

PELUM ASSOCIATION
Information and Communications Programme



Workshop on Communicating Rural Development
4 – 8 April, 2005
(Tal Cottages, Kampala, Uganda)

REPORT

By

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Executive Summary

The workshop was organised and conducted by the PELUM Association Regional Desk, in collaboration with one of its East African country chapters, PELUM Uganda. The workshop theme was: *Communicating Rural Development*. Potential participants were required to send in applications and pre-workshop assignments prior to the workshop. Assignments were to act as basis for practical work during the workshop and also give the organizers and facilitation team ground for sound programme preparation and selection. The residential workshop was held at Tal Cottages, Kampala- Uganda from April 4 to 8, 2005 and was attended by twenty-five participants coming from different PELUM member organizations in Uganda, Kenya and Tanzania. The Regional Desk was represented by Mr. Eneya Maseko whereas PELUM Uganda was represented by Ms Esther Owori. The facilitators included Dr Syed A. H. Abidi of Makerere University, Ms Peace Mutuwa of Makerere University and Mr. Michael Balyeku of Inter Media Partners.

Objectives of the workshop were to: enhance the ability of development workers to write about their work, introduce development workers to editing skills, enhance the spread of good development practices and knowledge within and outside the network of PELUM, produce articles for Ground Up magazine based on materials brought in by the participants, create among participants a clear understanding of the concept of social development, enhance ownership of Ground Up magazine by members of the network, create among participants, an understanding of research coordination and networking. Written articles submitted by the participants were analysed, critiqued and edited in groups, for inclusion in Ground Up. Hands-on desktop publishing conducted at Makerere University was also at the core of practical training for the workshop participants.

Topics covered included Concept of Social Development, Information Needs of Rural Society, Tools for Effective Data Gathering, Writing a Good Article, Desktop Publishing and Editing Skills, Illustration Production and Reproduction and Research Coordination. The Group Work to edit the articles was done under facilitators' guidance. Practical work on Newsletter publishing was also done at Makerere University.

Useful recommendations for the post workshop action plan were made, which included setting up a networking arrangement, research coordination mechanism at regional Desk of PELUM and organization of workshops on Participatory Development Communication and Report Writing. Regular publication and circulation of Ground Up magazine was also recommended.

Among the important outputs of the workshop were edited and organised articles and illustrations for an edition of Ground Up magazine of its kind, bringing together a wealth of experience in community development in East Africa. A draft outline of the content of the publication, with accompanying illustrations was derived.

The business of the workshop was reviewed every day and favorable comments were received from the participants. Overall evaluation of the program was done on the final day. Fifteen people participated in the exercise.

The participants agreed that the skills they learned would be useful in their official work. They also agreed that the objectives of the workshop were achieved. Overwhelming majority (fourteen out of fifteen) certified in their responses that the workshop was overall successful.

The workshop was opened on 4th April 2005 by Ms Josephine Kiiza, Member of the Management Committee of PELUM Uganda and was closed on 8th April 2005 by Chairperson of the Association, Ms. Mary Jo Kakinda.

Background

Success stories and good things in development practice continue to go unnoticed and unshared or indeed completely misinterpreted by speculators. Meanwhile, only a small fraction of development workers have interest and ability to record and effectively communicate these stories. In the absence of true and consistent documentation, development becomes a distorted reality upon which action learning becomes a fallacy. It further works to lead to haphazard development and replication of mistakes. The workshop on which this report is based drew its inspiration from this background and worked towards building the capacity of members of the network to communicate community development and also increase input and ownership of the Ground UP magazine.

I. Introduction

The Regional Desk of the Participatory Ecological Land-Use Management Association (PELUM) based in Lusaka, Zambia, in collaboration with country chapters; PELUM Uganda and PELUM Lesotho, set out to conduct two workshops on Communicating Rural Development, in the year 2005. The First of these was planned to be held in Uganda and the Second one in Lesotho (25th to 29th July 2005). The Uganda workshop was therefore held at Tal Cottages (Rubaga), Kampala, from April 4 to 8, 2005. Participants comprised PELUM members from the host Country Working Group (PELUM Uganda), Kenya and Tanzania. The workshop was made residential for the majority of the participants in order to help them get involved into intensive training work.

The author of this report was contracted to be the Chief Facilitator who did most of the workshop facilitation. This report being submitted as a contract obligation is based on his involvement in the organization and administration of the workshop.

II. Workshop Timetable

Every day's work was divided into four sessions. The first session started at 8.00 A.M. and continued up to 10.30 AM. Morning tea breaks were observed from 10.30 A.M. to 11.00AM. From 11.00 AM to 1.00 PM was the time for second session. With one hour lunch break, the third session began at 2.00 P.M. to continue up to 3.45 P.M. Last session of the day started after evening tea at 4.00 P.M. to continue officially up to 5.00 P.M. Sometimes it was late due to participants' active work and interest to finish the assignments. The detailed timetables for all the days are attached to this report as annexure I to V.

