2. Approaches that improve stakeholder involvement in packaging and repackaging of research outputs generated

3. Innovative approaches that improve community involvement in dissemination of research outputs developed

4. Project outputs disseminated to wider audience

5. On ground research activities documented

Expected Project (Intermediate results) Outcome:

Enhanced technology access, utilization and adoption

Expected Project (Long-term Results) Impact:

Agricultural production and household incomes improved by10%

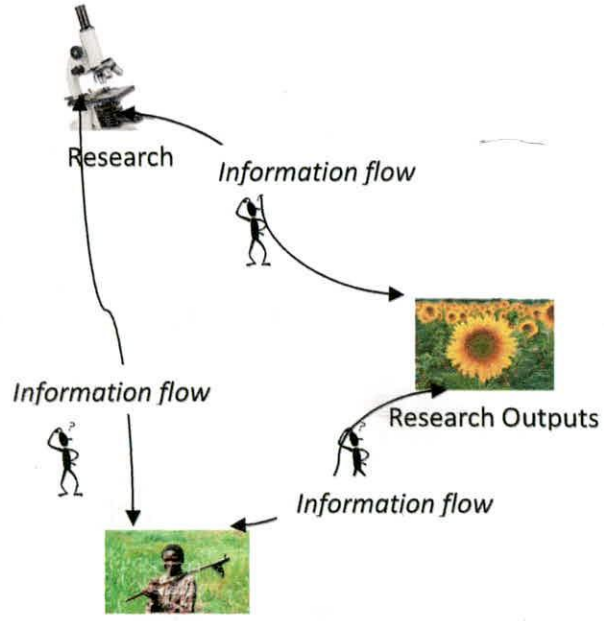


How Best can they be Helped????

For more information contact:

National Semi Arid Resources Research Institute (NaSARRI)
P. O. SOROTI
Tel: 045-44- 63663/ 63665; Fax: 077-2- 250553
e-mail: director@yahoo.com

Analysis of Communication Strategies for Dissemination of Agricultural Research Outputs to Uptake Pathways: The Case of NaSARRI



April 2010

Introduction

National Semi Arid Resources Research Institute (NaSARRI) is conducting a study on different approaches to disseminate the Agricultural Research Outputs. The study is conducted in partnership with following:

. Soroti District Local Government, Production Department
. Popular Knowledge (Wo)men's Initiative (PKWII) in Bukedea District
. VISION TERUDO in Ngora District
. SOSPPA in Serere District
. Lira District Local Government, Production on Department
. Tororo District Local Government, Production Department

Background to the Problem (justification for research):

National Agricultural Research Organisation (NARO) and National Semi Arid Resource Research Institute (NASARRI) in particular has developed and released many technologies for improving agricultural production and productivity among the targeted end users. It is believed that, when these technologies reach and get used by the beneficiaries, technologies will cause change in the incomes earned at household level and therefore reduce poverty levels and improve livelihoods.

However, there has been concern that, these technologies have remained on shelf as result, they (technologies) have not reached and if they reached the targeted users, the technologies have not been used. This could be because of either the format of presentation has not been user friendly or the dissemination approaches have not been appropriate or effective. Therefore, for the benefit of end users, this study intends to study different approaches for packaging, repackaging and disseminating these technologies.

Ola Smith Marcelino Avila and Nur Abdi, 2004, identified farmers and their organizations as responsible for translating formal research outputs into real life production systems. An effective linkage between research and them (farmers) reduces risks for agriculture to become marginalized as a result of minimal technology utilization.

Many technologies are on the shelves or tied up in journal publications, which targeted beneficiaries rarely access nor understand. *Ola Smith et al, 2004,* believed, if these technologies were packaged in user-friendly form and disseminated with appropriate approaches, they (technologies) could solve many problems faced by beneficiaries; therefore, called for technologies to become more accessible, user-friendly and supportive.

Project objectives:

1. To develop guidelines for packaging research outputs for uptake pathways.
2. To generate approaches that improve stakeholder involvement in packaging and repackaging of research outputs
3. To develop innovative approaches that improve community involvement in dissemination of research outputs
4. To disseminate project outputs

Expected Project (Short-term results) Outputs:

1. Guidelines for packaging research outputs for uptake pathways developed.