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Report on Mobile Show 2000







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Social Forearry Extension Model Development Project (EOFEM)

#### Summary

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In 2000, the Extension Method and Information Section of Social Forestry Extension Model Development Project in Semi-Arid Areas in Kenya (SOFEM) had its second year of implementing mobile shows. This has been enabled by the collaboration with the On-Farm Extension Section of the project and four Divisional Forestry Extension Offices in Kitui District.

This report consists three chapters written by the members of the Extension Method and Information Section of the project.

The first chapter by Lucas Rateng, who was responsible for the coordination and implementation of Mobile Show 2000, gives readers an overall picture of the show.

The second chapter by Josephine Kamene Musyoki is an analysis of questionnaires which were completed by attendants for the two years under consideration. Her analysis shows readers what the impacts of Mobile Show 1999 and 2000 are on local people in the areas and what are their demands related to these events.

The last chapter by Etsuko Akabane tries to evaluate Mobile Show 2000 from two points of view, firstly to analyse how the Mobile Show can act in the framework of extension activities, then to evaluate how Mobile Show 2000 was managed, mainly focusing on time management and resource utilisation. Photos: Mobile Show 2000



Registration



TA's talk



Break time under a tree



Children, watching cinema

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## Chapter 1. Implementation Report

#### 1.1. Introduction

The mobile show for this year covered nine venues of five divisions in Kitui district, namely Central, Matinyani, Mutonguni, Chuluni and Mutomo. The peoples participation was very high compared to last year, and this was mainly due to implementation of recommendations of participants during 1999 mobile show.

#### 1.2. Objective

The main objective of the mobile show was to create awareness on Social Forestry Extension Model Project in semi-arid areas (SOFEM) activities, and importance of tree planting to farmers in the project target areas. This was achieved through showing of video tapes, demonstration to the participants and dissemination of extension materials developed by the project.

#### 1.3. Contents and Methods

The video show materials were prepared by checking those developed previously by the project and other institutions considering their relevance to the participants based on the objective of the mobile show. Then testing of the video equipment condition was carried out, and then show programme was prepared. The selection of the target area and venue was done with the involvement of the DFEO's and chiefs within the respective divisions and later before the mobile show implementation the district officers in each of the divisions were informed.

The organisers of the mobile show prepared posters and distributed the same two weeks before the implementation of the mobile show in each sub-location.

#### 1.4. Planning for Implementation 1.4.1. Annual Work Schedule

This is very important, since it enables the organizers to start preparation of the event as scheduled in the plan of operation. Hence, during the year 2000 mobile show the schedule was as follows.



• Preparing video show materials	January - May
<ul> <li>Arrangement for equipments and checking their condition</li> </ul>	March - June
• Selection of target area and venue	June - July
<ul> <li>Video show programme preparations and short evaluation forms</li> </ul>	June - July
• Communicate to chief, DFEO, TA	July - August
• Implement video shows	August
• Mobile show implementation report	Sept Dec.

#### 1.4.2. Criteria for selection of Target Areas and Venue

The criteria for the selection was based on the following factors:

- The target area and venue should be within the project target area.
- Population of people in a target area.
- The status of he tree planting activities within the area.
- Other environmental factors within the area.
- The peoples interest on tree planting activities.
- Accessibility to the venue.
- The capacity of the hall within the venue.
- The hall should be free of charge.

#### 1.4.3. Materials and Equipments

In order to implement to mobile show, the following materials and equipments were used; video projector, video deck, video tapes, generator, 3 vehicles, black curtains, 3 tables, stand and the white screen, posters for announcement, project publications, charcoal water purifier, charcoal cooler, *Moringa* seeds, evaluation forms.

	Date	Venue	Location	Division	Name of
					Chief or
					Assistant
1	8/8/2000	Kilinyaa	Mbusyani	Chuluni	J.Mwongela
2	10/8/2000	Ngangani A.I.C	Kisasi	Chuluni	S. Kaeso
3	11/8/2000	Kithumula Hall	Muthumula	Matinyani	J. Ngove
4	16/8/2000	Kwa-mutonga	Kwa-mutonga	Matinyani	B. Kieti
		Primary School Hall			
5	18/8/2000	Maseki Catholic Ch.	Mutulu	Matinyani	C. Maithya
6	22/8/200	Wanzua Catholic Ch.	Kyangwithya	Central	R. Mutulu
			East		
7	23/8/2000	Itoleka Catholic Ch.	Itoleka	Central	J. Kiveve
8	2/8/2000	Katutu A. I. C.	Katutu	Mutonguni	P. Kulu
9	30/8/2000	Mutomo Social Hall	Mutomo	Mutomo	S. Komu

#### 1.4.4. Show Schedule (Table 1-2)

# 1.4.5. Tentative Programme (Table 1-3)

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Time		Activity	Facilitator
9:00		The mobile show staff leaves	Co-ordinator
		the Kitui Centre	
9:30	10:00	Arrival at the mobile show	Co-ordinator, DFEO,
		venue	Chief
10:00	10:30	Preparation of the hall	Mobile show staffs and
			the venue staff
10:30	10:50	<ul> <li>Show announcement</li> </ul>	Chief, DFEO, TA
		• Video show testing	Project staff
			Project staff
		• Entertainment of the	
		participants that arrive	
		early	
10:50		Registration of the show	Project staff
		participants and issuing	
11.00	11.05	project pamphlets	
11:00	11:05	Constitution of the ceremony	Area DFEO
1105	11:10	Introduction of the mobile	Area DFEO or co-
		show organizers (Project	ordinator
11.100	11.20	staff) to the participants	
11.100	11.20	Opening speech	Chief
11.20	12:00	S short talk	Project target farmer
11.25	12.00	Agrafanti (Our Problem)	Video projector
12.00	12.25	Miti	TT: 1
12.00	12.25	Miti Ni Mali (Nursery	Video projector
12.25	12.53	Olympic (T	Vile projector
12.20	12.55	Drunyanyı afaulu (Tree	Video projector
12.53	1.05		DEEQ Co. ordinator
1.05	1.05	Ereak L'I	Video Projector
1.05	1.20		Video Projector
1.20	1.55	Ounzation of Moringa	staff
1:35	1.45	Questions and Arguers	Project staff
	1.75	Evaluation Answers	riojeet stati
1:45	2:00	Charcoal	Project staff
		purifier/charcoal cooler	rojeet starr
2:00	2:15	Closing ceremony	Chief
2:15	2:18	Vote of thanks	Project staff
2:18	2:25	Closing prayers	Pastor
2:25		Departure to the Kitui	Co-ordinator
		Training Centre	