III. Workshop Objectives

The Facilitator in consultation with organizers had drafted seven objectives of the workshop. During the course of deliberations on the first day of the workshop the eighth objective was added. Finally the following eight agreed objectives guided the facilitation and evaluation of the workshop:

- (i) To create among participants a clear concept of social development.
- (ii) To create among participants a clear understanding of research co-ordination and networking.
- (iii) To enhance the ability of participating development workers to write about their work.
- (iv) To introduce the participants to editing skills.
- (v) To produce articles for Ground Up magazine based on materials brought by participants.
- (vi) To enhance the ownership of Ground Up magazine by members of the network.
- (vii) To enhance the spread of good development practices and knowledge within and outside the network of PELUM.
- (viii) To help participants understand the effective means of communicating with Rural populace.

IV. Workshop Proceedings

Day I (April 4, 2005)

Session I

Welcome of the participants

Ms Esther Owori of PELUM Uganda Country Desk welcomed the 25 participants. She briefed them on administrative issues and invited the Guest of Honour to officially open the workshop.

Official Opening

Ms Josephine Kiiza, member of the PELUM Uganda Management Board, officially opened the workshop with a welcome to participants and facilitators. She wished them fruitful deliberations and expected satisfactory achievement of the objectives, and ultimately the enhancement of the competence of participating development workers.

Introduction of the Participants

The participants were requested to introduce themselves. They mentioned their affiliations along with their names.

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Workshop Norms and Setting the Stage

The Chief Facilitator Dr Abidi explained to the participants the methods to be used during the presentations and deliberations. He emphasized the importance of participatory approach and two-way communication, which was appreciated by all.

About PELUM Association and GROUND UP Magazine (Eneya Maseko)

Mr. Eneya Maseko introduced PELUM as a regional NGO network operating in East, Central and Southern Africa which was launched in 1995. The Association has grown from initial membership of 25 to 160 civil society organizations in 2004. These member organisations are based in nine country chapters of: Botswana, Kenya, Uganda, Rwanda, South Africa, Lesotho, Tanzania, Zambia and Zimbabwe.

The Vision of PELUM is “To see communities in East, Central and Southern Africa become self-organized to make choices towards an improved quality of life that is socially, economically and ecologically sustainable.”

The Mission Statement of PELUM reads “We are a civil society network in East, Central and Southern Africa, passionate about equity, people driven development and integrity of creation, working towards sustainable local community empowerment, food security and prosperity by facilitating learning networking and advocacy”.

The purpose of PELUM is linking approaches in participatory development, sustainable agriculture and natural resource management so that the approach of NGOs is more practical and comprehensive. PELUM also supports small scale farmers through the East and Southern Africa Small Scale Farmers’ Forum (ESAFF). The main activities of PELUM focus on Information sifting, dissemination and communications, campaigns, advocacy and lobbying, learning and networking, seed and food security, gender development and research.

Under information and development activities PELUM has been publishing a magazine called Ground Up. Ground Up was started in 1999. So far 13 issues of this magazine have been published. It was started as a quarterly magazine but its periodicity has now been changed to half yearly. The magazine has reached the stage of quality production and commands appreciation of development partners.

The main objectives of Ground Up are:

- (i) To popularize the participatory ecological land use management approach among communities in East, Central and Southern Africa.
- (ii) To influence policy makers to think Pelum and to lobby and advocate for sustainable communities.
- (iii) To provide forum for critical analysis and evaluation of pelum approaches.
- (iv) To share pelum approaches in the region and beyond and to promote networking.
- (v) To encourage research in the area of pelum.
- (vi) To provide a voice for the South, giving a Southern perspective to development.

The Coordinator of the workshop Mr. Maseko went on to point out some of the achievements of Ground Up as follows:

- (i) It acts as an avenue for linking with the communities on the ground, and between policy makers and those affected or affiliated by those policies.
- (ii) It facilitates networking across the region and beyond.
- (iii) It's a partnership and support with media.
- (iv) It's a tool for training and supporting curricula in learning institutions and reference points for extension services.
- (v) The experience gained in GROUD UP production adds to the growth of the Association and constitutes part of learning and growing.

He said the magazine is now of international standard. The price of a single issue for Africa is US \$ 1.5 while for outside Africa it is \$ 3. PELUM has always been concerned about the quality of the material published in the magazine. Mr Maseko distributed some copies of the Ground Up to the participants for use during their practical work of editing and preparing the articles for publication.

Session II

Workshop Objectives (Abidi)

Dr Abidi presented and explained the seven workshop objectives to the participants. He also explained the spirit of the objectives and invited the participants to deliberate on the co-relationship of the proposed presentations, draft objectives and their own aspirations. He emphasized the value of quality writing and editing in communicating ideas correctly and effectively. Participants were also asked to hand over their articles which the workshop was going to use for practical exercises. Participants were encouraged to come out openly suggesting any other additional objectives. A concern was expressed by a participant about the problems of communicating with rural communities. The facilitator took the point and added the eighth objective "To help participants understand the effective means of communicating with rural populace." The workshop objectives are listed in chapter III of this report.

The Concept of Social Development (Abidi)

Making his first presentation, Dr. Abidi posed a question to the participants as to how they perceived a developed personality. The participants reacted in various ways saying a person capable of planning for future; satisfied with basic needs, and with psychological, mental and physical satisfaction as a developed person. The facilitator discussed the necessary conditions of development including the mental peace, material well-being, state of satisfaction, freedom from any undue control, good health, reasonable education and information.

