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# 1 INTRODUCTION

This working paper is a report of accomplishments of the international PIM Communication Specialist as a result of an initial input of six weeks, and sets forth a series of recommendations for future activities. This report will address accomplishments against the TOR that was envisioned previously, but more importantly, will address issues that became clear during this first input, and make recommendations for further PIM communications activities based on realities experienced in the field during this initial input. In this paper, appended documents include work plans, feedback notes from farmer meetings, a matrix to use for PIM message development, drafts of media materials and pre-test guides for use in PIM community awareness campaigns, a proposed training-workshop plan for continued capacity building of PIM extension staff, and a brief guide for interpersonal communication techniques for use in such training.

In brief, the effort during this first input focused on information collecting and capacity building. The Communication Specialist, through field visits at both project sites, worked closely with the national PIM project staff to help them organise their forthcoming roles in training and supervising the expected employment of 24 national PIM extensionists. By these means they can be in position to launch the community awareness campaigns as outlined in a draft PIM Strategy, developed as a result of inputs through the IIP Training Specialist. In addition, the assessment of farmer feedback towards the issues of forming water user groups, farmer reactions to the manner in which they received information about the IIP and specific responses to a number of print media draft materials they reviewed, formed the bulk of activities during this initial consultancy. While the short time frame for this initial input did not allow the pursuit of more broader PIM community awareness issues, as perhaps may have been expected for this initial visit, the result of these past six weeks prepared the national PIM staff to supervise the quick launch for community awareness campaigns as soon as possible following the Eid holidays.

## 2 TERMS OF REFERENCE

### 2.1 INTRODUCTION

The original perceived tasks of the Communication Specialist were shared in advance of arrival and are listed below:

Design and prepare the community awareness campaigns to introduce the IIP project and the program of participatory irrigation management (PIM) in Wadi Tuban and Wadi Zabid areas.

Support component A1 (PIM), and component B (participatory design), by preparing a strategy to clearly communicate the roles, rights and responsibilities of the WUAs WUGs, and SWUFs to farmers, as well as the process of participatory design under IIP to target groups, i.e. the staff of the regional irrigation agencies, local authorities and local opinion leaders.

Support component C (Institutional Assembly) by making sure that the main financial and institutional issues in the water sector are communicated to special interest groups and to a larger audience when appropriate.

Assist in the preparation of training materials.

Develop a communication plan related to the spate warning system.

Due to a number of factors that include a limited time frame for this initial input, the current consulting mission for the Communication Specialist focused on the first and fourth TOR point with some noteworthy achievements. Those achievements are described in the following paragraphs.

### 2.2 ACCOMPLISHMENTS AGAINST THE TOR

#### 2.2.1 DESIGN AND PREPARE COMMUNITY AWARENESS CAMPAIGNS

Reviewed appropriate IIP documents and holding interviews with IIP consultants and Yemeni counterpart staff at project sites in Sana'a, Wadi Tuban and Wadi Zabid.

Developed a consultancy work plan and calendar of expected achievements after first input. (Appendix 1: Consultancy Plan for Communication Specialist)

Initiated building capacities of PIM Field Staff to further plan, assess, train, and launch Community Awareness Campaigns (Appendix 2: Fieldwork Plan).

Made field visits to project sites at Wadi Tuban and Wadi Zabid between 16 and 25 November 2002, and assistance in the preparation of the national PIM staff to be able to supervise and train the soon-to-be hired PIM Extensionists, plan and launch the PIM community awareness campaigns, as set forth in Step 2 of the draft PIM Strategy. Activities included visits to four farmer groups where we obtained feedback about farmer perceptions to IIP water use issues. At the same time we tested a participatory methodology of presenting details about the IIP to those groups, using a flip chart presentation, backed up by other supporting visuals. As a result of this activity, national PIM staff is now able to train the soon-to-be employed PIM Extensionists in applying a similar methodology when they proceed with their PIM awareness campaigns. In addition, the national PIM staff is to train the PIM Extensionists in interpersonal communications and can supervise them in the preparation and launch of community awareness campaigns. At the same time, plan the specific steps in preparing for the campaigns as are outlined in the draft PIM Strategy.