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#### 1.5. Some Monitoring Tools taken in Mobile Show 2000

#### 1.5.1. Venue Visit Proposal and Record Form

Organisers or coordinators of Mobile Show 2000 at least once visited a venue in order to gain information and to ask for cooperation of venue staff before the actual mobile show day. A form (Appendix 1) was used during such visits in order to enhance organization and management. This enables the organisers to clarify

- the names of the venue staff who can co-operate with,
- the distance to the venue,
- the time taken to reach the venue,
- and arrangements made with the venue staffs, etc.

#### 1.5.2. Record Form for Mobile Show

During the implementation of the mobile show at a specific

venue, time taken by each activity was recorded in a form (Appendix 2). The record were used at the venue meeting for modifying next day's activity planning as well as for evaluating Mobile Show 2000 as whole.

#### 1.5.3. Evaluation by the Project Staff

At a venue meeting after each mobile show day, staff members filled a form (Appendix 3) in order to evaluate the day's performance individually. This form was also used for the discussion of the meeting and for suggesting possible improvements of management of next show.

#### 1.5.4. Evaluation by the Show participants

The participants were handed a form (Appendix 4) at the registration and given time to fill it after main parts of mobile show activities. The venue meeting sometimes look at those questionnaires as reference. Chapter 2 looks into detailed analysis of the questionnaires.



#### 1.6. Outcomes of Mobile Show

3/8/2000	Kilinyaa A.I.C	Mbusyani	Chuluni	Adults	Children
3/8/2000 0/8/200	Kilinyaa A.I.C	Mbusyani	Chuluni		
0/8/200					
	Ngangani A.I.C	Kisasi	Chuluni	96	253
1/8/2000	Kithumula Sec .School	Muthumula	Matinyani	80	225
6/8/2000	Kwa-mutonga Pri.School	Kwa-mutonga	Mutonguni	42	84
8/8/2000	Maseki Catholic Church	Mutulu	Matinyani	232	219
2/8/2000	Wanzua Catholic Church	Kyangwithya East	Central	88	244
3/8/2000	Itoleka Catholic Church	Itoleka	Central	63	263
5/8/2000	Katutu A.I.C	Katutu	Mutonguni	230	171
0/8/2000	Mutomo Social Hall	Mutomo	Mutomo	377	112
				1343	1624
	1/8/2000 6/8/2000 8/8/2000 2/8/2000 3/8/2000 5/8/2000 0/8/2000	1/8/2000Kithumula Sec .School6/8/2000Kwa-mutonga Pri.School8/8/2000Maseki Catholic Church2/8/2000Wanzua Catholic Church3/8/2000Itoleka Catholic Church5/8/2000Katutu A.I.C0/8/2000Mutomo Social Hall	1/8/2000Kithumula Sec .SchoolMuthumula6/8/2000Kwa-mutonga Pri.SchoolKwa-mutonga Maseki Catholic8/8/2000Maseki Catholic ChurchMutulu2/8/2000Wanzua Catholic ChurchKyangwithya East3/8/2000Itoleka Catholic ChurchItoleka Mutulu5/8/2000Katutu A.I.CKatutu0/8/2000Mutomo Social HallMutomo	1/8/2000Kithumula Sec .SchoolMuthumulaMatinyani6/8/2000Kwa-mutonga Pri.SchoolKwa-mutonga MutonguniMutonguni8/8/2000Maseki Catholic ChurchMutulu LourchMatinyani2/8/2000Wanzua Catholic ChurchKyangwithya EastCentral Central3/8/2000Itoleka Catholic ChurchItoleka MutonguniCentral Mutonguni5/8/2000Katutu A.I.CKatutuMutonguni0/8/2000Mutomo Social HallMutomoMutomo	1/8/2000Kithumula Sec .SchoolMuthumulaMatinyani806/8/2000Kwa-mutonga Pri.SchoolKwa-mutonga MutonguniMutonguni428/8/2000Maseki Catholic ChurchMutulu EastMatinyani2322/8/2000Wanzua Catholic ChurchKyangwithya EastCentral883/8/2000Itoleka Catholic ChurchItoleka EastCentral635/8/2000Katutu A.I.CKatutuMutonguni2300/8/2000Mutomo Social HallMutomoMutomo3771343

#### 1.6.1 Record of attendance by Venue (Table 1-4)

#### 1.6.2. Recommendations by the staff

- It was suggested that the preparatory discussion meetings be held as from June, and if possible at least three meetings be held before the first show.
- The choice of venue sites to be decided by all including TAs and DFEO's. A map be prepared indicating locations of previous shows to help in identifying other venues.
- In the time decision it was suggested that the mobile shows should not be held on consecutive days, but be conducted twice per week, in order to enable the project staff to prepare adequately for the next show.
- According to last year's mobile show analysis most of the participants recommended that the shows be conducted in August, however the recommendations from this year's show will also be put into consideration.
- On the arrangement with venue staff, the DFEO's and TAs to play a key role, hold discussions with the local chiefs and Assistant chiefs and even publicize the mobile in chief's baraza.