Continuing discussion on development, the facilitator stressed the need for the involvement of the grass root people in development plans as they know best the realities on the ground. He also emphasized that while discussing the development planning there is need to keep in mind the people who are temporarily cut off from the society. In response to a participant's question, the facilitator said that satisfaction is only one of the conditions which represent development. In relation to rural communities it was found out that many people in rural areas do not participate in discussions although they have a lot to contribute. It is therefore essential to inspire them to become active. The facilitator argued that all traditions should not be simply followed as they have been coming down the history. Changing circumstances require a realistic evaluation of some traditional practices and introduce necessary amendments in the interest of social development.

Workshop logistics

Ms Josephine Kiiza, Ms Agnes Kirabo and Mr John Ereng were appointed to be In-charge of welfare and entertainment. Mr. Eneya Maseko, Ms Esther Owori and Mr Francis Aduka were asked to take up house keeping. Mr Jimmy Musiime was appointed Time Keeper.

Session III

Information Needs of the Rural Society and Communication in Rural Areas (Abidi)

Dr Abidi started his presentation with discussion of the characteristics of rural society where people are comparatively honest, truthful, sympathetic, socially well knit and always ready to help each other. They are simple and enjoy life within their limitations. However rural society in comparison to urban society has serious setbacks. The villages do not have reasonable medical facilities, higher education provision, access to information and communication facilities, all season passable roads, housing structure of good reasonable standard, entertainment facilities, and industrial and commercial base. Consequently there are negligible or no employment opportunities. The development conditions of the rural society are based on increased yield from agriculture, better storage of produce, food security, improved health, prevention of diseases, education, low cost housing (using locally available materials), environment protection and optimum exploitation of natural resources.

In order to achieve positive development, the rural population needs information on health, child-care, family planning, prevention of HIV/AIDS, risks involved in smoking and drug use.

Dr Abidi went ahead to say that in order to develop agriculture, people need information on farm machinery, improved cultivation methods, irrigation, planting and harvesting. They also need information on small- scale industries, sanitation, environmental protection, micro-financing, and government plans, budgets and activities. Information about citizens' constitutional rights and duties and possibilities of distance education are of great value to the people in the rural areas.

Dr Abidi then switched over to discuss effective communication means in the rural set up. He suggested that the information can be more effectively brought to the people in the rural areas through churches and mosques because people have more confidence in religious leadership. He further suggested that the audio -visual means should be adopted for communicating information in the villages because of very low levels of literacy. He recommended the use of local languages in lectures and discussion groups and demonstrations. He emphasized the exhibitions and talk shows where participation of the rural population can play an important role.

During the course of discussion it was agreed that the communication of information has to be first guided by the identified priority needs of the people. It was also pointed out that the rural communities tend to shy away from active participation during the course of their information needs identification. It is important that networking is encouraged in order to facilitate the flow of information exchange. The need for repackaging information in user- friendly way for easy use and comprehension was also mentioned.

Session IV

Session IV was devoted to overview of the day's proceedings and review of the work by participants. The results of the review are recorded in chapter V.

Day II. (April 5, 2005)

Session I

Tools for Effective Data Gathering (Abidi)

Dr Abidi introduced the topic by mentioning research, imagination, observation and experience as the sources of the generation of information. He said that the users of information are the most serious creators of information. He went ahead to say that for the purpose of writing an article or recording information one needs relevant data, and to make communication effective the author has to supplement his/her written words with photographs, images and illustrations. In order to gather information from the field, the people can use methods like Photography, Sound Recording, Video Recording, Illustrations, Image Reproduction, Painting and Sculpture.

Dr Abidi emphasized that *any development-oriented writing has to be based on ground realities- People cannot write development articles out of their imaginations.* They must go to the field, visit communities and record the situation so that they can communicate the facts. He added that in order to make the presentation powerful and effective, the author has to supplement the written words with images reflecting the ground situation. The tools for recording of these situations include cameras (still, digital, video), scanners, tape recorders, printers, computers, pens and pencils, painting brushes etc.

In emphasising the importance of images, Dr Abidi referred to a sculpture displayed in Makerere University Main Library. It is a body of a woman who has no head, no arms but only one leg on which it is standing. The title of the statue is "Victim of War." This statue carries a very powerful message about the consequences of war. Through images, the messages reach the receiver quicker. He also showed to the participants some photographs depicting abject poverty in Kisoro District. These photos carried the images of the people without clothes and living in dilapidated huts.

Dr Abidi then invited Mr. Balyeku, the Graphic Designer/Artist to say something about the effectiveness of illustrations. Mr. Balyeku asked the participants as to what an illustration is, to which the participants responded that the illustration is a representative framework of ideas, individuals, situations and concepts to be communicated, or it is a sketch portraying a message to the viewer in a visual way. Mr Balyeku then read a short story and asked the participants to draft appropriate instructions to the artist to draw the illustrations for the story. Participants drafted the instructions which were then analysed by Dr Abidi who later mentioned that the images help a message in stimulating of imagination, creating interest and making communication faster.

Session II

Writing a Good Article (Abidi)

Dr Abidi explained that a good article is one which is acceptable to receivers, is effective and carries reasonable coverage of the theme. The article should be based on support data and ground realities. There should be no irrelevant and superfluous information in the article otherwise the focus of the theme will be diluted.

