

**ASSESSING PARTICIPATORY DEVELOPMENT COMMUNICATION AS A
STRATEGY FOR AGRICULTURAL INFORMATION DISSEMINATION IN UGANDA**

By

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DECLARATION

I, Naiboka Nora hereby do declare that this study is original and to the best of my knowledge, it has not been submitted to any institution of higher learning for any academic award.

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APPROVAL

This dissertation has been submitted with the approval of the supervisors.

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DEDICATION

To all the Dear Ones around me and Those yet to Come.

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This dissertation is partly in answer to the challenge posed by Prof. Nora Quebral of the University of Los Banos, Philippines, in a forward of Guy Bessette's book, *Involving the Community* that, "some academics write treatises about communication in development but do not undertake projects, while most practitioners implement field initiatives, but do not publish". It is based upon NARO projects that IDRC funded between 2001 and 2007 in Uganda.

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ACRONYMS

ACP	African, Caribbean and Pacific
ACU	Agriculture Council of Uganda
AIDS	Agricultural Information Dissemination Strategy
AKIS	Agricultural Knowledge Information System
BBW	Banana Bacterial Wilt
CF	Contact Farmer
CFSC	Communication for Social Change
DANIDA	Danish Cooperation
DAO	District Agriculture Officer
DIFA	Ddwaniro Integrated Farmers' Association
DFID	Department for International Development
EASLIS	East African School of Library and Information Science
ICT	Information Communication Technology
IDRC	International Development Research Centre
IK	Indigenous Knowledge
GDP	Gross Domestic Product
FAO	Food and Agriculture Organization
FGD	Focus Group Discussion
FPR	Farmer Participatory Research
FFS	Farmer Field Schools
MAAIF	Ministry of Agriculture Animal Industry and Fisheries of Uganda
MADO	Masaka Agriculture Development Organisation
MFPED	Ministry of Finance Planning and Economic Development
MS	Microsoft
NAADS	National Agricultural Advisory Services
NARO	National Agriculture Research Organization of Uganda
NGO	Non Governmental Organisation
ODI	Overseas Development Institute
PASW	Predictive Analysis Software

PDC	Participatory Development Communication
PEST	Political, Economic, Social and Technological
PMA	Plan for Modernization of Agriculture
PEAP	Poverty Eradication Action Plan
PRA	Participatory Rural Appraisal
SIG	Special Interest Groups
SMS	Subject Matter Specialists
SPSS	Statistical Package for Social Science
SWOT	Strength, Weakness, Opportunity, and Threat
T&V	Training and Visit
TV	Television
UBOS	Uganda Bureau of Standards
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNFA	Uganda National Farmers' Association
UNIFFE	Uganda National Farmers' Federation
USD	United States Dollars

DEFINITION OF TERMS AND PHRASES

A strategy	A plan of action designed to achieve a long term or overall aim. <i>Source: Oxford Dictionary</i>
Components	A part or element of a larger whole. <i>Source : Oxford Dictionary.</i>
Documenting	Recording, appropriate processing and storage of information for later retrieval and use. <i>Source: The Researcher</i>
Effective	Produces intended result <i>Source: Macmillan Dictionary</i>
Extension	Non Formal Education in which farmers are trained in how to utilize specific skills or technical knowledge to increase their production efficiency. <i>Source : Swanson and Riika (2010)</i>
Farmers	Small scale banana farmers having small plots of land bearing bananas and several other crops on the same land <i>Source: The Researcher</i>
Information Dissemination	This is information sharing. There is unidirectional information sharing and multidirectional information sharing <i>Source: The Researcher</i>
Key informant(s)	Is an expert source of information as a result of personal skills, or position in the community. <i>Source Marshall (1996)</i>
PDC	This is an information sharing process that mobilizes communities to take part in their development by coordinating stakeholders for a common objective. <i>Source: Guy Bessette (2004)</i>
Stakeholders	These are the people who are affected by the outcome of the intervention either positively or negatively, or those who can affect the outcome of the intervention. <i>Source: Karl (2000)</i>
Technology	Knowledge or skill to solve a practical problem in agriculture, for example soil erosion, soil moisture loss, environmental degradation. <i>Source: The Researcher</i>

ABSTRACT

The study assessed the effectiveness of PDC as an Agricultural Information Dissemination strategy based on how banana researchers of the National Agricultural Research Organization (NARO) implemented PDC in Mukono and Rakai districts, between 2001 and 2007. This was effected through identifying components of an Agricultural Information Dissemination Strategy, exploring the extent to which the PDC initiatives addressed those components, and establishing the challenges and benefits in the PDC initiatives. Study respondents were 128, comprising 120 small scale farmers, the same who participated in the PDC initiatives with NARO banana researchers between 2001 and 2007, and eight key informants consisting of banana researchers, extension workers, local leaders and district agricultural officers. The study employed a social survey design. It collected both qualitative and quantitative data through document study, semi - structured questionnaires, focus group discussions, observation checklists, and key informant interviews. Qualitative data was analyzed progressively, while quantitative data was analysed using Epidata, Microsoft Excel and SPSS statistical packages. Data is presented through descriptions, quotations, tables, figures and representative percentages. The study found that the PDC initiatives availed appropriate banana management information to farmers, and that despite finding challenges, the banana farmers utilized the availed information from 2001 up to 2010 which is a relatively long time. The availed information contributed to the control of the spread of Banana Bacterial Wilt (BBW) in Kimenyedde, and in increased banana yields in Ddwaniro. The study concluded that PDC was effective in achieving positive change in a group of farmers, but it focused on one crop or one problem at a time, and it did not address individual farmers' information needs. The study recommended that the Ministry of Agriculture and universities should build human resource capacity, and support more studies in PDC for example, establish the performance of PDC in annual crops, and animals.