M. Haroun     | FAO Poultry Specialist  | Fact Sheet Subject Matter Specialist      |
| Jeff Paine            | CADG representative   | Determine CADG contact(s)                 |
| Gh. Rabani Haqiqatpal | Natl. Dir. of Food, Agriculture, and Animal Husbandry<br>Information Management and Policy (FAHM) | Seek input on                             |
| Shah Mir Amiri        | President of the Agricultural Extension Department  |   |
| Akbar M.Popal,        | President of Kabul University   | Training Cooperation                      |
| John Pritchard        | RAMP Livestock Specialist   | RAMP Liaison                              |
| Bram Schreuder        | DCA Director  | JOC initial contact                       |
| Jan "Bo" Stahl.       | DCA Interim Program Director  | JOC initial contact                       |

#### **4. Outcome of Visit (Accomplishments, Deliverables and Results)**

**Expected Deliverables (during two individual assignments): The Technical Writer/Fact Sheet Production Specialist will:**

- Provide training for job order contractors and MAAH extensionists in fact sheet production.
- With the RAMP Team, develop a list of priorities for fact sheet development.
- With the Extension Methods/Demonstration Plots Specialist, assist job order contractors identify the list of subjects they should produce fact sheets.
- With the Extension Methods/Demonstration Plots Specialist, develop a template and outline for fact sheets which can be given to job order contractors.
- Work with job order contractors to produce fact sheets in local languages and deliver to the RAMP Communications Unit to finalize the fact sheets, make recommendations for the addition of graphics and illustrations; and to translate the fact sheets into English.
- Working with job order subcontractors, RAMP agriculture team and the RAMP Communications Unit, determine how to disseminate the fact sheets to other groups.
- Revised the RAMP Guidelines for Producing Best Practices Fact Sheets.
- Prepare a trip report with recommendations.

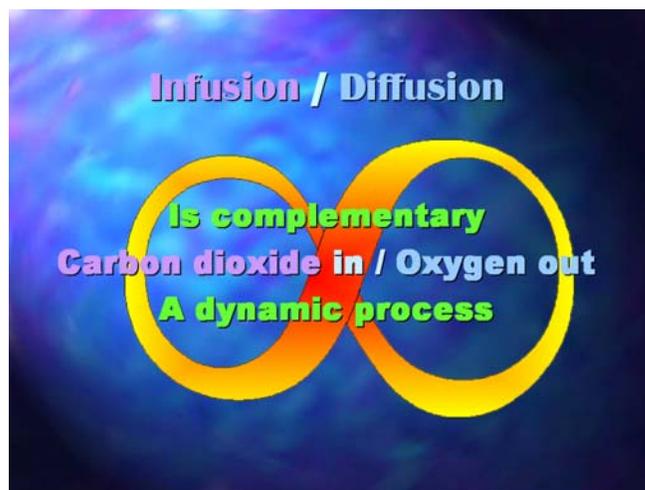
**Expected Deliverables (During two individual assignments): The Extension Methods/Demonstration Plot Specialist will:**

- Provide advice and train the job order contractor teams in establishing farmer demonstration plots and using them as effective communication tools for other farmers and key stakeholder groups.
- Develop a monitoring and evaluation plan for the RAMP team to use for overseeing what the job order contractors are doing in establishing effective farmer demonstration plot programs.
- Revised RAMP Guidelines for Establishing Farmer Demonstration Plots.
- With the Technical Writer/Fact Sheet Production Specialist, help 5 job order contractors identify the list of subjects they should produce fact sheets.
- With the Technical Writer/Fact Sheet Production Specialist, develop a template and an outline for fact sheets which can be given to job order contractors.
- Prepare a trip report with recommendations.

## ACOMPLISHMENTS:

### Development of A Two-Way Agricultural Communication Concept

A proposed two-way communication concept is called the *double-swing approach* and includes the components of *infusion* and *diffusion* of information. It is complementary process as noted in this illustration which compares two-way communication with another dynamic natural process – photosynthesis – carbon dioxide input and oxygen output



Infusion should not be confused with *feedback*. It is extremely important to make the distinction between *feedback* and *infusion* in the communication process. Feedback is generally viewed as the *response to a message received*, while *infusion* is more an input of felt need for information. *Infusion* is information-seeking behavior on the part of the communicator prior to message development while *feedback* is part of the *message adjustment* process. Information seeking provides data for message development and *precedes* information delivery and adjustment. A true two-way communication system facilitates both complementary processes.

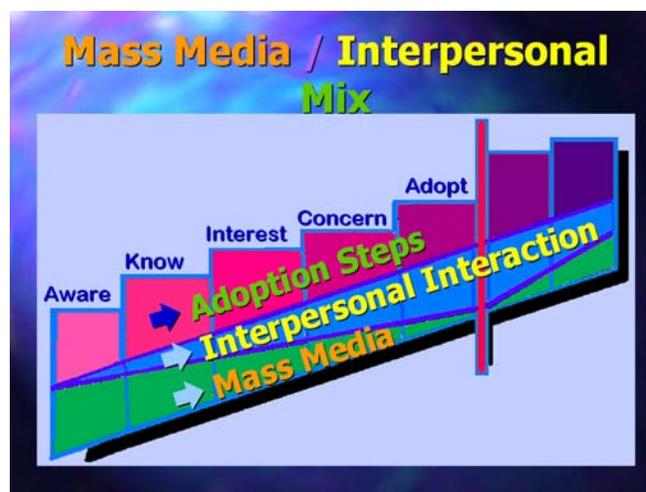
Best practices messages, good training materials and effective field demonstrations are based on the infusion of audience/learner needs and local perceptions before the messages (or lessons, or demonstrations) are developed.

| DIFFUSION                            | INFUSION                           |
|--------------------------------------|------------------------------------|
| * Linear -Top-down                   | * Dynamic --Two-way Flow           |
| * Information Distributing           | * Information Seeking              |
| * Sender / Receiver                  | * Mutual Learners--Participants    |
| * Feedback – Adjusts message         | * Feedforward – Seeks message      |
| * Reactive                           | * Proactive                        |
| * Seeking answers -- Problem-solving | * Seeking questions --Alternatives |
| * Satisfies Needs                    | * Seeks Needs                      |
| * Technology Push / Transfer         | * Value Pull                       |