Discussing the principles of writing a good article, Dr Abidi emphasised that the objective of the article should always be in the mind of the author. The author should also keep the users in mind and should write according to the level of understanding of the prospective users. He advised that the development-oriented articles should more appropriately be written in popular language rather than technical language. The examples of the stories in the article should be pertinent to the culture of the users.

Dr Abidi advised the authors to stay within well-demarcated boundaries of their subject and make the presentations effective. They should add the illustrations, photos, pictures etc. to enhance the effectiveness of the write up.

Discussing the presentation part of the article, Dr Abidi insisted that the title of the article should be attractive, and separate paragraphs should be used for discussing separate points. The length of the article should be reasonable, and not unnecessarily long. The author should ensure that complete theme is communicated. He should end the article very tactfully to avoid a boring end.

The participants asked several questions in further explanation of the points raised by Dr Abidi who responded by giving examples from his own book "Communication, information and development in Africa".

Session III

Focus on Pre-Workshop Assignments (Abidi & Maseko)

The participants were divided into four groups and each group was made responsible for editing the articles written by its members. The practical editing work continued up to 6.00 PM.

Day III (April 6, 2005)

Session I

Desktop Publishing and Editing Skills (Abidi)

Dr Abidi's presentation started with explanation of the term "Desktop' and "Publishing". He explained that the activity accomplished within the office on a tabletop carries the idea of desktop publishing. The purpose is to produce a publication quickly. Desktop publishing is not a commercial activity.

While discussing publishing, the facilitator clearly explained the misconception of mixing the printing activity with publishing work. Printing is one of the services the publishers need during the process of producing a publication. The publishing house does not necessarily own a printing press. He informed the participants that leading publishing houses in the world do not have their own printers. However in case of Desktop Publishing, the printing is part of the business where we generate the complete document on computer, print it on the printer and make photocopies as required and also do the ordinary stapling or spiral binding. In a normal publishing environment the job of publisher is to assess the demand of the publication, choose the author and commission the writing of the book, evaluate the manuscript, select the editor and get the editing done, decide the number of copies to be printed, decide the kind of paper to be used and create market for the publication. He finally supplies the published material to whole -sellers.

On the topic of editing, Dr Abidi discussed the two stages of editing as *academic editing* and *technical editing*. Academic editing is related to language clarity and construction of sentences, correcting spellings and grammar, use of the right capital letters, use of the current terminology and improvement of the construction of the sentences and paragraphs, ensuring appropriate citations and presentation of bibliographies. All these activities are guided by the objective of enhancing the value of the message.

Technical editing is concerned with organization of the cover page, title page, selection of the size and shape of the fonts and pagination, pattern and layout of the page and appropriate use of the illustrations. Technical editing makes the work presentable and more acceptable.

Dr Abidi explained how the old method of editing manuscripts has gone outdated with the arrival of computers, user- friendly soft ware and laser printers. Now one can do the publishing work in his office or home on tabletop.

The facilitator invited questions and comments from the participants of the workshop. He was asked as to how the number of copies is decided by the publisher. He responded by saying that the state of the target group / prospective users estimated by the publisher remains the basis for the number of copies to be published. However incase of the business publishing there are a number of factors to be considered viz. the size of the market, purchasing capacity of the people, subject's popularity, author's credentials etc. etc.

Session II

Illustration Production and Reproduction (Balyeku)

Mr Balyeku explained that the artist has to first identify the key points of the article before forming the ideas of illustrations. He said the key words of the article help in identification of the key points. After identification of the key points, the illustrator comes to know if the illustrations are needed to accompany the article, and if yes how many. He is also to decide what method of illustrations is to be employed.

Mr Balyeku noted the following key points in drawing the illustrations.:

- (i) Identifying the use of the message content being communicated.
- (ii) The type of illustrations to be put in consideration while communicating to the target group.
An illustration should speak itself to the audience.
- (iii) The cost implication of the illustration e.g. full colour, single- colour etc.

Mr Balyeku suggested that the publisher should be able to communicate effectively with the illustrator about the need of illustrations, and should express clearly his expectations in order to save time. He went ahead to list the following expectations of the writer from the illustrator:

- (i) The illustrator is expected to transform the writer's ides into illustrations.
- (ii) Illustrations should be creative with a lot of imagination.
- (iii) The artist should work within the boundaries of the cost.
- (iv) He should work with the writer's time schedule.
- (v) He should be flexible and able to make changes when necessary.

When choosing the most appropriate method of illustration, one can make a choice from cartoon illustrations, water colour illustrations, and symbols etc. bearing in mind the end-user and cost of the publication.

Mr Balyaku explained to the participants that while editing an art work, one should have basic skills for editing which can help him in considering the message coming out of the art work. The illustrator should also keep in mind the parameters of the culture of his audience. A bad illustration may render disservice and make the text irrelevant. If illustrations are being done for a magazine, after receiving the finished copy, the artist should assess his own working in order to come up with more effective illustrations in the next issue. Mr Balyeku advised that the publisher should employ a competent person to allow the pre-testing of the illustrations.

Session III

Desktop Publishing (Practical Lessons) (Mutuwa)

Third session of the day was organized in the upper computer laboratory of the Department of Women and Gender Studies of Makerere University. It was conducted by Ms Peace Mutuwa, the instructor of the Department. She gave participants practical training in designing a newsletter using MS-Word, editing a text, inserting pictures and photos, text wrapping, putting columns in a text and scanning pictures / photos etc. The participants enjoyed the practical lessons and appreciated the opportunity.