Communication Specialist and PIM national colleagues at Wadi Tuban and Wadi Zabid received and compiled considerable feedback from four farmer groups during recent fieldwork, which helped to revise a number of draft community awareness print media materials. This information will also be useful to help determine the best approach in communicating the goals, benefits and costs involved for farmers to participate through the formation of water user groups. This feedback is currently in the form of notes, taken by the national PIM staff and has been translated into English for IIP staff to review further. (Appendix 3: Feedback notes in Arabic and English from farmer meetings and media materials pre-testing).

A number of draft print media materials were pre-tested on four farmer groups at both project sites by the national PIM field staff. Comments by farmers towards the formation of water user groups, and the visual and text information itself forms part of the feedback. (Appendix V. Drafts of Media Materials) The materials are:

Four caricatures of farmers depicted in water use issues without text for use in opening up discussions with farmers in a variety of farmer meetings.

One or two posters to attract farmers to participate in the IIP that can be placed in the community in advance of the PIM community awareness campaign.

A single page one-sided leaflet to grab the attention of farmers, about the benefits of participatory irrigation management.

A flip chart outlining the IIP objectives and activities as a presentation tool for PIM staff to be used when meeting with farmer groups when promoting the formation of water user associations.

A booklet/brochure with an overview of the IIP for community leaders was in editing stages at the time the fieldwork was carried out, and thus was not pre-tested. While this booklet has potential for a wide range of uses, it was not earmarked specifically for use as a pre-test for the recent field visits, due to the length of the material presented in the booklet. It would require a separate pre-test. It may be suitable to pre-test this booklet on any number of persons in Sana'a or at either project site in Wadi Tuban and Wadi Zabid to determine if the information presented is complete enough to give a good overview of the IIP. (Draft of this booklet and all media materials identified above are included in Appendix 5: Draft Community Awareness Campaign Materials)

Development of a plan to train PIM Extensionists in participatory communication techniques, developing messages and preparing to launch community awareness campaigns through a workshop to be held following the Eid holidays in December 2002. (Appendix VI: Proposed Training Plan; Appendix VII: Interpersonal Communication Techniques for PIM; and Appendix VIII: Steps to Plan and Launch Community Awareness Campaigns).

### **2.2.2 SUPPORT COMPONENT A1 (PIM), AND COMPONENT B (PARTICIPATORY DESIGN)**

Experiences gained during recent field visits, and through feedback from farmers during pre-testing reveal an urgent need for the PIM field staff and soon-to-be hired PIM Extensionists to be armed with as much specific information as possible, so they can address many questions raised by farmers during and after presentation of the IIP. One training session, held some weeks/months ago may not be sufficient to prepare the PIM staff to launch a serious PIM awareness campaign, if questions pertaining to formation of water users groups and costs involved are not positively explained.

Due to the time constraints for this initial consultancy input, this particular TOR component (“preparing a strategy to communicate roles, rights, responsibilities” etc.) was not pursued as a single devoted entity. However, further consultations with the national PIM field staff and subsequent data collected from farmers groups should help to clarify their readiness to launch campaigns. As to exactly what to tell farmers when they ask a variety of unanticipated

questions about who should form the groups, and at what cost, it has to ensure that the national PIM staff and PIM Extensionists fully understand the PIM Strategy. In that way they will be able to communicate details about forming water user groups and to answer a variety of questions of farmers. As a beginning, the PIM staff should consult the “Paper on Water Rights and Irrigation Management in Wadi Tuban and Wadi Zabid, dated 07 November, 2002, as an appropriate technical background paper. In addition, the results of the training of all 24 PIM Extension-candidates by the IIP international PIM Trainer has also left behind considerable technical knowledge on how to form water user groups, and should address the specifics on communicating farmers roles and responsibilities as water user group representatives. A review of this information should be included in communication training of the PIM Extensionists.

### **2.2.3 SUPPORT COMPONENT C (INSTITUTIONAL ASSESSMENT)**

At this stage there was no need to address this item.

### **2.2.4 ASSIST IN THE PREPARATION OF TRAINING MATERIALS.**

Assistance in drafting print media materials for use by PIM Extensionists for launch of PIM community awareness campaigns.

A number of print media materials were initially outlined as a result of the recent input of the PIM Training Specialist-Facilitator and were refined for pre-testing by the Communication Specialist during this mission. These drafts are with the PMU office and are currently being finalised through collaborating with a private graphic artist, to be printed by an outside vendor. Sufficient copies will be made for use both in the next PIM Extension training programme, and for anticipated launch of the PIM Community Awareness Campaigns. The exact number of copies will need to be determined per anticipated visit as outlined in the draft PIM Strategy. Any other materials, in addition to what has been drafted thus far, may be useful once PIM Extensionists obtain more feedback from community members and farmers during the early stages of the campaign launch.