- It was also observed by the majority of the staff that all the videos shown this year were very relevant, but the breaktime should be shortened in future so that the programme are completed on time as scheduled.
- On the choice of materials, it was recommended that in future video head cleaner and liquid be carried during every show. It was also concluded that children should not be given all pamphlets since they cannot understand their contents. Therefore only simplified pamphlets in picture form be given to children in order to create awareness on tree planting.
- Lastly on the training of staff, it was recommended the demonstration plot II staff be trained on the construction and uses of the charcoal water purifier and charcoal cooler property and other technologies developed and carried out at the Demo plot II.
- Finally members underscored the need for a training of trainers course, since not all the extension staffs attended the Social Forestry Training Project, Training of Trainers Course.

### Chapter 2. The Analysis of the Result of Questionnaires

#### 2.1. Introduction

This is a comparative analysis of the mobile shows conducted in the years1999 and 2000. The analysis was done using the results of questionnaires administered during the implementation of the mobile shows. The objective of administering the questionnaires during the two years was to gather some key points of information that can help to improve the implementation of the mobile shows. Attached to the appendix is a sample of the questionnaire used.

This analysis is composed of comments on the differences and similarities of mobile shows conducted during the two years. The figures used in the comparative analysis are percentages of respondents of mobile show evaluation questionnaires. Below is a summary discussion of the analysis.

#### 2.2 Mobile Show Information Sources

How did you get information about the mobile show?

The main channels of communicating to the farmers about the shows have been the chiefs, post office, technical agents, and farmers. From the table and graph below the similarities and differences can be observed.

	% of respondents for year		
Information source	1999	2000	
Chief	53	50	
Post office	13	27	
Technical assistants	16	17	
Farmers	17	13	

#### **Table 2-1 Information Sources**

#### **Figure 2-1 Information Sources**



For all the shows conducted during the two years, there was a general indication that most of respondents received information about the shows through the Chiefs. As explained in the 1999 Mobile shows, this result is expected because the position of the Chiefs as administrators enables them to communicate to many people in their locations. As such, a cordial relationship should be maintained between the chiefs in the target area and the project if this activity is to continue successfully. Giving them information about the shows in good time will also enable them to disseminate this information to more people thus increasing the attendance. The percentage of the respondents who received information through post office doubled in the year 2000 as compared to the previous year. This could be as a result of dispatch of information earlier than it was done in the previous year. Considering that some of the locations where shows are conducted are quite remote, information about the implementation of the mobile shows should always be dispatched as early as possible if post office is to be used as means of communication.

Comparatively, there was no significant difference in response concerning technical agents and other farmers as information sources and respondents who received information through them were still quite few. Therefore, there is need to stress on the role of technical assistants and the target farmers in advertising the shows in their locations.

#### 2.3. Interesting Items

What interested you most during the mobile show?

Items displayed in both 1999 and year 2000 include:

- Video tapes entitled Agroforestry, Miti ni Mali and Tree planting
- Demonstration of water purification by use of charcoal.
- Presentation of a talk by a target farmer

The table below shows the response of the farmers:

During the year 2000 mobile shows, an additional item was displayed through distribution of pamphlets and a short explanation on Enzaro Jiko while the picture story presented in 1999 was eliminated. A general increase in percentage of the respondents interested in the items displayed was observed for the year 2000 in comparison to year1999 except for water purification.

This aspect of evaluation is very important because it enables those who are implementing the mobile shows to understand whether the show attendants are receiving the intended knowledge. From the table and graph below the differences are clear.

# Table 2-2 Interesting Items

Items Displayed	% of respondent	s interested
	year 1999	Year 2000
Agroforestry	4	11
Miti ni mali	30	50
Tree planting	41	58
Water purification	23	9
Target farmers	1	9
Picture story	2	-
Enzaro jiko	-	35

Figure 2-2 Interesting Show Items 1999



Figure 2-3 Interesting Show Items 2000



The percentage of respondents interested in water purification reduced by more than half in year 2000 as compared to year 1999. This could be as a result of probably poor presentation or the varying interest and needs of farmers from location to location.

#### 2.4. Feeling about the show

#### How did you find the mobile show?

There was a big difference in feelings about the shows for respondents in 1999 and 2000. The percentage of respondents who felt that the show was excellent increased drastically from 3% in 1999 to 81% in"2000. Coincidentally, the respondents who indicated that the mobile shows were fairly good decreased from 81% in 1999 to 3% in year 2000, an interchange of 'excellent' and 'fairly'. The table below shows the results for the two years

Feelings about the show	% of respon	dents
	year 1999	Year 2000
Excellent	3	81
Good	10	10
Fair	81	9
Adequate	-	6
Bad	6	0

#### Table2-3 Feelings about the show

Respondents who felt that the shows were bad decreased from 7% in 1999 to almost 0% in 2000. This could be linked to the items displayed being of interest to the respondents and probably to the general co-ordination of the mobile shows having been improved. The graph and pie charts below indicate the similarities and differences during the two years of mobile show implementation.

Figure2-4 Feelings- 1999





#### 2.5. Convenient days

Which day do you think is more convenient for the mobile show implementation?

The data collected in 1999 in relation to time convenience was generalized, that is, 'Monday to Friday' and 'weekends' while in this year's mobile shows the days were specified in the questionnaire. The response on time convenience varied from location to location during this year.

The table below shows the response of the attendants.

Days	% of respondents	
,	1999	2000
Monday		7
Tuesday		6
Wednesday		6
Thursday		6
Friday		6
Saturday		20
Sunday		20
Mon to Fri.	31	0
Weekends	-30	-
Market days	.1.8	-
Others	21	-

#### Table 2-4 Convenient Days

This could be determined by the differences in activities such as group work, or busy market days that may vary from one area to another. However, it is difficult for the project to always conduct mobile shows when it is convenient for the people in all the locations. This is because in some locations the people prefer weekends and they are not convenient for the mobile show facilitators.



Figure 2-7 Convenient Days 2000



#### 2.6. Length of Program

What is your feeling about the length of the program?

Most of the respondents for both years indicated that the length of the mobile show program was adequate. The percentage of the respondents who felt that the program was very long remained the same for the two years. Those who indicated that it was very short decreased slightly from 10 % to 7%. The table below shows the response of the farmers.