Day IV (April 7, 2005)

Session I

Research Co-ordination and Networking (Abidi)

Dr Abidi introduced the topic with a story from a research institute where a research scholar accomplished his project in two years time after spending US \$ 100,000. Out of joy and excitement when the researcher narrated the achievement to the Information Officer of the institute, the researcher was informed that the same research had already been done two years earlier and a report was available in the institute's library, which was bought for only US \$ 5.

The facilitator emphasized that research is an expensive activity both in terms of financial and human resources. It is therefore important that research activity is properly coordinated in order to avoid duplication of research. The weak economies of African countries cannot afford irrelevant researches and duplication of researches. It is therefore important that the African countries carefully set their research priorities, centralize research administration and put in place research co-ordination mechanism. He gave interesting examples like doing research on ship building in Uganda will be wasteful while doing research on low cost housing using

locally available material will be in the nation's interest. He also discussed the importance of putting in place the Research Forum, where researchers can discuss their research related problems and achievements. From the same platform researchers should be able to share their research results with other researchers.

The facilitator advocated the case of publishing a research bulletin to disseminate information on research proposals, their acceptance and approval, and progress of the research work.

Dr Abidi also advised for the publication of a periodical where detailed articles on research results be published. In addition a register of researchers should also be maintained. Discussing the research coordination mechanism the facilitator suggested the maintenance of following four files in the research database:

1. File of the researches in progress.
2. File of the researches abandoned.
3. File of the researches accomplished.
4. File of the researchers' profiles.

He explained the working model of the research administration in the following way:

As soon as a research proposal is received, and before the seal of approval is put on it by the central research authority, it should be ascertained that the proposal is within the agreed national priorities. As a second step it should be verified from the file of the researches in progress that the proposed research is not already going on. If the proposal is not within the nations priorities or if it is already in progress, the proposal should be rejected. However as a next step it should be ascertained from the file of abandoned researches, if this proposed research was ever started and abandoned. If it was abandoned then the reasons why it was abandoned should be studied. If the situation is the same as it prevailed at the time the research was abandoned, the proposal should not be accepted. If the proposal is not among abandoned researches then the file of accomplished researches be searched to check if this research has already been accomplished. If it is not in the list of the accomplished researches, the proposal be given a go-ahead.

Co-relating the topic to the situation of PELUM, Dr Abidi made a very passionate plea for research coordination among civil society organizations. As the interest of all these organizations is community development, they should get together to identify their research priorities. They can even allocate some research areas to designated partners as a first step to avoid duplication of research. It will be in the interest of all partners to set up a network which apart from research coordination will help in exchange and interchange of other information on development. GROUND UP may also be supported by the people and organizations which form part of the network. Dr Abidi gave a challenge to the development partners to initiate on building the structure of the network. The session ended with support from the participants to the proposal of the networking structure.

Session II

Group Work (Abidi & Maseko)

Session II was devoted to editing work in the groups. By the end of this session all the four groups had finished their editing assignments.

Session III

Plenary (Abidi & Maseko)

It was decided that one edited article be chosen from each of the four groups for detailed discussion during the plenary. The participants analysed the four edited articles and discussed each and every change made in the text. They examined the editorial skills as applied in practical work, and finalized the four articles after introducing small changes.

Day V

Session I

Post Workshop Planning (Abidi)

The deliberations started with Dr Abidi's intervention giving overview of the deliberations of the workshop and its objectives and a need to look for a way forward, requesting the participants to make suggestions and recommendations for follow up action. The recommendations for follow up action made by the participants are listed separately in the chapter for workshop recommendations.

Session II

Editing and Proof Reading (Practical Work) (Abidi, Balyeku, Maseko)

The work of editing and proof reading of the articles continued in the groups. Mr Balyeku shared with each group separately his expertise on illustrations' adjustments and scanning.

Session III

Evaluation of Workshop and Closing Ceremony (Abidi & Mary Jo Kakinda)

Dr Abidi had designed a simple form for evaluation of the workshop, which was distributed to the participants. The results of the evaluation are given in the chapter for workshop evaluation.

The Guest of Honor for the workshop's closing ceremony, Madam Mary Jo Kakinda, Chairperson of PELUM was welcomed by Ms Esther Owori of CDRN. Ms Owori thanked Madam Kakinda for sparing time to be with workshop participants. She then invited Mr Eneya Maseko to say few words on behalf of PELUM, Zambia. Mr Maseko expressed happiness for being in Uganda to attend the workshop, which he regarded as a successful event. Ms Owori then invited the Chief Facilitator Dr Abidi to give an overview of the workshop. Dr Abidi thanked PELUM for the opportunity to share his experiences with participants of the workshop. He gave overview of the five days' work, listing the topics and giving details of the work covered and practical sessions organized. He mentioned objectives of the workshop and gave details of the post workshop action plan as recommended by the participants. He appreciated the keen interest and sincerity of the participants, their involvement and cooperation with the facilitator and the high level of understanding shown by all of them. Dr Abidi then invited participants to come out voluntarily and reflect on the workshop presentations, organization, skills attained and usefulness of the training. Six participants namely: Agnes Kirabo, Jimmy Musiime, Francis Aduka, Josephine Kiiza, Muzungu Paul and Stanly Gachi made remarks appreciating the usefulness of the workshop, and effectiveness of the presentations. They thanked the organizers for providing them opportunity to attend the important event. They strongly supported the post workshop plan of action.