*The above concepts are not mutually exclusive but complementary. Each perspective has a place in the two-way agricultural communication process.*

## Information Sources

- The number one source of information and the most important influential group are other farmers. The “early adopters” become models for other farmers who observe and seek information from them on a new practice. Therefore, farmer demonstrations are essential to facilitating this farmer-to-farmer diffusion of innovations.
- The second most important sources of information for farmers are the input dealers – seed, fertilizer, chemicals, animal feed, veterinary supplies, etc. When farmers buy their inputs is the “most teachable moment.” Farmers want to know how to best use the input and what are the best practices. Therefore, it is important that supply input dealers and their salesmen are priority intermediary groups receiving the best practices fact sheets, training, attending field days, etc.
- A number of other groups can also influence farmers including market buyers, processors, extension field staff, NGOs, school teachers, religious leaders, etc. Therefore, it is important to learn how farmers seek information and who these influential groups are. These intermediaries also need to be provided wholesale information fact sheets, attend field days, receive training, etc.
- The mass media – at this time primarily radio – has a unique role in the diffusion of innovations. Mass media are very good in the first stage of the diffusion process by making large numbers of farmers “aware” of an innovation. However, as farmers go through the adoption process towards actually adopting a best practice, then inter-personal communications (other farmers, input dealers, etc.) become essential. The research-extension teams need to understand how this process operates and how to coordinate and use both the mass media and inter-personal channels of communication.



## Liaison with the Minister of Agriculture and Animal Husbandry (MAAH)

On February 8, 2004, a Chemonics RAMP group composed of Dr. Ken Neils, Prof. Dan Hilleman, Dr. Faisal Baig, and Dr. Tooryalai Wesa met with Mr. Anwari, Hussain, the Minister of MAAH. The Minister welcomed the group. After a brief introduction about the general goals and objectives and current programs, Dr. Neils asked Dr. Faisal to brief the Minister about the Dealer Training Project.

Then, Prof. Hilleman and Dr. Wesa discussed the role and importance of fact sheets in regards to the transfer of new ideas and technologies from various sources to farmers. They also discussed the development process of fact sheets. The logo and general structure of the fact sheet was



presented to the Minister. The Minister agreed on the general structure of the fact sheet and promised that the relevant departments will provide and offer all possible support on the MAAH side.

The training program organized by ICARDA (subcontractor) at the week of February, 16 - 25, 2004. In the program, 27 extension agents from 27 districts, belong to 5 provinces (Helmand, Kunduz, Ghazni, Nangarhar and Baghlan) will participate. At the end of the training week, Prof. Hilleman and Dr. Wesa will pretest the fact sheets by sharing it with the 27 extension agents. They will include the feedbacks of the participants at the final version of the fact sheets.

The Minister admired the importance of such programs and projects in the development process of the Afghan Agricultural Sector. He ordered the related departments to offer and provide any kinds of assistance to RAMP Ag Communication team from the MAAH side. The Minister hoped for the extra expansion of such productive programs from the international communities for the reconstruction of the Afghan agricultural sector.

### **Liaison with the President of the Agricultural Extension Department:**

Based on the useful discussion with the Minister of MAAH, the team went to meet **Mr. Amiri, Shah Mir, the President of the Agricultural Extension Department** on February 8, 2004.

The President was appreciative about such extension activities. However, he asked for the active participation of the Agricultural Extension Department of the MAAH in such projects. He also asked to have the extension department involve in the preliminary stages of the program planning process of the projects.



Such projects and needs should come from the Agricultural Extension Department to RAMP and then forward to relevant contractors, he added. Furthermore, he was interested in the training process of extension agents and provincial extension directors. The team agreed on initiating an extension training program during this winter.

Because of some administrative constraints, the training program will currently include only provincial extension directors. The Department of Extension will work on the curriculum and course contents of the training program. The President of extension department will share the subject with extension's Board of Subject Matter Specialists (SMS) in order to get their perspectives. The President will report it to the RAMP Agricultural Communication team. The team will proceed accordingly.

The team presented a copy of the fact sheet and raised the issue (structure, design, various logos,) of the fact sheet template. The team also asked for some editorial support possibilities within the extension department. The president agreed on the general format of the fact sheet (Ministry logo with its Pashto and Dari versions of Agriculture Regeneration on the top, subject matter on the left side, and US-AID and RAMP logos on the bottom), relevant details along with some photo/pictures on the subject matter in the middle of the fact sheet. The frequently asked questions and answers sections will be on the back of the same fact sheet.

The President further agreed to provide editorial support either within, or outside the department of extension. The team also asked for a liaison person to be contacted on regular bases by the team on the matter. The president agreed to assign an individual from the department in this regards.

## Liaison with Existing MAAH Communication Resources

We met with representatives of the two MAAH communication offices

- **Karana** (MAAH bimonthly magazine)
- **Publications unit.**

### Results of the Karana Association:

Logo Design cooperation

Magazine issue archival access and review for Fact Sheet Material materials

### Results of Publication Unit Meeting:

Gathered a collection of MAAH Bulletins as potential sources of Fact Sheet material



## Liaison with MAAH Information Management and Policy Unit

We contacted the **new MAAH Information Management and Policy Unit** which FAO is supporting (located in the Ministry grounds) In a conversation with the Afghan head and the FAO advisor RAMP Agricultural Communication and Extension team (Prof. Hilleman & Dr. Wesa) met February 21, 2004 with Mr. Haqiqatpal, Gh. Rabani, National Director of Food, Agriculture, and Animal Husbandry Information Management and Policy (FAHM) Director.



FAHM was opened at July 16, 2003 within the MAAH. It has close connections with the 17 departments within the MAAH. FAHM focuses on the following four main sectors:

- Early Warning
- Crop Monitoring
- Nutrition
- Agro-metrology

Mr. Haqiqatpal explained the pre-post agricultural extension system in Afghanistan. He also commented on the organizational structure of agricultural extension at the national, provincial and district/village levels. According to him there were 280 extension agents, one agent per each 5km square. In early 1970s, the green revolution was the outcome of the extension hard work, he added.