Table 2-5 Length of program felt

	• • •	% of resp	ondents
Length of progra	am	1999	2000
Very short	1.00	10	7
Short	· .	-16	10
Long	. *	16	1.8
Very long		- 1-2	12
Adequate			53



· .....

#### Figure 2-8 Length of program felt

#### 2.7. Suitable month

Which months are suitable for the mobile show implementation?

For all the mobile shows held during the two years most of the respondents indicated the month of August as a suitable month for the implementation of the mobile. Comparatively the percentage of the respondents who gave this response increased from 33% in 1999 to 65% in the year 2000. This response was expected because during the month of August it school holiday and there is no much work in the farm so most farmers have time to attend the shows. Apparently, it is also convenient for the convenient for the project to conduct the mobile shows in August since the knowledge disseminated then can be applied by the farmers during the planting season which normally start in the month of October. The table below shows the response of the attendants of the mobile show

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#### Table 2-6 Suitable month

% of respondents Suitable month April 9 13 4 5 May 65 August 33 16 September 27 5 Any month 28

ale con alta Hur mai

Figure 2-9 Suitable month



Year of Implementation

## Chapter 3. Evaluation of Mobile Show 2000

#### 3.1. Introduction

This chapter is a trial of the evaluation of Mobile Show 2000. This has two sub-objectives.

Firstly, it aims to analyse the position of the Mobile Show in the project (3.2.). This does not repeat the roles of the Mobil Show that have already been explained in Chapter 1. It focuses more on the analysis of how the Mobile Show can be related to other extension activities of the project. This is based on the idea that each activity of the project can be considered as a part of a model that the project is asked to develop for social forestry extension in semi-arid areas. The chapter is going to look at the needs of changing the ways of decision making and implementation responsibility.

The chapter is then going to look at the details of the Mobile Show. For the observation of activities, monitoring is needed. Monitoring tools used in Mobile Show 2000 are already explained in Chapter 1 (from 1.5.1.to 1.5.4.). This chapter looks at whether the monitoring tools worked properly in order to improve activities of members of staff by sharing common information among them(3.3.1). Then time management - year's monitoring main focus - is going to be evaluated (3.3.2). Time management may be a fundamental and critical factor in analysing management efficiency. Lastly the chapter is briefly going to look at the effectiveness of financial resource utilization (3.3.3). This part discusses positive and negative-effect on sustainability, which may be affected by the change of utilisation of resources.

Each section has a two-fold structure. It will start from analysis without repeating detailed explanation of activities that readers may find in other chapters and appendixes. Analysis should be clear with tables and figures. The analysis will lead to some recommendations for planning and implementation of next year's Mobile Show.

#### 3.2. The Mobile Show in the project activities and DFEOs and TAs roles

Over the last two years, mobile shows have been planned separately from other extension activities. This can be modelled as **Figure 3-1**. The centrally-oriented system effectively functions when a new activity is introduced to a particular

Figure3-1: Model of the extension activities in 2000



area of operation. This uniform style had a certain rationale when the Mobile Show started in 1999 and Farmer to Farmer Extension this year, 2000. This section's discussion is based on the idea that extension activities of the project can in time be modified or improved in terms of roles, responsibility and communication of the stake-holders according to their experience. Another assumption is that the Mobile Show can be an effective part in the social forestry extension model that SOFEM aims to establish.

The first question is how the Mobile Show can be utilised as an extension model. In 2000, Farmer to Farmer Extension appeared and the Mobile Show followed it in each division. However, as the expected function of these activities is fully realised, the running order for these activities can be changed in order to clarify the relevance of these activities. As a pre-stage of Farmer to Farmer Extension, the Mobile Shows can take the first part of the year's activities in an operative area. This is because the Mobile Show aims to attract many local people's attention to social forestry and the project activities while Farmer to Farmer Extension aims to transfer appropriate knowledge and techniques in social forestry. The Mobile Show may introduce social forestry for many people in an operative area, then Farmer to Farmer Extension, as a central engine for extension activities in the area, can concentrate more on knowledge and techniques that need practical and detailed explanation in the field\*.

\* There were some common programmes for both the Mobile Show and Farmer to Farmer Extension activities. Those were water purifier, charcoal cooler and others that can be considered as relatively under- emphasised and not directly related to forestry techniques. Farmer to Farmer Extension can be more specific and effective if it does not spend time in these activities but rather spends more time on directly-related forestry techniques such as micro water catchments, complete weeding and spacing for planting.

The second question is how the project has maximised capability and capacity of its stake-holders. **Table 3-1** compares how they are involved in each activity in terms of planning, implementation and evaluation. It could be accepted that DFEOs' and TAs' involvement is mainly in implementation. They attend meetings for planning and evaluation. However, the timing of meetings sometimes holds them up from these activities. It was noted in the two Mobile Show meetings (pre and post) that venue choice should involve DFEOs and TAs (1.6.2.). It could be an improvement this year if a pre-meeting is planned at an earlier stage. However, we can take a step forward by re-defining DFEOs and TAs as coordinators of extension activities.

lable	3-1	Involvement	of	staff	in	extension	activities	

**-** . .

Duration	Activities	Sť	aff	·inv	olve	ed" f	ore	eact	n ac	tivi	tу								
		E×	ten	și	Inf	orm	nat	DF	ΕO		Ve	nue	į.	Ta	rge	ted	Ot	her	
		oņ	1		ior	n		TA			St	aff		far	rmei	r	se	ctic	n
÷	· · ·	Se	ectio	on	Se	ctic	n										s		
	99 U	KE	FRI		KE	FRI											KE	FRI	
-		Р	I	Е	Р	1	E	Р	1	E	Р	1	Е	Р	1	E	Р		Е
May	Farmer	R	С	R				С	R	R					A				2
	Selection																		
June-July	Farmer	R	R	R		С		М	R	С					A			A	
	training																		
July-August	Farmer-F	R	R	R	Ň	C		М	R	М	С	С			R				
	extension																		
August	Mobile	M	R	М	R	R	R	М	R	М		С			А			А	
-September	Show							_											

Planning, I: Implementation, E: Evaluation M: Attendance to meeting,R : the main responsibility, C: responsibility in cooperation A: AttendanceThe table is filled by observation by members of staff.