The Guest of Honor, in her closing remarks welcomed to Uganda, the participants from Kenya, Tanzania and Zambia. She also extended welcome to Ugandan participants and gave them all the assurances of Ugandan hospitality.

The Guest of Honor said that she had noted the course contents as mentioned by the facilitator and expressed hope that the participants will utilize the fruits of the training activities of PELUM. She emphasized the need for writing, communication and documentation of the NGO's contributions and activities so that the NGO's role in development could be established and recognized.

She also added that the partners of PELUM who give financial support to PELUM activities have to be satisfied that the training programs like this one make a positive impact on the performance of the individual participants and also contributes to the overall functioning of the organizations they represent. She advised the participants to prove that the skills they got were of value to them and that they use them for the good of their organizations. This will justify the support for other similar activities.

The Guest of Honor liked the idea of the follow up action plan and hoped that this workshop will be the beginning of the writing, publishing and the communication process. She thanked the persons involved in the workshop organization, the participants, facilitators, hotel management, and the rapporteur. Madam Kakinda wished all participants safe return home.

V. Participants' Review of Daily Proceedings

In order to monitor the effectiveness of the delivery of presentations and the satisfaction of the participants, the facilitator decided to get participants review of the day's proceedings regularly. Workshop participants were asked to put in writing their impressions of the work every day without mentioning their names. These comments are being presented here.

Day I (April 4, 2005)

The First Day was devoted to formalities of registration, opening of the workshop (Josephine Kiiza), introduction of PELUM Association and GROUND UP magazine (Maseko), discussion on workshop objectives (Abidi) and presentations on the Concept of Social Development (Abidi) and Information needs of the Rural Society (Abidi). Following comments on First day's work were made in writing by the participants:

- (i) A clear understanding of Social Development was discussed and well explained.
- (ii) The needs of the rural community were effectively addressed and experience in various related areas was shared to throw light on ways of working with rural communities.
- (iii) The Day's work has been a stimulating activity and it has aroused participants' contributions.
- (iv) The approach of the facilitator has generated more information than expected.
- (v) As stated in the objective number one, I have understood the concept of social development and I have known what information is actually needed by the rural society.
- (vi) The understanding of the information needs of the rural society came out very clearly from the facilitator.
- (vii) Facilitation was good and the approach quite stimulating, triggering analytical reviews of present practices and debates.
- (viii) The day has been fruitful and we managed to meet our objective number one very well. I hope the rest of the days will also go well.
- (ix) Today's presentations have been wonderful and interesting.
- (x) I have heard new ideas and solutions that I might use in the future.
- (xi) Participants have understood the concept of social development but still more emphasis should be put in.
- (xii) The facilitator has good experience and should continue.
- (xiii) The participatory method used by the facilitator in sharing information on Social Development was good.
- (xiv) A wide reservoir for source of information in building up views about social development was triggered and as a result we can explore deeper into the topic after the workshop has ended.
- (xv) Information Needs of the Rural Society was very well handled. It stimulated answers to some of the questions in my mind during discussion time.

- (xvi) I would like to report that what was covered was very clear and very beneficial to me. This will help me when I go to Kenya. I will be able to help my community and the staff members on how to go about information and communication.
- (xvii) Information needs of the rural community were well identified.
- (xviii) The objectives set for the session were well achieved as they addressed the key issues in social development and looked at the information needs that society needs to foster development.
- (xix) Today's session highlighted to a great extent the importance of social development and the various aspects that promote, and also those that inhibit development.
- (xx) The room has been too hot. We need air conditioner or at least fans.
- (xxi) Time management was well.

Day II (April 5, 2005)

The two morning sessions on second day of the workshop were devoted to two presentations viz. Tools for Effective Data Gathering (Abidi) and Writing a Good Article (Abidi). The afternoon sessions were used for Group Work to concentrate on Pre-Workshop assignments (Abidi & Maseko). The following comments were received from the participants in writing, on second day's work:

- (i) The presentations were factual and good.
- (ii) My interest in learning how to write a good article was tackled but only to a limited extent.
- (iii) Facilitation skills were very good and really triggered participation and analysis.
- (iv) Opportunity to peer review each other's work was very enlightening.
- (v) The discussions were enriching.
- (vi) We are now well versed with tools for effective data gathering.
- (vii) I am now in a position to write a good article.
- (viii) Lack of proper guidance during group activities.
- (ix) Good presentation on data collecting.
- (x) The participants were active and the facilitator was very encouraging.
- (xi) Facilitation on writing a good article was very good.
- (xii) The methods of data collection were well handled.
- (xiii) We need to go for editing skills before we can edit articles.
- (xiv) The session about writing a good article was very interesting and I understood the principles of writing a good article.
- (xv) The facilitator is good. He interacts with the participants, which helps them to acquire skills.
- (xvi) Groups were very active.
- (xvii) The timekeeper was very active. He guided the process well except in the afternoon.