### **2.2.5 DEVELOP A COMMUNICATION PLAN RELATED TO THE SPATE WARNING SYSTEM.**

This will have to be accomplished in future missions, due to other priorities pursued in this initial input.



# 3 RECOMMENDED ACTIONS

## 3.1 INTRODUCTION

This working paper attempts to highlight the accomplishments thus far in the Communication Specialists' TOR and call to action what the next steps should be, in order not to lose the momentum of getting the PIM programme underway in a timely manner. Given that the initial level of effort has been budgeted to ten months, it is reasonable to expect the remaining tasks can be accomplished well within the remaining eight and a half months of time budgeted. Or, perhaps even in less time. If the departing Communication Specialist can cite a priority decision for future communication missions, it would be advisable to field the international expert as quickly as possible, and running the assignment in one consecutive period as much as that can be possible. The critical time period for launching the PIM Community Awareness Campaign programme with reasonable speed should be no later than in January 2003. To summarise the actions the IIP and client should consider:

Thus the remaining effort should concentrate in capacity building of the national PIM field staff and assist them in working with the PIM Extensionists to launch the PIM Community Awareness Campaigns.

## 3.2 ACTIONS

### **Get the PIM Strategy finalised from draft to a final implementation guide.**

Obviously, in pursuit of the IIP PIM programme in the field, it will be necessary to have an "official" document that everyone agrees to, allowing everyone on the team to achieve the milestones set forth in organising farmers into the various water user associations. As for the communications consultancy input just completed, the Communication Specialist pursued his assignment based on the assumption the draft document will be the strategy everyone agrees to, and thus the initial input will have successfully impacted the start up of PIM community awareness with properly oriented and trained national PIM staff at both project sites.

**Settle the issue of employment of the PIM Extensionists and get them on board as soon as possible**

As outlined in the beginning of this report, the issue of who will pay for what in topping off the salaries of the PIM Extensionists-elect, will need to be settled as quickly as possible. It would not be advisable to continue any further with international communications consultancies without these important Yemeni staff being fully legal and on board.

**Finalise the media drafts for use in communication training and use in community awareness campaigns**

There are a number of media materials that were described earlier in this report. Samples of these draft materials are attached as Appendix 5. These drafts will obviously not be finalised in the remaining days of this mission but can be pursued by the PMU after the departure of the Communication Consultant. Notes taken by the PIM field staff from farmers responding to the pre-tested materials were written in Arabic and were necessary to be translated into English for the foreign expert to make any intelligent evaluation about revising the draft materials or suggesting changes to the methods of presenting the IIP to farmers. The PMU is now in process of studying the feedback notes and is working with the graphic artist assigned to the materials, who is making the necessary adjustments. This action should be done as quickly as possible in order to utilise these materials in time to orient and train the soon-to-be employed PIM Extensionists who will ultimately use them when they launch the PIM Community Awareness Campaigns.

**Complete a PIM Message Matrix for reaching consensus about what uniform set of messages will be presented to farmers, either separately, or as part of PIM training.**

It is highly recommended that a consensus workshop either separately, or as part of the next PIM Extensions training be conducted to arrive at a series of messages that can be used during the initial campaign launch. A suggested message development matrix is attached as Appendix 4 and can be used to guide discussions and stratify the resulting messages for use in forthcoming PIM Community Awareness Campaigns. The sample message matrix includes an assumed set of IIP objectives to which messages should be crafted, to which specific target group, through what kind of medium and at what occasion/venue. Beyond the need to identify the messages, this exercise is also a means to show the PIM staff how to systematically arrive at a communication plan that is likely to succeed since it takes into consideration the current knowledge gained about farmers, the issues we know about in the

IIP and the impact that various media channels have in the Yemeni context. Additionally, any information that may be difficult to complete in the message matrix would then demonstrate the need to obtain more information by further formative research. Again, the departing Communication Specialist reiterates that a successful communication program, whether utilizing mass media or interpersonal communications will be dependent on how much information is collected in advance of the intervention.