Here we may need some conceptualisation. KEFRI staff were the centre of

extension activities (Figure 3-2-a) in SOFEM's previous project, Social Forestry Training Project (SFTP). SOFEM intends that farmers should act as extension agents for their peer farmers. In order to achieve this to the point of real farmer-oriented extension (Figure 3-2-d), the activities of the project are now being implemented. In other words, Farmer to Farmer Extension and other activities to support target farmers aspire to achieve the final stage of the farmer-oriented approach. Farmer to Farmer Extension as an information flow is modelled in Figure 3-2-b. In order to fill the gap between the two stages, one which still has an impact of SFTP's style (Figure 3-2-b) and the final stage (Figure 3-2-d), a tentative stage (Figure 3-2-c) can be considered.

Figure 3-2 Conceptualisation of Extension Activities











With respect to these two points, Figure 3-3 shows a proposed model of the re-structuring of extension activities and re-defining roles of DFEOs and TAs. It can be called a model of decentralization of the project activities. DFEOs and TAs take initiatives in coordination and planning concerning venue and date of activities in an operative area. The two sections, On-Farm Extension Section and Extension Method and Information Section of the project hold meetings to support and suggest these activities.



Figure 3-3: Model of proposed changes in extension activities

The benefits of this model are

- Smooth communication between DFEOs, TAs and venue staff (local chiefs),
- Possibility of allowing local initiatives,
- Encouraging DFEOs and TAs to act as planners and coordinators of extension activities in an area,
- Therefore, sustainability of their activities, focusing on post-project time,
- Clear evidence of how a series of extension activities function in an area,
- Therefore, a possibility of explanation of a model establishment.

3.3. Monitoring and Evaluation

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#### 3.3.1. Monitoring Function in Mobile Show

Mobile Show 2000 introduced three new monitoring tools (1.5.1., 1.5.2. and 1.5.3.). Figure 3-4 (in page 22) shows the flow of activities concerning monitoring for Mobile Show 2000. As can be seen in the figure, a venue meeting is an important element in the circle of activities. The first meeting was held at the KTC the day following the opening of the Mobile Show. Then it was suggested to have a meeting at every Mobile Show. A venue meeting was chaired by the Mobile Show Coordinator and it usually lasted 20 to 30 minutes.

**Table 3-2** shows changes due to monitoring and other factors through Mobile Show 2000. The table shows that monitoring can function in practical matters, responding to the problems that staff members face.

Monitoring in the process of implementation can quickly respond to a problem and modify for minor changes. However, in order to improve planning for another similar activity, evaluation and discussion is needed(1.6.2. and 3.3.2).

1 4010	18		
Date	Problems	Solution	Changed by/at
8 Aug 00	Electric generator	changing programme,	Coordinator
	failure	arrangement of a	
		new generator	
8 Aug 00	Staff realised more time	Leaving KTC 30min	Venue meeting
54 SF	spent for preparation	earlier	
10 Aug 00	Staff realised time loss	Explaining all	Venue meeting
	between the firs part	Non-cinema	
	(cinema) and other	programmes after	
	items in the programme	the break, outside	
10 Aug 00	Questionnaire's	A new	Venue meeting
	categories	questionnaire's form	
18 Aug 00	Staff realised more time	Purchased cups and	Venue meeting
	spent for soda provision	bowls	Coordinator
30 Aug 00	Staff realised the	Stopped provision	Coordinator and the
	number of attendance is		person in charge of
	too great to provide		finance
	soda for all		

Table 3-2 Changes in Mobile Show 2000-by meeting, monitoring and other

Figure 3-4: Actual Mobile Show activities flow and monitoring in 2000



## 3.3.2. Evaluation of Time Management

Monitoring of this year's Mobile Show mainly focused on time management. At each venue the duration of an activity in the programme was recorded in the record forms (Appendix 2) and those data are compared in Table 3-3.

Chave No.	,	200	2		6	7	0
Show No.	1	2	3	4		/	8
Date	8 Aug.	10 Aug	11 Aug	16 Aug	22 Aug	23 Au	25 Aug
Venue	Kilinyaa	Ngangani	Kithmula	K-muting	Wanzua	ltoleka	Katutu
Departure	9:40	9:10	9:25	9:20	9:20	9:20/40	9:15
Trans-ation	50min	30min	30min	30min	1h 30min	40min	15min
Preparation	1h 30min	1h 55min	1h 55min	1h 40min	1h20min	1h40min	1h30min
Regi-ation	10:20	10:50	N/R	10:15	11:30	N/R	11:00
Opening	13:40*	11:35	11:50	11:30	12:10	12:20	12:20
ceremony		(5min)	(15min)	(10min)	(20min)	(20min)	(35min)
Shida Yetu	12:00	11:40	12:07	11:40	12:30	12:40	12:55
	(40min)	(35min)	(35min)	(35min)	(40min)	(35min)	(38min)
Miti Ni Mali	12:45	12:15	12:43	12:15	13:10	13:15	13:33
	(26min)	(25min)	(20min)	(25min)	(30min)	(20min)	(25min)
Tree	13:12	14:25	13:35	12:40	14:25	14:15	14:08
Planting	(28min)	(5min)	(30min)	(30min)	(28min)	(36min)	(28min)
Break	N/A	12:40	13:03*	14:00	13:40	13:35	13:58
		(40min)	(32min)	(20min)	(45min)	(50min)	(2 <sub>.</sub> 0min)
Enzalo Jiko	14:00	13:52	14:08	13:10	14:55	14:51	14:36
_	(15min)	(15min) -	(12min)	(15min)	(15min)	(20min)	(14min)
Moringa	14:15	14:08	14:20	13:15	15:05	15:11	14:50
	(13min)	(22min) -	(16min):	(20min)	(15min)	(10min)	(18min)
C-cooler &	N/A	14:27	14:45**	14:20	15:30	15:32	15:18
W-purifier		(33min)		(30min)	(30min)	(11min)	(12min)
Q & A	14:30	14:30*	**	13:35	15:20	15:21	15:08
	(30min)	(10min)	5	(25min)*	(10min)	(10+min)	(10min)
Closing	N/A	15:00	**	14:50	16:00	15:43	15:18
Ceremony		(5min)		(20min)	(1 min)	(4min)	(12min

12

Meeting

Departure

N/A

(16:10)

Arrival17:0016:00(16:35)16:0016:50(15:55)(15:50)Note1. In each Box, the first time in Block indicates starting time while the following time (in a pair of brackets, followed by 'min') shows time taken (minutes) for the activity.