Day III (April 6, 2005)

Proceedings of the third day included two presentations in the morning sessions. First presentation was on Desktop Publishing (Abidi) and the second was on Illustrations Production and Reproduction (Balyeku). The whole afternoon time was devoted on practical work with computers at Makerere University, Department of Women and Gender Studies (Mutuwa). During the hands-on session, practical work related to editing, scanning, designing and layout of newsletter, importing photos and pictures was covered. Participants gave following comments on third days work:

- (i) It was very good that we were involved in the editing exercise as it exposed the weakness most of us have in writing.
- (ii) It was nice to note that there is a resource person to help us place illustrations into our articles.
- (iii) The facilitation on illustrations was not conclusive.
- (iv) No illustration was done after the illustration exercise by the facilitator.
- (v) Day three was indeed wonderful to me especially the session where desktop publishing was done.
- (vi) Illustrations were not practically done. I still need help in the practical part of it.
- (vii) Day three was well spent although some aspects of illustrations did not come out clearly.
- (viii) The session on desktop also fell short of my expectations and the time was too short for one to grasp most of the things.
- (ix) The artist's presentation was not clear and thus I did not follow properly.
- (x) Interesting trip to the university.
- (xi) Good presentations from the facilitator.
- (xii) The practical work was very good and quite enriching.
- (xiii) The practical part assisted me acquiring skills in designing a newsletter and use of page maker.
- (xiv) The topic of illustration was not clearly tackled.
- (xv) I am now well versed with editing skills.
- (xvi) Illustration topic was fine and I grasped something.
- (xvii) I learnt how to produce a newsletter in MS-Word.
- (xviii) All we were supposed to cover under practical work at Makerere was not covered.
- (xix) Presentations were O.K.
- (xx) Desktop Publishing went well.
- (xxi) The sessions were both challenging and hope restoring. They provided a tangible opportunity that I can put into practice as soon as I go to my office.
- (xxii) All sessions highly interactive.
- (xxiii) There was darkness in the evening at the hotel and there were no candles even.
- (xxiv) The venue is not conducive for the workshops at all.
- (xxv) Towards the end of the computer session, many people got tired and lost concentration.
- (xxvi) The interaction among the participants is wonderful. There is a lot to learn from each other.

(xxvii) A lot of time was wasted at the hotel to wait for the scanner.

Day IV (April 7, 2005)

The first session of the fourth day was spent on discussing the Research Co-ordination and Networking (Abidi). The rest of the day was devoted to editing of the participants' assignments / articles (Abidi & Maseko). Following are the comments given by the participants of the workshop on Fourth day's proceedings:

- (i) All sessions especially research co-ordination went well.
- (ii) Research co-ordination concept and guidelines were well elaborated by the facilitator.
- (iii) Nice interplay of ideas between the facilitator and the participants.
- (iv) Facilitation was excellent.
- (v) I have learnt that co-ordination of research avoids wastage of time and resources.
- (vi) Pre-workshop assignments were very educative as far as editing is concerned.
- (vii) Participants responded well to facilitator's presentation.
- (viii) We spent more time on negotiating on articles that seemed wrong.
- (ix) Editing was done, however skills are not yet up to the required standard.
- (x) The day was fine although it would be better if we had stuck to original timetable.

VI. Workshop Recommendations

The workshop participants emphasized the need for post workshop action plan and made the following recommendations:

1. PELUM should set up a proper network of all its member organizations so that workers and officials are able to communicate with each other more effectively for exchange and inter-change of information on development issues and for planning purposes.
2. Organizers should circulate information about the contact addresses, telephone numbers and Email addresses of the participants and facilitators of this workshop so that communication is activated fast.
3. PELUM should organize a meeting of the participating member organizations to exchange views on possibility of coordinating with each other on research activities, in order to avoid duplication of research work. The meeting should also discuss the possibility of allocating areas of research specialization and identifying research priorities.

4. PELUM should set up an Information Network Committee, which may steer the action on networking activity. Focal persons from the member organizations should be identified, who will actively participate in the program.
5. Pelum should ask all its member organizations to create databases of their researches by using common format. In turn PELUM should merge all these databases into one central database to put information of the PELUM organizations research strength together at one place.
6. Publishers of GROUND UP should ensure regular publication and circulation of the magazine. They should also make sure that all contributors get their copies.
7. PELUM should organize a follow up workshop to find out how the skills obtained at this workshop are being utilized by the participants.
8. PELUM should organize workshops on Participatory Development Communication and Report Writing. It is important that a culture of report writing is introduced for the purpose of proper documentation of activities and information in all member organizations.
9. The participants should share the information gained at this workshop, with their other colleagues at their respective organizations.