Today, within extension department, there is not enough number of qualified extension workers. Due to the Afghan conundrum, some of them went in exile, some went to jail and not came back, some demoted to passive positions and some choose private business (cab drivers, shopkeepers, local and international NGOs...). For example, once there were over 2000 extension workers, some with higher degrees. While today, there are only 850. Their knowledge and skills need to be refresh and updated.

FAHM assists in market analysis and price. FAHM also assists the distribution process. FAHM promised RAMP communication team helping in the distribution process of Fact Sheets (FS).

According to FAHM, there are 3 ways to reach the FS from Kabul to provinces.

- 1) Directly by extension department mail system
- 2) Publication Department (Radio & TV..)
- 3) FAHM Policy Unit (FAO pouch, E-mail)

Mr. Haqiqatpal assured the team that FAHM will help in the distribution process of Fact Sheets to the provinces as well as districts.

## **Liaison With the University of Kabul**

A RAMP team composed of Dr. Samin, A. Qahar, Dr. Neils, Ken, Prof. Hilleman Dan and Dr. Wesa, Tooryalai had a meeting February 19, 2004 with Mr. Popal, M. Akbar, President of Kabul University.

President Popal was briefed about RAMP's long/short-term goals and objectives. RAMP team wants to bring the academic institutions in close contacts with RAMP. The idea is to use local trainers instead of international expertise for various types of training organized within the MAAH and RAMP subcontractors.



RAMP offered the possibilities of training university faculties for short term training in the near-by Peshawar Agricultural University. President Popal acknowledged the offer and promised that some time in the near future he will introduce some faculties to the program.

In regards to Kabul University as well as other provincial universities, President Popal asked RAMP to include such arrangement during their contracts with the subcontractors. He specifically mentioned that “RAMP should mentioned that: the contract is valid only if the subcontractors use the knowledge and expertise of the relevant universities.” RAMP will give a close look to the subject and will share any decisions on the subject with the president.

## **Liaison With USAID**

Terry Hardt, former Ag. officer has been replaced by Dan Miller who departed Kabul Feb. 25 and will return to in June. Miller spent most of a day at Chemonics before coming here being briefed on the RAMP project. John Woods gave him a copy of his Assessment report and discussed it with him. Miller has spent a lot of time in Nepal as a forestry and rangelands specialist. Woods believes Miller has a good grasp of the agricultural communication process.

The Agricultural Communication specialists made arrangements through Ken Neils to meet with Patty Buckle of USAID to brief her and the RAMP Agricultural Team on the results of their assignment in Miller's absence.

## **Liaison and Complementary Roles With RAMP Communication Systems**

The Agricultural Communication specialists are developing outreach/extension oriented communication products and processes which complement efforts by Susan DeCamp and her associates within RAMP Communications Systems which package information in a concise/professional manner and facilitates its dissemination to several primary target audiences:

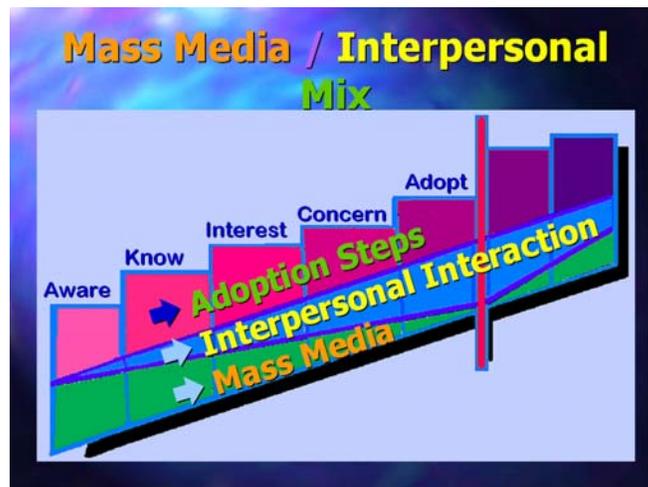
- ❑ Internal—to enhance the flow of the team,
- ❑ Program support—to enhance the technical assistance process,
- ❑ External—to enhance relations and collaboration with Afghan and U.S. government stakeholders.

The agricultural communication effort concentrates more on education and changing behaviors through focused two-way agricultural communication among stakeholders including RAMP Job Order Contractors, MAAH and its Extension Department and associated organizations.

The diffusion model on the right again illustrates the complementary nature of mass media and interpersonal interaction (through opinion leaders and influentials) as individuals move to adopting new practices.

The agricultural communication goal is to provide information to key stakeholders who then can help farmers move from traditional methods to best practices through the knowledge – attitude - practice (KAP) change process.

In particular, the two-way exchange of agricultural information should help facilitate communication among Job Order Contractors to help ensure the development of uniform messages and avoid competing or conflicting information at both the MAAH and field levels.



### Potential Liaison with RAMP Deputy COP for Agriculture

RAMP is currently searching for a Deputy COP for Agriculture. When this person is fielded, the Agricultural Communication specialists would be working most closely this individual and the Agricultural team. In the interim, the consultants have worked under the leadership and guidance of RAMP Dr. Ken Neils.

### The Fact Sheet Development Process:

The Agricultural Communication Specialists concentrated on the Fact Sheet development process in their SOW's because of the lack of Job Order reference to Agricultural Communication responsibility in many current contracts. This requires some adjustments to previous communication strategies.

During a November 2003 assignment, John Woods provided language for including in the actual contracts. Since this language did not get integrated into many contracts (ICARDA, for example) renegotiation may be necessary and appropriate amendments added to integrate agricultural communication editorial and demonstration capacities into existing contracts.

Another potential option is that Chemonics, as part of the core RAMP team, hire a full time writer and part time artist who will work with the job order contractors and also foster communication with appropriate MAAH units.

The above options are discussed in detail in the Recommendations Section of this Report.

In the interim, John Woods emphasized the need to begin to assemble basic technical information/best practices. So, the Agricultural Communication specialists followed this advice to "kick start" the Fact Sheet development process. Emphasis was on getting basic information packaged in English and both local languages to use as models for Job Order Contractors (with some initial pretesting on target audiences).