15:50

(25min)

15:15

16:00

(20min)

16:20

N/R

(15:30)

N/R

15:35

Note2. Abbreviations: N/A: Not Applicable (the show did not involve the particular activity) N/I: Not Indicated (in the record)

Note3, Time recording was not done for the 5th and 9th shows.

N/R

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**.**...

(15:30)

Note4. There were some changes in programme including the order of demonstrations.

15:20 -

(45min)

(16:05)

Time Taken is varied by venues and dates. However, there are some common points and lessons can be learnt for future implementation planning.

Firstly, planned time is usually similar to time taken for most items in the programme. However, there are some 'hidden' factors which took longer than planned (or were not planned at all). These are the time for preparation (setting up and arrangements at the venue) and break-time.

Secondly, the closing time was always later than planned by 20 to 76 min (average 46 min) compared to Plan B. It was sometimes observed that some people left the place earlier than closing time. These were mainly women if thetime was after 14:00.

Thirdly there seems to be a negative correlation between time spent for the second session ('non-Cinema' programmes, after the introduction of Molinga) and the delay from the starting time of the session (Figure 3-5).





A proposed time table for improvement is Table 3-4. It can allow staff members

- more time for preparation at a venue,
- more relaxed schedule,
- more time for non-cinema programmes,
- therefore, more time spent for DFEOs' and TAs' explanation,
- enough space when people look at Water Purifier, Charcoal Cooler outside as they are divided into two groups; Adult and Children
- more time for Q and A, especially for adults
- earlier closing time.

Ti	me	Activity	Facilitator	Note
8:30		Leaving KTC	All staff	Materials (to
9:00		Arrival at the venue		brought) can
				prepared the
				day before.
9:00	-10:30	Preparation of the hall	Staff and Venue Staff	
9:00	9:15	Greeting to chiefs	DFEOs, TAs. (Coordinator)	
9:30	10:30	Announcement	Chiefs and ,DFEOs,TAs	
9:30		Registration start	Staff in charge	
10:30	11:00	Opening ceremony	- Greetings from Chiefs,	Needs to sho
			Elders, DFEOs, TAs,	the rough ide
			Target Farmers	about the
			and others	programme.
			- Introduction-SOFEM	
11:10	11:40	Shida yetu	Staff in charge (AV)	Two Cinemas
11:40	12:10	Miti ni Mali	Staff in charge (AV)	for introduct
12:10	12:40	Non-cinema (inside)	DFEOs, TAs, other staff	About Morin
,	T.			Jikos etc.
eople ar	e going t	o be two groups after th	is item.	
Adults r	emain in	the hall. 🛷	1. C.	
12:45	13:10	Q and A	DFEOs, TAs, KEFRI staff	
13:15	13:35	Non-cinema (outside)	DFEOs, TAs,	Water purifie
			Demo2 workers	Charcoal Coo
				etc.
13:35	13:40	Closing ceremony	Greetings from Chiefs,	Informing ot
	-	- wi	Elders, DFEOs, TAs,	SOFEM
		2	Target Farmers	activities in
			and others	areas
Children	go out t	he hall.		
12:45	13:00	Non-cinema (outside)	DFEOs, TAs,	Water purif
	- C.		Demo2 workers	Charcoal Coo
				etc.
	13:10	Q and A	DFEOs, TAs, KEFRI staff	Leaves ear
13:00			1	(050) 78 ==

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#### 3.3.3. Resource planning and implementation

The budget\* spent on the Mobile Show for the two years, 1999 and 2000, can be seen in **Appendix 5** and **Appendix 6**. In order to grasp underlying problems of resource planning and implementation, here we focus on a practical thing, the provision of refreshments.

> \*The budget in both tables does not include any expense related to transportation, especially for fuels. It is limited to the actual purchase during the session.

#### 3.3.3.1. Process of planning and implementation

The main difference in the expense between the two years is the soda and bread. The majority of members of staff requested meals for attendants as well as lunch allowance for members. This was based on their experience of Farmer to Farmer Extension of this year. This took a long time (two thirds of time of the first meeting) to discuss and it was finally agreed that this year's Mobile Show takes their opinion for soda and bread as a test case with a condition; in any inconvenient situations the provision of soda and bread will be stopped.

Out of the nine locations of the Mobile Show in 2000 there was provision of soda and bread at eight places. On the last day of the Mobile Show, it was decided by the coordinator and the person in charge of finance that the provision should not be made as the numbers of attendants amounted to more 250 (489 at close of registration).

Throughout Mobile Show 2000 some practical problems were observed related to the provision of refreshment.

- The number of purchases was decided according to the registered number of attendants. Therefore the budget for even one show was uncertain up to the last minute.
- The provision process took a long time, taking up most time of the break. It super-ceded the other (mainly non-cinema) items of the programme (3.3.2.).
- Plastic cups were used for providing soda to children. As all places that Mobile Show 2000 experienced had no water provision, washing these cups seems to be inefficient. There is also possibility of being criticised for insensitivity in hygiene matters.

#### 3.3.3.2. Analysis of resource utilisation: effectiveness and sustainability

We now look at whether soda and bread are really needed.