It was mentioned earlier in this report that an important message currently for the IIP is one that reiterates the importance of participation. However, to identify one single message is impossible, given the nature that the current flip chart presentation, posters, leaflets and a brochure contain many messages that describe the entire IIP and lists a wide range of benefits that cannot be singled out. During participation meetings, farmers also will have a range of questions that a single message alone cannot address. The existing feedback notes, written by the PIM field staff during the recent assessments by the farmers of the material pre-tested will assist greatly in selecting messages and should be brought to any future workshop that deals with identifying messages. Based on the feedback that has already been verbally relayed to the Communication Specialist, a few of the concerns farmers have raised during the field visits, to which the IIP will certainly need to address in an effective, positive way:

We know the IIP has been around for 2 years. We've been given presentations about all this before, but have seen nothing concrete as to physical rehabilitation of the works.

If we consider forming water user groups, how do we do so when there are landowners, share croppers and labourers who all access spate water?

We want to know the costs to join in the new users scheme and participate in rehabilitation and O&M.

These are by no means an exhaustive list of expressed farmer concerns, but at least initial farmer feedback is a good starting point to address the message development issue. Further evaluation of the notes taken by the PIM field staff will greatly assist in formulating messages as well as to help re-design the media material drafts during a workshop.

**PIM staff at Wadi Turban and Wadi Zabid need to quickly conduct a workshop-training session with soon-to-be employed PIM Extensionists to prepare for the PIM Community Awareness Campaigns.**

A suggested training programme is outlined as part of Attachment 6. Given the recent accomplishments during the fieldwork with the Communication Specialist, it is likely that

this workshop can be accomplished with or without an international expert present. However, since the effort made by the recent international PIM Training Specialist-Facilitator is closely tied in with the work of the Communication Specialist it would offer an excellent opportunity for the return mission of the Training Specialist to oversee this activity should the IIP not field another Communication expert.

#### Organise for and Identify the Steps Necessary to Launch the Community Awareness Campaigns.

The steps to organise for, and to conduct the community awareness campaigns are clearly detailed in the draft PIM Strategy, dated November 2002. This initial input did not have adequate time to address these steps in detail, and should be taken up by the returning PIM Training Specialist-Facilitator in January 2003, or, failing that, either in subsequent visits of a Communication Specialist, or by IIP long term team members overseeing this work to be done in detail by the national PIM staff at Wadi Tuban and Wadi Zabid. It is also not entirely understood if overseeing this activity was intended to be the responsibility of the Communication Specialist other than helping to draft awareness materials, since no reference has been made to a Communication Specialist in the draft PIM Strategy document whatsoever. If the IIP feels this responsibility should, or could, indeed fall on the shoulders of a future communication specialist input, then the tasks could easily be undertaken by such future inputs, since the steps outlined in the draft PIM Strategy are clearly stated and doable, given that adequate time exists to achieve these tasks.

#### **Follow a similar approach for launching the PIM Community Awareness Campaigns as used in the Pre-tests.**

There are many ways to practice community awareness. Any well organised visit to a community and resulting meeting with farmers makes an impact that changes behaviour; whether it be knowledge gained, attitudes formed, or new actions taken that address the IIP issues. The four recent farmer meetings held at Wadi Tuban and Wadi Zabid are excellent examples. The methodology followed in these meetings serves as a quick series of steps the PIM staff can take in beginning their campaign launch.

In summary of the methodology, the PIM field staff began each meeting with an activity we call an “ice breaker”, an entertainment task intended to relax everyone in the group, enabling everyone to discuss serious issues and deal with potential conflicts in a less stressful way. The PIM presenter began the presentation by explaining the purpose of the meeting and that the first activity would be a fun one. The 2nd PIM staff member displayed and/or passed

around a series of four artist drawn sketches on poster-sized paper, that illustrates farmers within their own environment engaged or depicted in a variety of irrigation situations, positive and negative. These visuals, one visual at a time, were shared with groups of more than 10 (as these groups were indeed). The PIM presenter then asked the group as a whole to express their opinion as to what they thought the visuals communicated. The other PIM staff took notes to the farmer responses. This “ice breaker” afforded an excellent opportunity to prepare the group for the more detailed presentation about the IIP that followed this initial exercise. The Flip Chart presentation about the IIP was given next, followed by a question and answer session which presented significantly more information about concerns farmers have about specific IIP issues needing positive answers to help the groups decide on their potential participation.