### Fact Sheets As Prototypes For Mapping Agricultural Communication Systems

*Fact sheets are a useful starting point for identifying and developing messages for a variety of project communication products and processes.* In other words, Fact Sheets are a tangible prototype that can be introduced into a communication system to help "map" the flow of information within that system. A parallel would be introduction of an isotope into a human being to trace and understand its interaction in the system.

## The Fact Sheet Template Design Process

The term “fact sheet” is a generic reference for brief printed materials – generally one or two pages in length – on specific subjects used by a project and partners for providing information to policy makers, stakeholders, influential groups, mass media, NGOs, community groups, and many other audiences..

Fact sheets should capture the most relevant information (best practices) needed by the various target audiences. Fact sheets are often referred to as being “wholesale” information materials. This means that they contain information other groups will use and adapt for communicating to their “end-user” or ultimate target audience groups. The intermediary groups who will be given the fact sheets can adapt the information and “retail” it in a form which the end-users can understand and addresses their interests and concerns.

Therefore, the main focus on producing fact sheets is to identify exactly what information these intermediary groups need and making sure the information is technically correct. The second reason for is securing a stakeholder consensus on the messages to be disseminated.

### Seeking A Sustainable Medium

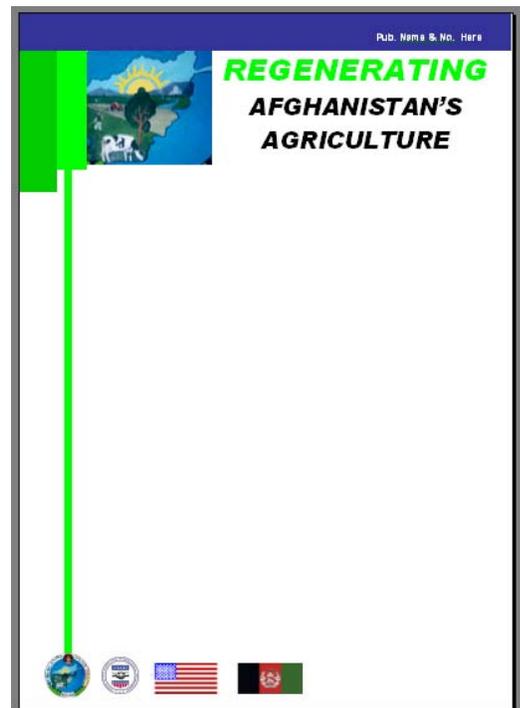
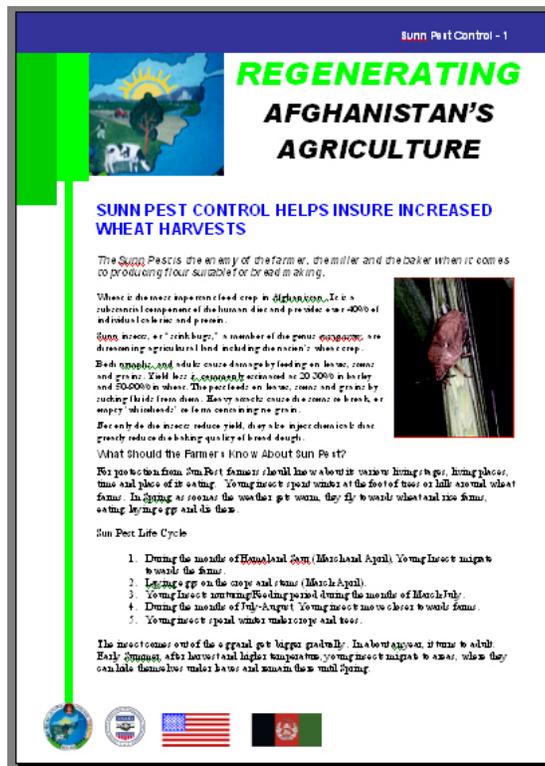
The Agricultural Communication Specialists were particularly concerned with a Fact Sheet design that would foster MAAH interest in continuing this information medium beyond the RAMP activities. The concern was to include MAAH ownership of the FS concept from the outset to help insure this potential sustainability.



The communication specialists sought a symbol already well known within the Ministry and decided to use a “portion” of the MAAH logo as the “flag” illustration for the FS.

There was considerable negotiation to gain approval of extracting the national symbol from the logo, but with assurance that the complete logo would be repeated on the same page; approval was granted. The initial FS Template draft was shared with the Minister and the Extension President and also gained their approval.

The Agricultural Communication Specialists received excellent cooperation from the Karana magazine editor in obtaining and developing the artwork for the FS Template. The editor also made back copies of the magazine available so they could be searched for potential FS subjects and reprinted in the new format for distribution to field extensions who do not receive the full magazine.



## The Following Five Job Order Contractors were Identified and contacted:

- **Development of Rural Poultry Production Activity, Food and Agricultural Organization (FAO)**

FAO will continue to cooperate even though Agricultural Communication support was not integrated into their JO Contract. Preliminary collaboration with FAO has already resulted in the production of four Fact Sheets on Poultry Diseases.

Our FAO contacts include Haroun M. Nassar Poultry Specialist and Ms. Sarah Hegland, Information Officer ([sarah.hegland@af.fao.org](mailto:sarah.hegland@af.fao.org)) Phone: 079315388.

### **FAO FEEDBACK ON RAMP Fact Sheets—Poultry**

#### **Major issues in poultry projects:**

- ◆ Diseases
- ◆ Breeding
- ◆ Housing
- ◆ Management
- ◆ Feeding

#### **Priority issues:**

- Diseases
- Breeding



#### **Actors:**

Who are the most important people for farmers and intermediary groups to know for advice and knowledge concerning poultry diseases?

There are Veterinary Field Units (VFUs) in each district center. Para-Vets have some training and are more available in the villages. In addition, village group leaders and Poultry Associations are common throughout the country. FAO has a diagnostic lab available in Kabul.

#### **Pre-test results of Poultry Disease Messages:**

Extension Field Officers endorsed the initial Poultry Fact Sheet during the Agricultural Communication Training Workshop Feb. 24-25. Their feedback indicates the initial message should be divided into separate FS for each disease and include photographs of the symptoms of each poultry disease. The extension officers also recommended inclusion of several local diseases.