The first reason for the introduction of refreshment was that last year's shows were long (at the first meeting some members explained). This problem is now solved in 3.3.2. Therefore there is no need to consider to provided soda and bread for this reason.

The second reason was for an incentive. Some members strongly recommended the provision of soda and bread because for this reason. However, the reason why people left (and maybe why they are motivated) are not uniform. Soda and bread could not detain them when women had many things to do at home. They may prefer a shorter programme to refreshment. At one venue some children left the show during the break. When they were asked the reason for leaving earlier they said that they preferred to have something to eat at.

Another rationale why refreshment as motivation is not logical and necessary can be seen in the case of Mutomo. At the last venue of Mobile Show 2000, the adult attendants was more than three times that of children, amounting 377. They showed significant eagerness for adapting forestry techniques in their fields. There were many questions from them related to practical techniques. In comparison to other venues very few left early. This is the place where we did not supply soda and bread.

There are some important reasons why this venue's mobile show was successful.

- The venue was very near to the local market.
- The venue staff, who were local chiefs and members of the local committees attended to the opening ceremony and greeted to the attendants. Their number was the biggest through Mobile Show 2000.
- These elders recommended people to attend to the Mobile Show.
- This was the first time that the project had a Mobile Show in the division.

The above shows that provision of refreshments does not always have a positive effect in practice. Further more we may need to look at sustainability. Apart from the expense of soda and bread the main parts of budget is for lunch

allowances for members' participation and fuel for transportation. If it is limited to an operational area (that is discussed in 3.3.2.), members of staff will be able to implement a similar activity even after the withdrawal of the project in the areas of current operation.

#### 3.3.3.3. A step forward: recommendations

An underlying problem here is the way of resource management and planning. It is related to the donor's management system which allows very little local commitment to its framework. Members are not informed how much money can be used for an activity or for a fiscal year. Therefore demand from members and strain from donors are fundamentally clashing underneath. This was seen at the first meeting above mentioned. If they share information about resources this conflict can be eased. They may discuss resource planning and management as a common problem that they should find a better solution.

Concerning this point of resource management, sustainability, the practical points discussed above and the changes in roles of DFEOs and TAs, the following points are recommended for next year's planning for budget.

- Budget for the fiscal year should be planned at the beginning, concerning each activity planned.
- DFEOs and TAs should plan their activities including budget for their operational areas.
- Planning should firstly consider sustainability as the project is coming to the end of operation. A system which requires less resource should be sought out.
- Planning needs to be balanced between better management of activities (including time and human resource management and coordination with related organisations) and resource utilisation.
- Cost-effectiveness should be considered for each activity in relation to resource utilisation.
- Therefore some expense which is not directly related to the main activities of the shows should be re-considered.

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## Travel Proposal

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					Name		
					Sig		
1. Date & Time	Dep.from KTC	1	1	1	:		
	Arr. at KTC		1	1	:		
2. Destination /	1)	2)		3)		4)	
Offices visited	1						
3. Purpose of							2
Travel		÷					
4. Person(s)	Name		Kshs.	Si	gnature for	allowanc	e receiving
Officer/DFEO/TA	1		-	-,		1	
or an attached list	2. 3. 4.						
5. Driver							
6. Car							
7. Fuel	Diesel / petrol			I			
8. Note							

	Tr	avel Report			. /	/
1. Travel record	Location	time	km	km		
	KTC					
1						
	KTC					
		*	l	1		
2. People met	Position	Name				
						1
a in go Ta						
-a - <sup>6</sup>						
2						
5. NOTE					2	
						1

## Appendix 2.

## Record Form for Mobile Show

1. Date

/ August / 2000

2. Venue 3. T.A. DFEO

4. Recorder

	Time	Activity	Record
		Registration Exercise	
		Starting Time	······································
11:00	11:05	Introduction	
11:05	11:10	Opening Speech	
11:15	11:50	Agro-forestry	
11:55	11:20	Enzalo jiko	
12:25	12:45	Moringa	
12:45	13:15	Tree planting	
13:15	13:30	Water Purifier	
13:35	13.50	Q and A	
	3	Collection of Evaluation Forms	
		Break Time	

## Closing/Departure

Any other mings

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Evaluation Form by Staff for Mohile Show

August September 20000 2. Venue 1.Date

3. Evaliation 3.1. Pre-site Arrangement

	Gra	ding			Reasons
	circle	one of	the fol	lowing	
	4Ex(	cellent	3 C	bood	Please write especially for 2 & 1
	2 Fa	.Ŀ	-	Poor	
3.1.1. Transportation	4	m	Ч	-	
3.1.2. Time Schedule	4	m	4	-	
3.1.3. Material	4	m	N	1	
Preparation					
3.1.4. food preparation	4	m	5	-	
3.1.5.	4	~	ы	1	
3.1.6.	4	e	2	-	

# 3.2. On-site Staff Activity and Venue Conditions

3.2. 1. Arriving time of	ম _	~	~1	-		
Staff : whiters 1As DFF O.	2					
3.2.2. Readiness of the		m	Ч	-		
venue staff :Chief Lial: manager						
3.2.3.Hall / Venue	-+	m	1	-		
appropriatiness					•	
3.2.4.Registration	77	m		-	-	
excercise						
3.2.5. Starting Time	-		-1	-		
3.2.6. Programme Choice	-		- 1	-		
3.2.6. Programme	-	173				
Presentation						
Introduction	۹T	٣,	-1	-		
Opening Speech	٣	m	-			
Agro-forestry		r.,	r.	-		
: Enzalo iiko	-	1.	-1	-		
Moringa	-	·~,		-		
I ree planting	-1	••,	-			
Water Purifier	100	·••	۰.	÷		
Q and A	<del>.</del>	•••	• •	-		
3.2.7. Break Lime		er,	•			

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3.3. Audience responsiveness

1	1		1	1				1-		-	-	r	r
				_			_		_	_	-	_	
-	-		1	1		1		1		1	1	1	1
~1	~1		ы	7		ч		7		2	7	7	7
"	m		Э	ŝ		3		m		3	e	3	3
7	শ		4	4		4		4		4	4	4	4
3.3.1. Arrival of Audience	3.3.2. Reaction during the	show in general	Heard quietly?	Responded	Spontaneously?	Questioned	Thoughtfully?	Question for their	action?				