VII. Workshop Evaluation Results

Fifteen participants attended the evaluation exercise. Their response are given in the following:

Topics/items Presentations	Excellent	Very Good	Good	Average	Poor	Remark
Introduction of PELUM and GROUNDUP	5	6	4	X	X	
Concept of Social Development	3	7	4	1	X	
Information needs of rural society	4	4	6	1	X	
Tools for effective data gathering	2	6	5	1	1	
Writing a good article	3	11	1	X	X	
Desktop publishing and editing skills	3	7	1	4	X	
Illustration production and reproduction	1	1	3	6	4	
Research coordination		5	8	2	X	
Newsletter organization practice	4	3	1	4	X	Three participants did not respond
Editing practice	1	4	6	3	X	One participant did not respond
Illustrations exercise	1	1	4	4	4	One participant did not respond
Venue	1	2	8	2	2	
Meals	2	6	7	X	X	

QUESTIONS	YES (RESPONSE)	NO (RESPONSE)
Did you learn the skills which will be useful in your official work?	15	X
Were the objectives of the workshop achieved?	15	X
Was the workshop overall successful in your opinion?	14	1
Do you recommend similar workshops to be organized in future?	15	X

General comments from the participants:

This workshop has really been very beneficial to us and we wish us to continue to communicate in the association so that we acquire more skills and experience.

Networking should be strengthened especially in information aspect in development work.

I recommend this group to continue with collaboration and networking.

More of such workshops should be given longer time for participants to learn better and not in a hurry.

Venue for future workshops be changed

A few comments in appreciation of the facilitators were made. These being personal in nature appreciating individual contributions have been deliberately excluded. However the original record of the assessment forms is available with CDRN.

Overall Assessment

As evident from the participants' responses the workshop was a great success. Hundred percent participants agreed that the skills they learned would be useful in their official work. They also agreed that the objectives of the workshop were achieved. Overwhelming majority (fourteen out of fifteen) certified in their responses that the workshop was overall successful.

Annex. I

**PELUM Association
Communicating Rural Development Workshop, April 4–8, 2005
Tal Cottages, Kampala**

Program

Day I (4th April, 2005)

Session I

Registration

Welcome Address (**Owori**)

Official Opening (**Josephine Kiiza**)

Introduction and Administrative Issues (**Abidi**)

Workshop Norms and Setting the Stage (**Abidi**)

About PELUM Association and GROUND UP Magazine (**Maseko**)

Workshop Objectives (**Abidi**)

Session II

The Concept of Social Development (**Abidi**)

Session III

Information Needs of Rural Society and Communication in Rural Areas (**Abidi**)

Session IV

Overview of the Day I and Participants' review (**Abidi & Maseku**)

Annex. II

PELUM Association
Communicating Rural Development Workshop, April 4-8, 2005
Tal Cottages, Kampala
Program
Day II (5th April, 2005)
Session I
Tools of Effective Data Gathering (**Abidi**)
Session II
Writing a Good Article (**Abidi**)
Session III
Focus on Pre-Workshop Assignments (**Abidi & Maseko**)
Session IV
Overview of the Day II and Participants' Review (**Abidi & Maseko**)

Annex. III

PELUM Association
Information and Communication Unit
Communicating Rural Development Workshop, April 4-8, 2005
Tal Cottages, Kampala

Program
Day III (6th April, 2005)
Session I
Desktop Publishing and Editing Skills (**Abidi**)
Session II
Illustrations Production and Reproduction (**Balyeku**)
Session III
Desktop Publishing
(Hands-on work with computers for Editing, Scanning, Designing and Layout of Newsletters,
Importing Photos and other Related Jobs of Desktop Publishing) (**Mutuwa**)
Session IV
Overview of Day III and Participants' review (Subject to availability of time) (**Abidi & Maseko**)

Annex. IV

**PELUM Association
Communicating Rural Development Workshop, April 4-8, 2005
Tal Cottages, Kampala**

Program

Day IV (7th April, 2005)

Session I

Research Coordination and Networking (**Abidi**)

Session II

Focus on Pre-workshop Assignments (**Abidi & Maseko**)

Session III

Focus on Pre-Workshop Assignments (**Abidi & Maseko**)

Session IV

Overview of Day IV and Participants' Review

Annex. V

**PELUM Association
Information and Communication Unit
Communicating Rural Development Workshop, April 4-8, 2005
Tal Cottages, Kampala**

Program

Day V (8th April, 2005)

Session I

Post-Workshop Planning – Plenary for Recommendations (**Abidi**)

Session II

Workshop Evaluation (**Abidi**)

Formal Closing of the Workshop (**Madam Mary Jo Kakinda, Chairperson, PELUM Association**)

Session III

Finalizing Proof of the Stories for Printing (**Abidi, Balyeku & Maseko**)

Session IV

Finalizing Proof of the Stories for Printing (**Abidi, Balyeku & Maseko**)

Annex.VI.

List of Participants

	Name	Postal Address	Telephone number	Fax number	e-mail address	Responsibility
1	Agnes Kirabo	Volunteer Effort for Development Concerns P.O. Box 1244, Kampala-Uganda	+256 77 564951	+265 41 348441	agneskirabo@yahoo.com	Documentation Officer
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13	Jeroen Weckhuy sen	SATNET P.O. Box 884, Fort Portal- Uganda	256 78 591169		Jeroen weckhuysen@yahoo.com	Volunteer In- charge of Data, Information and M&E
14	Jimmy Musiime	Africa 2000 Network, Uganda P.O. Box 1094, Kabale- Uganda	256 77 557018		a2nkabale@africa2000network.org OR jimmymusiime@yahoo.com	Community Development Officer
15	John Ereng	Africa 2000 Network, P.O. Box 787, Tororo- Uganda	256 77 303405		erengatyang@yahoo.co.uk	Project Soil Scientist
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