- **Demonstrating New Technologies in Farmers Fields to Facilitate Rapid Adoption and Diffusion, International Center for Agricultural research in the Dry Areas (ICARDA).**

Conversations with ICARDA Afghanistan Exec. Mgr. Wassimi and Deputy Exec. Manager Abul Rahman yielded the following recommendations:



#### **ICARDA List of Priority Subject Matter for Fact Sheets**

1. Wheat Varieties
2. Sun Pest Control (perhaps also a Tip Sheet illustrating how to make hand sweeps)
3. Wheat Agronomic Practices
4. Seed Purification
  - ◆ Simple Seed Purification for Sustaining Seed Production
  - ◆ Simple Seed Quality Tests for On-farm Production of Quality Seed
  - ◆ Community based Organizations and their role in Seed Production
5. Farmers' Local Knowledge in Seed Selection and Management
6. Irrigation Frequencies and Water Requirements
7. Weed Control
8. Potatoes – Positive and Negative Selection
9. Tomatoes – Blossom end rot



#### **ICARDA Train-the-Trainer Course – Agricultural Communication Workshop**

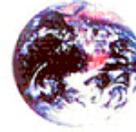
A Train-the-Trainer Course on Seed Production Technology and Enterprise Management was held Tuesday Feb. 17 – Tuesday Feb. 24. ICARDA invited the RAMP agricultural communication consultants to add an additional day to ICARDA sessions to cover production and use of fact sheets, field demonstration activities and extension methods. This addition included the afternoon of Feb. 24 and the morning of Feb. 25. This training session included 27 field extensionists from 5 provinces and 27 Districts. RAMP Job Order Contractors from FAO and ICARDA also participated. CADG did not respond to our invitation. These training sessions offered the opportunity to pre-test model Fact Sheets and the template and obtain Extension field perspectives on these agricultural information products. Workshop results are presented in a separate section of this Report.

#### **ICARDA Editorial Support / Radio Production Specialist Input to FS Development**

Dr. Wassimi pointed out that ICARDA does not currently have an editorial position for support of RAMP Job Order Contract but that such assistance would be sought. In the interim, Dr. Wassimi indicated he had asked their Radio Production Specialist to make a written list of Questions and Answers generated in radio message production over the last year as a method of obtaining additional input for Fact Sheet production information.



- **Central Asian Development Group**



**Central Asia  
development group**

It was difficult to contact CADG representatives even after several emails. Ken Neils finally met with one of their representatives in mid-February

and gave him a sample Sunn Pest Fact Sheet and the RAMP Fact Sheet and Demonstration Guidelines. Near the end of the assignment the RAMP Agricultural Communication Team had a meeting with CADG representatives (Mr. Jeff Pane and Eng, Tapand, A. Hamid). CADG representatives presented a brief summary of their programs and activist in the Helmad Province.

CADG has its own extension service. They are planning to use about 10 extension agents within various districts. They are optimistic about getting the above number with the assistance of Helmad provincial extension department. CADG will be using some extension workers on part time base. CADG will be providing some per diem and transportation (Motor Bicycle). Currently, they do have some extension agents. The extension agents are meeting once a couple of weeks in the CADG Lashkargah main office. The extension agents and CADG responsible (Mr. Ayubi, CADG research coordinator and Mr. Barak, radio operator.

RAMP Ag. Communication team shared some samples of fact sheets with CADG representatives. CADG will prepare a subject matter priority list and will submit it to the Ag. Communication team. CADG is willing to contribute in the dissemination process of the fact sheet.

- **Dutch Committee For Afghanistan (DCA) Livestock Health, Production and Marketing Project (VetServ)**

Contact with DCA was made with the help of RAMP Livestock Specialist John Pritchard who arranged a meeting with DCA Director Bram Schreuder and Interim Program Director Jan “Bo” Stahl. Contacts: ([mstahl@pactec.net](mailto:mstahl@pactec.net)) Phone: 070286647. We have positive feelings about DCA, plus they have communication activity built into their contract and budget, according to RAMP consultant Tom Fattori.

- **The Grain Industry Alliance: Grain Post-harvest Training, Storage and Milling in Afghanistan.**

Contacts: Dr. Ron Madl, President GIA ([rmadl@oznet.ksu.edu](mailto:rmadl@oznet.ksu.edu)) and Dr. Virgil Smail, President AIB ([Vsmail@aibonline.org](mailto:Vsmail@aibonline.org))

We have made email contact with GIA at the request of Ken Neils.

- **We also produced four Fact Sheets on Afghan Extension Methods and Participatory Demonstrations.**

These Fact Sheets were designed to support Job Order Contractor agricultural communication field activities and also were subject matter materials for the Extensionist Agricultural Communication Training Workshop February 24-25.

## ADDITIONAL ACTIVITY IN SUPPORT OF FACT SHEET PRODUCTION

### SURVEY OF MAAH AGRICULTURAL MAGAZINE FOR FACT SHEET MATERIAL

Relevant articles on agricultural extension development in the last 2 years of **Karana** (MAAH bimonthly magazine)

As a result of our research about the current status of agricultural extension within the MAAH, we found **Karana** as one of the relevant source on the subject. Following are some of the most relevant subject: The articles were prioritized as follow:

1. At the end of the Field day, 2002, 5<sup>th</sup> Edi., p. 18.
2. Agricultural Extension Units must be enhanced, Dec.-Jan 2003-4, 4<sup>th</sup> Edi., p.7
3. Role of extension in agricultural development, in press 2003, 6<sup>th</sup> edi.
4. Role of Rural Women in Home Economics, 2003, 7<sup>th</sup> Edi, p.13.
5. Importance of agricultural extension in regards to raise production, 2002, 1<sup>st</sup>. edi., p.10.
6. Improvement of experience for extension, 2003-4, 11<sup>th</sup> edi, pp-37-38
7. Role of Extension and Research, 2002, 5<sup>th</sup> edi, p.28.
8. A slogan of extension, 2002, 2<sup>nd</sup> edi, p.43.
9. Impact of scientific studies on agricultural development, 2003, 10<sup>th</sup> edi, p.7.
10. Learning and the extension of cooperative education, 2002, 4<sup>th</sup> edi., p. 32.
11. Cultivation methods and extension of green peas, 2002, 3<sup>rd</sup> edi, p. 7.
12. Cultivation methods and the extension of broccoli, 2002, 4<sup>th</sup> edi., p.8.
13. Tasks and Responsibilities of Home Economics, 2004,12 edi, p. 16.