3.4. Any Comments. Opinions and recommendations for improving our activities

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# MAONI JUU YA MAONYESHO YA SINEMA

MKULIMA MWANAFUNZ UMRI	 1	ММЕ МКЕ		KATA TAREHE	
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	nandaii wa	miti			ä
(f) K	usafisha m	aji kwa makaa	.*	(1 <b>4</b> )	
(1) 11		3			(** 1)
3. Ur	nevaonaje	maonyesho ya hii	sinema?		
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(b)M	azuri				
(c) M	azuri kiasi				
(d)Sa	wa sawa		a		
(e) M	abaya. Ka	ima ni mabaya ele:	za ni kwa nini		••••
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(e) ijt	imaa	(I) Jumamosi	(g) Jumapili		
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5. El	L'idogo	yako kunusu muu	a wa maonyesho y	a sintina.	
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(u) (c)	Mrefu san	19			
(C)		ia			
6. Ni	miezi gani	inafaa kwa maon	vesho va sinema va	a aina hii?	
(a)	Mwezi wa	Nne			
(h)	Mwezi wa	Tano			
(c)	Mwezi wa	Nane			
(d)	Mwezi wa	Tisa			
(e)	Mwezi wo	wote. Eleza jibu la	ako		•••
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Appendix 5.

# Budget in the fiscal year of 1999

PENS				
Date	Boxes	Amount		
24/08/99	6 Pkts of pen	2700.00		
25/08/99	15 pkts of pen	6750.00		
		9450.00	2	9450.00
STATIONERY				
26/08/99	Batteries	240.00		
27/08/99	Batteries	12960.00		
2.0		<u>13200.00</u>		13200.00
OTHERS				
24/08/99	Mineral water	200.00		
27/08/99	Mineral water	400.00		
28/08/99	Video cassettes	11000.00		
02/09/99	Mineral water	400.00		
07/09/99	Mineral water	80.00		
10/09/99	Mineral water	160.00		
9		12240.00		12240.00
LUNCH ALLOWAI	NCE	8830.00		8830.00
	Person paid			
09/08/99	Mr. Terreria	2380.00		
09/08/99	Mr.	2380.00		
16/08/00	Mr.	2210.00		
16/08/99	Mr. de	2210.00		
		<u>9180.00</u>		9180.00
			Grand total	52900.00

## LIST OF MATERIALS USED DURING MOBILE SHOW (1999)

## LIST OF MATERIALS USED DURING MOBILE SHOW (2000)

PENS				
Date	Boxes	Amount		
8/24/2000	DI6 Pkts of pen	2910.0	0	
8/30/2000	Dit okt of pen	400.0	0	1
8/28/2000	12 okts of pen	970.0	0	
0.20.200		4280.0	0	4280.00
STATIONE	BY	4200.0		1 1200.00
8/3/2000		600.0	0	-
8/4/2000		1000.0	0	
8/4/2000		4800.0		
8/4/2000	JBoard	3705.0	0	
8/8/2000	Pkts of envelopes.	11190.0	0	
8/8/2000	scissors, biro pens, manilla papers			00005.00
		<u>20295.0</u>	0	20295.00
OTHERS				
8/4/2000	First Aid kit	2147.2	0	
8/9/2000	Cans	300.0	0	
8/15/2000	Video tapes	160.0	0	
8/28/2000	Video tapes	60.00	0	
8/25/2000	Jericans	200.00	0	
8/24/2000	2 basins	450.00	0	
8/24/2000	Dozen plastic plasses	1680.00	0	
		4997 20		4997.20
LUNCH AL		+331.20	·	
	No. of staff			
8/8/2000	16	1920.00		
8/10/2000	10	2310.00		
8/10/2000	17	2130.00		
8/11/2000	17	2130.00		
8/10/1999	18	2010.00		
8/18/2000	18	2040.00		
8/22/2000	15	1820		
8/23/2000	10	220		
8/25/2000	19	2200		
8/30/2000	19	2310		10000.00
		19000.00		19000.00
8/2/2000	3	500.00		
8/3/2000	2	380.00		
8/3/2000	3	500.00		
8/4/2000	3	500.00		
8/7/2000	1	130.00		
8/7/2000	3	500.00		
8/7/2000	3	500.00		
8/24/2000	6	1500.00		
8/29/2000	3	500.00		
8/24/2000	3	500.00		
8/7/2000	3	500.00		
		6010 00		6010 00
FACILITY		0010.00		
8/4/2000	Batteries and Cable	10300.00		╂────┤
8/9/2000	Cable and Tape	2270.00		┼────┤
0.372000		2270.00		12570.00
SODA 2 PE	PEAD	12570.00		12570.00
8/8/2000	Bread & Soda	1000.00		
8/16/20001	Crates of Soda	1080.00		
8/10/2000		2448.00		
8/10/2000		2688.00		
3/22/20001		2555.00		
8/23/2000		2856.00		ļi
8/12/2000	Crates of Soda & puncture repair	2936.00		
8/25/2000	Crates of soda	5304.00		
8/18/2000		5882.00		
		26350.00		26350.00
			Grand total	93502.20

SOFEW-Working Paper-Inft-2001-1

Tide Report on Mobile Show 2000 Category: Addivity Report Related FO womens - 0.0.4. Published for Contanual use Published to March 2001

Writzen bj: Luces Potens. Josephile B. Muryck, Etseko Aksbane Compliad by: Etseko Aksbane Tyood by Bose Mutchi Janet Mutunga

Estension Method and Information Section.

Soura) Forestry Estension Development Project in semi-arid areas in Konya (SOPEM)