There is nothing stated in this report as to the right or wrong way to conduct a community awareness campaign. While more sophisticated methods can be later applied through a combination of mass media (radio and newspaper notices, etc), the IIP PIM field staff can guide the PIM Extensionists in launching the Community Awareness Campaigns in a similar fashion as what was accomplished during the recent field visits. This allows farmers and the IIP staff to continue learning from each other as a more firm and concrete methodology emerges as to what is the correct way to communicate information about the IIP and the formation of water user groups. The Communication Specialist also highlights some interpersonal communication techniques to be followed during the meetings, and steps that should be taken in preparation for, and in launching the campaigns in Appendix 7 in this paper.

**Determine some initial mass media information dissemination to spread uniform messages about IIP and costs.**

Since the PIU directors at Wadi Tuban and Wadi Zabid already appear to be in contact with the mass media at Aden and Hodeidah respectively, it would be relatively simple to convey information about IIP activities, when necessary. This could be done to mobilise communities and share positive examples and models of one successful water user group to other groups that are considering doing the same. Determining the potential impact of using the mass media, compared to the costs of doing so should be considered if budgets are tight. However, while the Communication Specialist was unable to get straight answers from those interviewed at the radio stations about audience knowledge and costs of doing business, it is crucial for the IIP to continue seeking such information to increase the potential of reaching

farmers and community officials in the project areas. The use of such media will help not only to raise awareness and curiosity, but moreover describes the specific aspects of the IIP. The details of forming water user groups and a discussion of the potential benefits and costs must be left to the interpersonal communications methods during the visits made by the PIM staff.

## 4 CONCERNS AND ISSUES

Despite the accomplishments and the prospects for a good programme in PIM communications, the international communication consultant finds it necessary to include in this paper a number of issues that have surfaced during, and as a result of this consultancy mission. The intent to raise these issues are done so in the best interest of the IIP:

### **Focusing on the Right TOR Task**

As stated in the beginning of this report, a fairly broad TOR for the Communications Specialist is identified in project documents and was shared with the consultant before his arrival through emails. The Communications Specialist pursued a programme that was current upon arrival. The needs that were urgent were a follow-up to the draft PIM Strategy that was being finalised by the departing international PIM Training Specialist.

### **Qualifications for the PIM Communications Expert**

A communication specialist, armed with an interpersonal communications and agricultural extension background does not necessarily possess a background in irrigation technology or participatory irrigation management, let alone, to be able to deal with the procedural and financial issues of organising farmers into water user groups. Those set of qualifications were, supposedly, sought after for this role. While agreeing the technical nature of a project should be understood by all consulting staff who join a project, it should be pointed out that the departing Communication Specialist, himself an extension communication expert, is confident that the result of this mission is a programme plan that is perfectly achievable, given that the right level of momentum is maintained and the spirit of good collaboration continues between the IIP team members, the clients and field staff.

### **Evaluation of National PIM Field Staff**

While it was not in the Communications Specialist TOR to make an evaluation of the capabilities and job performance of the national PIM field staff at Wadi Tuban and Wadi Zabid, it must be stated in this report that the level of effort made and enthusiasm shown while pursuing the pre-testing tasks during Ramadan is noteworthy. Regardless of their respective job titles, each person who collaborated with the Communications Specialist

during the field work is recognised as being professional, creative and dedicated to the task of pursuing the IIP goals of getting potential water user groups formed. More importantly the degree of flexibility they displayed when it was necessary to make adjustments in the day-to-day work plans proves they are true field people and can get the job done. It is strongly recommended that the IIP retains these same individuals to act as IIP counterparts during the next inputs of preparing the PIM Extensionists in launching and overseeing the community awareness campaigns at their respective project sites.

### **Synchronizing Input with Other Consultants**

Results of the first mission of the International PIM Training Specialist-Facilitator had a significant impact on the initial Communication Specialist's input to support what was immediately achieved.

As stated before, this initial mission was under time restrictions and quickly began to follow up the training effort and resulting draft PIM strategy of the international PIM Training Specialist-Facilitator. However, this should not be viewed in negative light, since the experiences gained during the field visits of recent, lead the departing expert to believe that a foundation now exists to launch PIM communications work through the national PIM field staff as shortly after the Eid holidays as possible. The returning international PIM Training Specialist-Facilitator could also include the oversight of these remaining tasks in his agenda on the next training mission, which will supposedly occur early in January 2003.

Undoubtedly there will be challenges and lessons learned during an initial launch for the PIM awareness campaign, of which results can be applied in adapting the programme in the right direction.