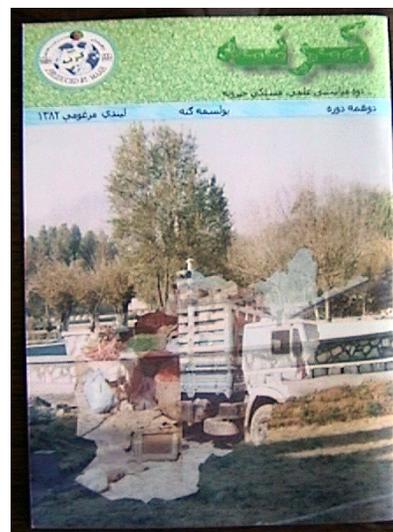
As shown above, articles number 1 and 2 were most useful for adaptation to Fact Sheets.

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\* Extension workers who participated in the RAMP Agricultural Communication Training Workshop indicated they did not receive **Karana**. Thus, reformatting relevant magazine articles in Fact Sheet format to distribute to Extension workers appears a useful alternative for information distribution.

### Fact Sheet Inputs From Publication Unit Liaison:

Dr. Wesa gathered a collection of over a dozen MAAH Bulletins as potential sources of Fact Sheet material. These bulletins included subject matter material on the Extension Department and Sunn Pest Control which were used in Fact production.



## Fact Sheet Translation Process

The decision was to produce the first Fact Sheets in English and translate to local languages. RAMP subcontractors (ICARDA, FAO, CADG, DCA) submitted various job order subject matter. The RAMP Ag. Communication team drafted nearly a dozen initial Fact Sheets. Information for the FS was collected from JO contacts, various web sites on the internet, MAAH bulletins, etc. Relevant photos also were included.

Fact Sheets were forwarded to the translation branch within RAMP for translating to both Pashto and Dari Afghan official languages. Since the translators have no agricultural background, there were some difficulties with the translation of the technical terms as well as the fluency of the translation.

Luckily, Dr. Wesa of RAMP Ag. Communication team (Prof. Hilleman & Dr. Wesa) is an Afghan-Canadian. His knowledge of the languages (Pashto & Dari) and his agricultural background help facilitate this aspect of the translation process

## ICARDA Train-the-Trainers Course Feb 16-25, 2004

ICARDA, one of RAMP's subcontractors, organized a Train-The-Trainer Course on Seed Production Technology and Enterprise Management for extension workers February 16-25, 2004. The Agricultural Communication Specialists were given the opportunity to extend the training by one day in order to gain field input from Extension workers representing 27 districts and 5 provinces.

## Pre-testing Fact Sheets

RAMP Agricultural Communication team used the opportunity to pretest Fact Sheets on Sunn Pest, Potato, Poultry, and Extension Methods.

On the afternoon of February 24, 2004, after a brief introduction about the value of fact sheets, the agricultural communication team reviewed some adoption models. The team members explained the adoption stages, various categories of farmers in relation to the adoption process and the role of the mass media in the adoption process.



Since one team member is an Afghan expatriate and fluent in both Pashto and Dari languages, the content was translated in both Pashto and Dari languages. The communication team gave the participants the opportunity to talk about their needs and problems in the field. Extension workers were very cooperative and took a very active part in the process. Their input about their needs and problems was comprehensive. These inputs will be useful in future Fact Sheet planning. At the end of the session, the participants were asked return the next day with a prioritized list of 10 subject matter concerns in their area.

At the end of the afternoon session, FAO contact people (Sara Hegland and Haroun Nessar) joined the session to pretest the FAO Poultry Disease Fact Sheet. The participants had serious interest in the subject. The participants also contributed the name of some local poultry diseases which were not mentioned in the fact sheet. FAO contact promised to include the diseases and make separate fact sheets concerning these subjects.



## District Extension Field Input

The second part of the session resumed in the morning of February 25, 2004. At the beginning of the session the team grouped the participants by province. Participants shared their selected subject matters and made one list for the entire province. Following includes subject matter listed by the participants in their respected provinces:

### Baghlan

1. Plant Protection (Diseases)
  - Dwarf Bunt (Wheat)
  - Wheat Rust
  - Peas Related Diseases
  - Various types of Worms
  - Sugar diseases in melon
  - Athishak
2. Diseases (Livestock/Poultry)
  - Small Pox (Beef, sheep, goats,)
  - New Castle
3. Insects
  - Locust (Italian, Moroccan and local types of grasshoppers)
4. Weed Control
  - A special kind of thorn, locally known (Camel thorn)



### Ghazni

1. Irrigation (limited water)
2. Limited professional personnel
3. Lack of professional training
4. Lack of Transportation
5. Lack of Visual Aids
6. Lack of Credit & Loans
7. Lack of Livestock Clinics & Artificial Insemination
8. Lack of short-term wheat varieties
9. Building and reconstruction of extension units offices
10. Crops and Livestock related diseases and insects

## **Helmand**

1. Anti Diseases and Insects Dealers
2. Ag. Technologies and Marketing
3. Sprayers and other Horticultural Equipments
4. Encouragement of Honey Bees
5. Lack of various cereal crops improved seeds
6. Establishment of poultry farms
7. Provision of Ag. Credits and Loans
8. Establishment of Artificial Insemination Clinics
9. Farmers Training
10. Construction and Rehabilitation of Ag. Extension Units within the Districts

## **Kapisa**

1. Increase in Wheat Production and prevent its related diseases (Sunn pest)
2. Increase Beans production and prevent of the relevant diseases and insects
3. Increase Corn Production and prevent corn related diseases
4. Increase Rice Production by using proper seeds
5. Increase various types of vegetables production
6. Increase of various fruits production and control of various disease and insects (insect catter piller)
7. Increase Potato production and control of relevant diseases and insects (i.e. Root Rot)
8. Development of pastures for livestock
9. Sufficient feeds & feedings for livestock
10. Increase legume production

## **Kunduz**

1. Plant Protection, control of both diseases & insects (Locust, mice, wire warms, cut warm.), weed control (oats)
2. Limited Improved seeds
3. Lack of standard chemical fertilizer
4. Construction and rehabilitation of Ag. Extension units buildings in the districts
5. Limited or no access to agricultural machinery (i.e tractor,..)
6. Establishment of laboratories in order to analyze soil, chemical fertilizer and relevant training to professional workers
7. Means of transportation for extension workers (motor-bike, bicycle,..)
8. Rehabilitation of provincial research stations
9. Rehabilitation of artificial insemination facilities
10. Development of Agricultural Cooperatives as well as unions

## **Nangarhar**

1. Limited improved seeds for various cereal crops
2. Limited improved seeds for various vegetables
3. Various plant and livestock diseases
4. Lack of cold storages within the province
5. Lack of vegetable processing plants/factorings within the province
6. Lack of early mature potato varieties

7. Lack of modern irrigation system
8. Lack/limited professional training for extension personnel
9. Limited agricultural technology and means of transportation
10. Lack of office buildings for agricultural extension unit office

### **Parwan**

1. Limited improved seeds for various cereal, vegetables, fruits, etc
2. Professional and vocational training
3. Rehabilitation of vineyards and control of disease and insects
4. Lack of small as well as heavy agricultural machinery
5. Lack of improved livestock breeds
6. Construction and rehabilitation of irrigation system
7. Lack of credit resources
8. Lack of agricultural medicines
9. Development of suitable markets, cold storages and fruit processing facilities
10. Establish and development of income generating projects such as poultry, honey bees, fisheries,...

### **Wheat Selected As Fact Sheet Training / Demonstration Example**

Since wheat was/is the common crop among Afghanistan, therefore it was selected to be use as a training example. Here, the participants were asked to use the Sunn Pest Control on wheat fact sheets as a MAAH message to the provincial extension director, then to district extension officer, then to the extension agents and finally to the farmers. They were further asked to reverse the system and transfer the information/problem as infusion from the grass-roots all the way from the farmers to the MAAH extension department. The model was conducted successfully with some useful suggestions, stories and information.

For example, while talking about the mechanical control of Sunn Pest, one of the participants talked about the local production of the sweep net. He shared his experience that he bought a fabric in town took it to an individual who was able to connect it to oval hoop and add a handle. What he produced was larger and practical compared to what was available in the market. Another participant shared his experience about burning Sunn Pest as a mechanical control. They raised the question of Sunn Pest control in various stages (Egg, Larva, Adulthood). This was not distinguished in the fact sheets. They emphasized its control equally important in all periods.

They also brought the issue of irrigation in regards to Sunn Pest. They certified the fact that, extra amount of water increases Sunn Pest.

In regards to poultry as subject matter, they came with the names of some local poultry diseases. Those were not covered in the fact sheets. The team promised to revise the fact sheets accordingly.

At the end of the session, the participants were asked to demonstrate procedures of performing a demonstration. Again, they were distributed as farmers and extension workers. During the demonstration, one of the participant as a farmer raised the question of: “what kind of characteristics should a person (farmer) have to be selected for demonstration?” The answer was:

- Farmer must be progressive
- Farmer must be open minded
- Farmer must be honest
- Farmer must be resident of the same area (village)
- He/she should be the owner of the land

In addition to that, the question of demonstration plot location was raised. Again, the response was very thoughtful and practical. The agent emphasized the following:

- Should be close to public (main road, school, mosque,...)
- Should not be covered by shadow
- Should not be under a shade

Another question brought out by the audience was, what should the extension agent do afterward: The answer was:

- Extension Agent should follow up on the practice (Demonstration)
- Provide more information and literature to support the practice
- Publicize his/her name by mentioning in various meetings
- Organize field days in such farms
- Should have local varieties beside the demonstration plot, in order to compare the results and share it with farmers

In addition to the above, the extension agent should consider farmer's available equipment, use of proper amount and combination of chemical fertilizer, and the proper time for weed control.

## **Workshop Evaluation**

During the final training session, participants were asked to take some time for a brief workshop evaluation. They responded to three basic questions:

1. What did you like the most during trainers' work?

Generally, participants were happy with the course content. More specifically, they supported the mutual communication and were convinced about the course content. Some of the subjects were new and they heard these concepts for the first time. The participants endorsed the practicality of the program. They were interested in the combination of local (Afghan) and international (American) team work.

2. What would you change in the work of trainers?

Most of the participants mentioned that workshop time was not sufficient and asked for additional longer workshops. Most participants agreed that the workshop content was matching their needs. Some asked for printed material (notes, books, manuals) on the subjects during the workshop. Others asked for additional instruction on modern agricultural technologies and more new practices to substitute for traditional means of production.

3. What Agricultural communication information would you like to have?

Most of the participants agreed that workshop was valuable, however, books, notes, technical/practical information, and farm visits would have been useful. Some asked for extra time and recommended to have diseases and insects samples during their discussions in the class pointing out that “seeing is believing”.