### **The Potential to Utilise Available Mass Media**

The Communication Specialist recognises the importance of emphasizing the interpersonal and participatory communications approach for this project opposed to a top down, expanded programme in mass media. Nonetheless, there are expected to be only 24 PIM Extension facilitators who will be tasked with mobilizing a certain number of farmer water user groups to be accomplished in a series of milestones, per the draft PIM Strategy. During the recent field visits, the Communication Specialist, in the presence of the PIU Directors at both project sites, visited the regional offices of Yemen radio (Ministry of Information and Broadcasting), Saba News Agency and the local newspaper in Aden and Hodeidah. Purpose was to obtain a clear picture of what available mass media resources could be tapped, should



the IIP wish to spread the IIP messages wider, or launch a wider advocacy campaign as success stories begin to surface. Despite the fact it was extremely difficult to get any concrete information from any of the persons interviewed during these meetings, it was learned that these resources are available at a cost, to allow access to radio and print media in disseminating any kind of information about the project goals and objectives, how to organise farmer water user groups, lessons learned, model farmer groups, and any other success stories that can be told to any number of target groups as part of community mobilisation or advocacy. Since the PIU directors were present at these meetings at Aden and Hodeidah respectively, it would be their responsibility to be the point of contact with the mass media, given that excellent relations already appear to have achieved with these organisations.

### **Clarification of Counterparts**

Existing PIM field staff in effect, became the communication counterparts and were quite successful as working colleagues. It would be ideal if this initial mission could have worked side-by-side with a single Sana'a based Yemeni national counterpart, whose sole responsibility would be to work with the international expert to establish an agreed upon work plan and set out to achieve certain milestones prior to and following the consultant's departure. However, the Communication Specialist agrees through experiences gained during recent fieldwork that the true counterparts are the national PIM Institutional Specialists and PIM Trainers at both project sites. Having now established a good working rapport with the Yemeni staff members, it would be expected these persons would be further collaborated with in any subsequent international inputs that deal with the PIM communication methodology already tested during the initial farmer group meetings. The appropriate counterpart for pursuing broader issues that might involve the mass media should be the national PIU directors at both project sites, and the PMU director and his designates at Sana'a.

### **Availability of PIM Messages**

There is no uniform set of messages established as yet about the formation of water user associations and the costs of the PIM approach to farmers. There was a concern expressed by the IIP team early on in this consultancy as to the need to determine what kind of messages are suitable for a PIM community awareness campaign, which is certainly an appropriate concern. However, it is unlikely today that there is a single message that can emerge for use by the PIM Extensionists immediately other than a series of broader messages that all point to the need for farmers to be participatory. Supporting statements as to resulting rewards and

benefits for being participatory need to be included as well. However, the above message choice is only conjecture, since more specific messages are yet to be formulated and crafted in a creative and effective enough way to be convincing. Only from studying data collected from intended farmer target groups through formative research methods (i.e. focus group discussions) can a proper set of messages emerge. If the IIP intended a quick launch for community awareness without some formative research, any success to this approach would lead to failure and a waste of valuable resources. Since initial farmer feedback was obtained during the recent pre-testing visits, some of this formative research was, indeed, accomplished already and can be continued with more field visits.

### **Availability of a Procedure-Steps to Conduct Awareness Campaigns**

Likewise it is not possible upon departure of this consultant, to say there are steps that have emerged as a result of this mission to advise the IIP on how to go about launching the community awareness campaigns without convening a workshop to plan such a launch. Message development is a must, but the draft PIM Strategy must be consulted and utilised in a subsequent workshop that can plan the awareness campaigns. Steps 1 and 2 of the draft PIM Strategy clearly outlines the programme and unless this document is not approved, it should be one of the resource materials used in the next PIM Extensions training session for preparations of the awareness campaign launch. In lieu of a solid set of guidelines for this effort by the departing consultant, the procedure already followed during the recent fieldwork during pre-testing would form a basis as per the approach in conducting the farmer meetings in the subsequent campaigns. Thus the PIM team will need to plan this effort further, or take this up as a priority task during the next mission for an international PIM communications expert.

## 5 ACKNOWLEDGEMENT

The departing consultant wishes to convey a deep gratitude for the hard work, positive attention, and kind hospitality shown to the consultant during the mission here and wishes everyone much success and good will in the work ahead.