## Evaluation and Monitoring of Agricultural Communication Products

### Some Potential Extension Performance Indicators.

| <b>(I) Extension Effectiveness Indicators</b> |   |
|---|---|
| <b>(a) Single Indicators</b>                  |   |
| 1. Awareness                                  | Number of farmers aware of Village Extension Worker (percentage)  |
| 2. Visit                                      | Number of visits by Village Extension Worker to farmers a) twice a month, b) once a month, and c) no visit (average)  |
| 3. Field Meetings                             | Number of meetings of Village Extension Worker with farmers in their fields (percentage)  |
| 4. Regularity                                 | Number of meetings of Village Extension Worker with farmers on the fixed day (percentage)   |
| 5. Field Day                                  | Number of field days organized by Village Extension Worker a) in preceding month, b) quarterly, and c) annually (average)   |
| 6. Demonstration                              | Number of a) method demonstrations, b) result demonstrations, and c) method-cum-result demonstrations organized by Village Extension Worker(i) in preceding month,(ii) quarterly, and(iii) annually   |
| 7. Supervision                                | Number of supervisory visits from Agricultural Extension Officers to Village Extension Worker in the field per month (average)  |
| 8. Research-Extension Linkage                 | Number of research-extension linkage workshops organized per month (average)  |
| 9. Farmer Training                            | Number of farmers trained in farmers' training centres (institutionalized training courses) per year (average)  |
| <b>(b) Unitary or Composite Indicators</b>    |   |
| 10. Extension Effectiveness                   | Arithmetic average of selected extension effectiveness indicators, say, Awareness Indicator (know the Village Extension Worker), Visit Indicator (number of visits twice a month). Field Indicator (meeting place at farmers' fields), and Regularity Indicator (visit on the same day) (Misra, 1994) |
| <b>(ii) Extension Efficiency Indicators</b>   |   |
| 11. Performance Index                         | Actual number of farmers reached out of the target number which should be reached (Casley and Lury, 1982, p.7) (percentage)   |
| 12. Penetration Index                         | Number of farmers adopting the recommended practice out of the actual number reached (ibid. p.37) (percentage)  |
| 13. Achievement Index                         | Number adopting the recommended practice out of the target number of farmers (ibid. p.37) (percentage). Note that (13) =(12) x (11)   |
| <b>Extension Productivity Indicators</b>      |   |
| 1. Yield                                      | Yield per hectare for main crop(s) (average)  |
| 2. Productivity Index                         | Increase in yield over base year compared with base year (percentage)   |

D. C. Misra is Chief Secretary and Secretary (Agriculture), Government of Goa, Panaji, Goa, India in **Improving Agricultural Extension: Reference Manual Reviewing Theory and Best Practices**. Swanson, B. E.; Bentz, R. P.; Sofranko, A.J. / Food and Agriculture Organization of the United Nations (FAO) / World Agricultural Information Centre (WAICENT). , 1998

## 5. Recommendations

- Based on positive feedback from Patricia K. Buckles of USAID and Ken Neils of the RAMP Agricultural Team during the Agricultural Communication Specialists end of tour briefing, we recommend the continuity of follow-up assignments to maintain the momentum of Fact Sheet production and demonstration activities. The current specialists' Scopes of Work already recommend a two-part assignment.
- At some point, Chemonics as part of the core RAMP team, might need to consider providing longer term Agricultural Communication support to the Agricultural Team as field activities progress.
- Since the Agricultural Communication language suggested earlier by John Woods did not get integrated into contracts (ICARDA, for example) renegotiation may be necessary and appropriate amendments considered to integrate editorial and demonstration capacities into some current and future Job Order Contracts.

## 6. Necessary Follow-Up Action

- ◆ The current draft Fact Sheets will require final editorial review and approval before publication

### Fact Sheet Status

| Subject                        | Languages |      |      | Job Order Source | Status                 |
|--------------------------------|-----------|------|------|------------------|------------------------|
|                                | Pashto    | Dari | Eng. |                  |                        |
| Sunn Pest                      | √         | √    | √    | ICARDA           | Pre-tested / Finished  |
| New Wheat Varieties            | -         | -    | √    | ICARDA           | In Progress            |
| Potato                         | √         | √    | √    | ICARDA           |                        |
| Poultry- New Castle            | √         | √    | √    | FAO              | Pre-tested In revision |
| Poultry – Pulorum              | √         | √    | √    | FAO              | Pre-tested In revision |
| Poultry-Coccidiosis            | √         | √    | √    | FAO              | Pre-tested In revision |
| Poultry Corryza                | √         | √    | √    | FAO              | Pre-tested In revision |
| Afghan Ext. Goals              | √         | √    | √    |                  | Pre-tested / Finished  |
| Participatory Ext. Methods     | -         | -    | √    |                  |                        |
| How Adults Learn New Practices | -         | -    | √    |                  |                        |
| Active Listening               | -         | -    | √    |                  |                        |

- ◆ The Fact Sheet editorial review process will require a collaborative approach in the form of a Review Team representing the RAMP Agricultural Team, JOC's and MAAH.
- ◆ Preparation of additional support materials with JOC's is necessary to track and enhance their upcoming field demonstration activities
- ◆ The Agricultural Communication Specialist with need to provide follow-up with the 5 Job Order Contractors selected during this assignment and add additional JOC's which show agricultural communication potential to increase the Fact Sheet output.
- ◆ Current momentum in the interactive dialog with MAAH Extension should be sustained by their continued involvement in the Agricultural Communication product development process.

## ANNEX 1:

### Background Liaison with John Woods on Previous RAMP Assignment

Conversations and emails with John Woods gave the current Agricultural Communication specialists a historical perspective of his previous interactions with RAMP staff and associates: Larry Morgan was the COP and fully understands the diffusion/adoption process. Chuck Grader was in Woods briefing of the full team and they had several previous discussions in DC.

RAMP COP, Chuck Grader expressed some doubt about the effectiveness of working with extension programs based on his experience in many countries. John Woods talked with Chuck Grader about this and agrees with him for several reasons. Woods' observation is that what USAID and other donors have done is to try to establish extension services as a sole channel of communication between agricultural research and farmers. Also, they have not built in accountability to the local community as with the US extension system where the country pays for part of the extension services and have country extension councils who have major say in the program.

However, in Afghanistan before over 25 years of hostilities, USAID had helped build a large and effective the Extension Department. Although Extension's currently capacity is limited and less than half its original size, it still have significant contact with the nation's farmers. The Agricultural Communications specialists feel that efforts to include extensionists in the message delivery system will improve not only communication with farmers, but help create a wider dialog within MAAH about RAMP activities. This observation is, in part, documented below in a series of liaisons with individuals within MAAH.

The Agricultural Communication consultants agree with John Woods' suggestion of using what he calls the "**wholesale-retail model**" of technology transfer. There are in reality multiple channels of communication between farmers and the sources of agricultural technology. We know that the number one source of information and influence for farmers is other farmers. However, we also know that effective extension workers can facilitate the flow of farmer-to-farmer communication.

The second source of agricultural communication includes the input dealers. The government research-extension systems need to mobilize these other channels. That is why we also believe the fact sheet production is an very important activity so that these other influential groups have access to the best practices.

In the **demonstration plot guidelines** Woods included **special field days for opinion leaders** that would be **separate from the farmer field days**. Larry Morgan also wants to bring in influential groups from neighboring districts so that the diffusion can be spread to a wider geographic area.